

A strategic thinker **with a sales mindset.**

My name is **Pam Didner**. I live and breathe B2B Marketing.



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

How I help my clients

- Listen to their pain points
- Determine their “real” challenges
- Craft solutions
- Establish processes and source tools
- Ramp up implementation
- Monitor progress and adjust the course

Or I do all of the above as a fractional CMO.

Why I do what I do

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

I love sharing what I’ve learned about digital marketing with others. So they don’t make the same mistakes as I did. My mission: crafting what I’ve learned into frameworks and templates for others.

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.



The reality of digital marketing

Digital marketing is hard. You need to think through many intricacies, from developing workflows to creating intuitive interfaces. The best way to gain digital knowledge isn’t by reading, but by doing.

I not only can help you think strategically and craft a solid plan, but also manage the internal team, external freelancers, and agencies (#fractionalCMO). We’ll jump into the trenches to bring your projects to life. #fun

Keynotes, training, and workshops:



Content Marketing



Global Content Marketing



Sales Enablement



Sales & Marketing Alignment



Strategic Planning



Team Building

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
- Support sales by mapping content, sales enablement, and account-based marketing (ABM)
- Manage product launches

What I won't do

- Paid media buys or social media outreach

Check out my books on Amazon

- ➔ [*Effective Sales Enablement*](#)
- ➔ [*Global Content Marketing*](#)
- ➔ [*The Modern AI Marketer eBook*](#)

Download a free chapter here!

- ➔ PamDidner.com/books



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