

How to Map Out a Successful Marketing Plan

interview with Tim Berry | President, Palo Alto Software

by

Dan Ogdon | VP of Marketing, Swiftpage



Meet Tim

Business and Marketing Plans

Plan-As-You-Go

How to Get Started Now

Marketing Channels

Drip Marketing

Q & A

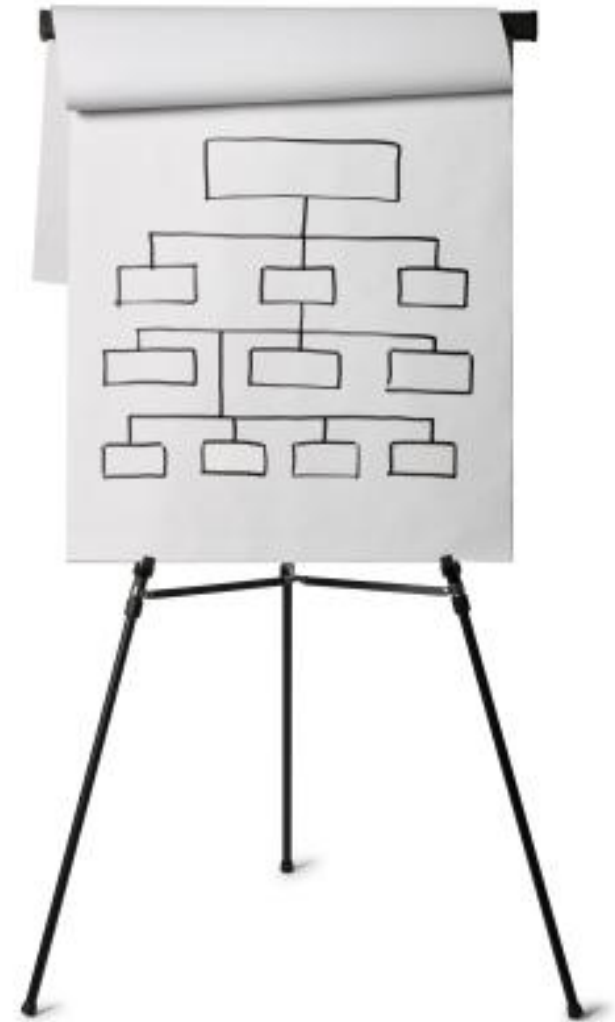
Tim Berry | President of Palo Alto Software

- Founder of bplans.com
- Co-founder of Borland International
- Blogger
- Author of business planning books and software
- Professor on starting a business at the University of Oregon
- Former business planning consultant to Apple Computer



Business and Marketing Plans

- Business plan best practices
- Business Plan Pro

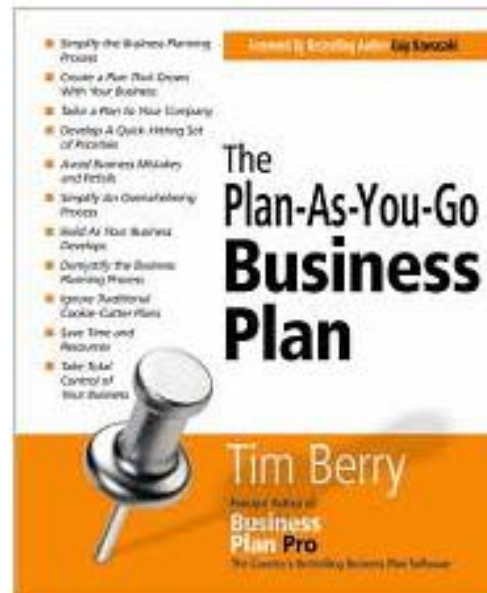


Business and Marketing Plans

- Marketing plan best practices
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Plan-As-You-Go



How to Get Started Now

- First Steps
- Attitude Adjustment



Which Marketing Channels?

- Print
- Email
- Tradeshows
- Twitter
- Facebook
- Blogging
- Keywords
- Etc...



Drip Marketing



- Contact Management
- Keeping in Touch: Email, Postcards, Call Lists, Letters, Telemarketing and Fax
- Surveys and Web Forms
- Email Notifications
- Conditional Actions and Campaign Transferring
- Reporting

Event Marketing



New Product Launch



Lead Generation



Nurturing



Q & A

Tim Berry

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