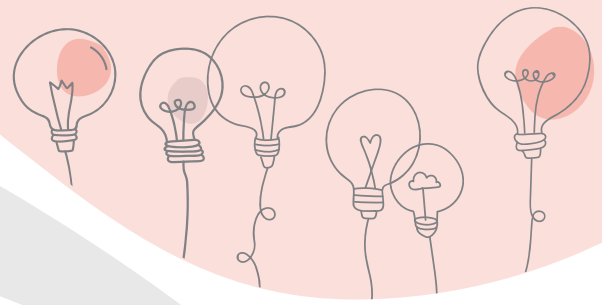


A strategic thinker with a sales mindset



I help marketers
become rock stars
by quantifying their
contributions
to sales.

My name is Pam Didner I live and breathe B2B Marketing

Here's how I help my clients:

- Listening to their pain points and challenges
- Determining if their challenges are their real challenges or something else
- Crafting ideas to address their issues
- Working with them to set up processes and resources
- Piloting and ramping up the processes and tools that can help make them successful
- Adjusting their course as needed

Why do I do what I do? What's my story?

We're all born to do something and to leave a mark on the world, big or small. I was born to help other people succeed.

I love turning what I know and have learned about digital marketing into something I can share with others – to help them avoid making some of the same mistakes I've made. And I love crafting what I've learned into frameworks or templates for others to use and make their work easier.

Most importantly, I like to get my hands dirty, working side-by-side with my clients to get things done and make them rock stars in front of their teams and management.



Here's the reality about digital marketing

Digital marketing is hard – there are so many intricacies to think through, from developing workflows to creating intuitive user interfaces. The best way to gain digital knowledge isn't by reading about it; it's by doing it. I can help you learn while doing, think strategically, and craft a plan. I can even jump in the trenches with you and help bring your project to life.

I can help your company learn more and do more with keynote speeches, training, and workshops on:



Content Marketing



Global Content Marketing



Sales Enablement



Sales and Marketing Alignment



Strategic Planning



Team Building

Here is what companies hire me to do:

- Craft messaging and value propositions
- Facilitate annual planning and training sessions
- Develop annual, co-marketing, or partner marketing plans
- Help plan and execute demand generation or nurturing campaigns
- Document AS-IS and TO-BE workflows and processes based on the Martech stack
- Team up with marketing to execute internal and external events content tracks

- Launch enterprise podcasts
- Collaborate with marketing to support sales by mapping content, sales Enablement, and ABM
- Manage product launches

What I don't do:

Paid media buys | Social media outreach

What YOU can do!



Book a call with Pam. It's complimentary
pamdidner.com/schedule-call



Book Pam to speak at your conferences.
pamdidner.com/contact



Download a free chapter of Pam's book.
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Find resources on Pam's website:

www.PamDidner.com