

in 2023!

With MarketingProfs B2B Forum taking place in Boston and online on October 4-6, it's time to start #FeelingB2B in 2023 with these top MarketingProfs B2B Forum speaker takes on the things they love about B2B marketing.

WHAT DO YOU LOVE ABOUT B2B?

There's a lot to love about B2B marketing today,



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The thing that I love the most about B2B marketing is that it's always changing, which truly keeps me engaged and energized."

ANN HANDLEY **Chief Content Officer, MarketingProfs** @MarketingProfs

66 I love B2B marketing, and I don't think B2B gets

enough credit for innovation in marketing. It can truly make a difference in people's lives."

JOE PULIZZI Founder, The Tilt @JoePulizzi



B2B marketing is fun and frustrating. The fun

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part is that it's complicated with a long purchase cycle and there's always something to learn." PAM DIDNER



Vice President, Relentless Pursuit



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find solutions, they jointly enhance value, benefiting the entire market and industry." A. LEE JUDGE Co-Founder & CMO, Content Monsta



@ALeeJudge



hat in B2B marketing, and that it's a more layered experience."

• • • • • • • AHAVA LEIBTAG President, Aha Media Group @Ahaval

I love that you need to put on a co-persona



WIL REYNOLDS

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Founder & VP of Innovation, Seer Interactive

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 \bullet \bullet \bullet \bullet \bullet MARK SCHAEFER **Executive Director, Schaefer Marketing Solutions**

B2B marketing is a roller coaster of constant

I have fun in this business every day!"

change, and endlessly fascinating. That's why



@BrennerMichael

MICHAEL BRENNER **CEO, Marketing Insider Group**

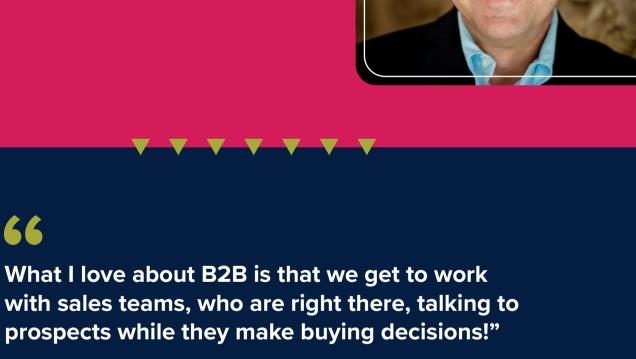
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APRIL DUNFORD

CEO, Ambient Strategy

@AprilDunford

to handle the challenges of marketing today."





@Crestodina

I love the range of markets and personas. B2B marketers work within an insane spectrum of





I love that the sky's the limit in B2B — there's so

much more opportunity, because of the longer

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LEE ODDEN **CEO, TopRank Marketing**

@LeeOdden

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sales cycles and so many other opportunities."

MarketingProfs B2B Forum in Boston on October 4-6 and online and start feeling B2B. Register now for MarketingProfs B2B Forum 2023, and get

\$200 off individual registration and \$400+ for groups of three or

Join all of these speakers and dozens more at

more by using our special code "TOPRANK" at: **Register Today**



