



THE BIG BOOK

of Facts + Statistics that
Marketers + Salespeople
NEED TO KNOW

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Introduction

Throughout this eBook, we share relevant facts and statistics from trusted, global experts on the state of marketing today, and how we relate as salespeople, marketers, and technologists in the current marketplace.

While reading this guide, we hope you discover key themes on sub-topics like email marketing, data analytics, lead personalization, social media marketing trends, video production and content creation, and much, much more, that will help re-shape your perspectives as you dive into the future that is certainly catching up to the present as we publish this resource ...

Happy marketing, and may the evolution of technology be on your side as you develop your expertise in the field.



*All experts have been credited, and are thanked for their efforts to make this eBook possible. Please refer to **pg. 17** of this eBook guide for a complete list of **credits/resources**.*

What You'll Learn ...

1. CONTENT MARKETING
2. EMAIL MARKETING
3. BLOG
4. WEBSITE
5. VIDEO MARKETING
6. DATA + ANALYTICS
7. LEAD NURTURING
8. MARKETING AUTOMATION
9. SALES + MARKETING ALIGNMENT
10. THE EVOLUTION OF CRM
11. ONLINE PRIVACY + SECURITY
12. SOCIAL MEDIA MARKETING
13. THE FUTURE OF MARKETING