



overdrive
INTERACTIVE

Becoming a Marketing Engineer

Crafting the customer journey

By Harry J. Gold | CEO, Overdrive Interactive

Digital-First Marketing

The rapid advance in digital media, tools, and analytics alters the marketing landscape month by month. Overdrive helps marketers make informed decisions on evolving opportunities to use the power of digital transformation as a driver for growth.

Our Services



Social Media
Marketing



Paid Search
Management



Lead
Generation



Creative
Services



The Brand
Embrace



Search Engine
Optimization



Online Media
Planning & Buying



Email
Marketing



Web
Development



Marketing
Automation

3 Reasons to Talk to Overdrive:

1. Get an expert opinion on what you can do to achieve your marketing goals
2. See real-world case studies on how others are using digital-first marketing to win
3. Get a no-obligation, realistic look at the costs and components of a customized program

Get In Touch With Us

617.254.5000

www.overdriveinteractive.com

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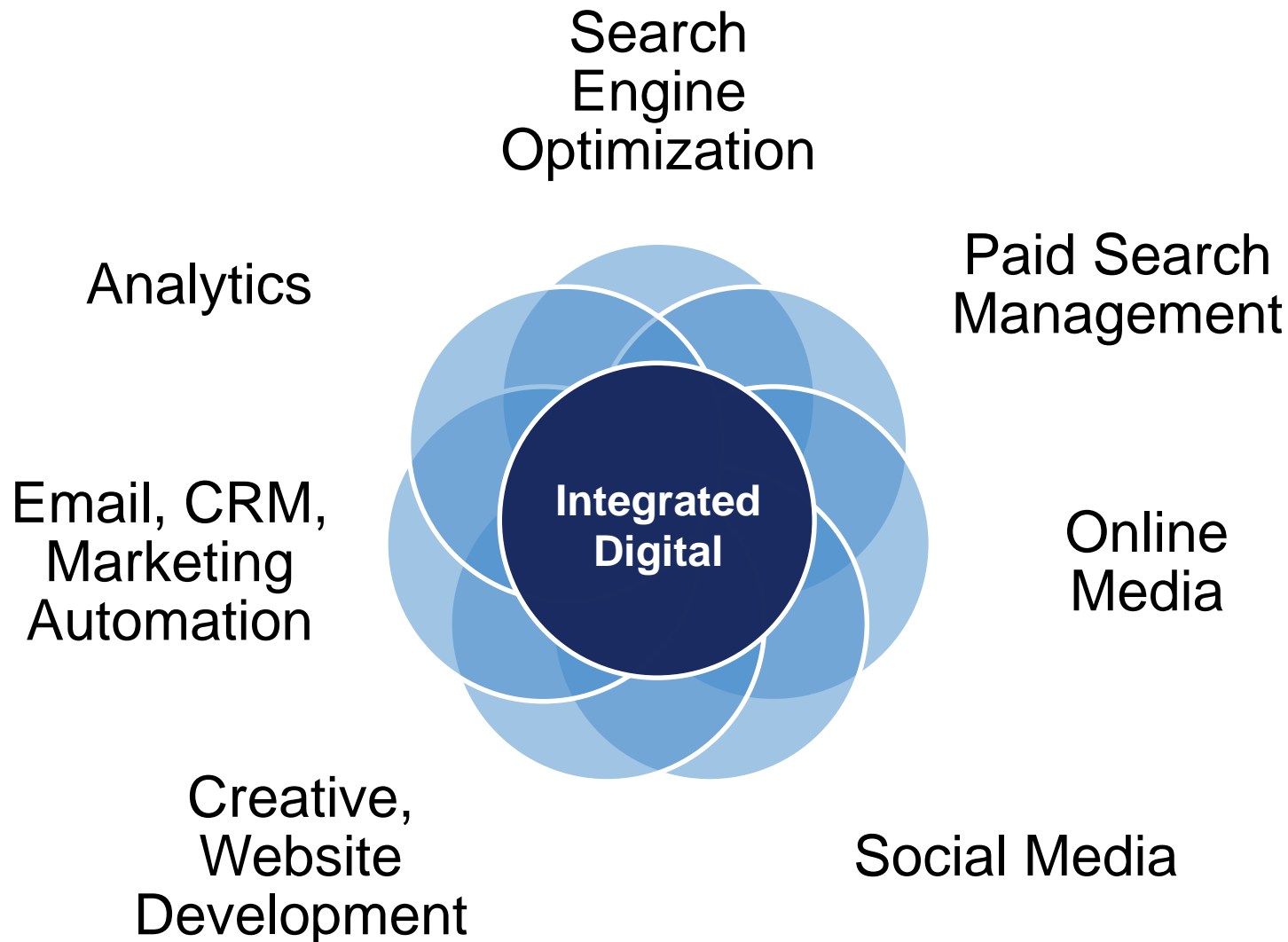
About Overdrive Interactive

- Overdrive helps companies compete and win in today's hyper-competitive digitized marketplace
- Integrate:
 - Digital-first strategy and planning
 - Persuasion oriented creative
 - Search marketing (SEO/SEM)
 - Account base marketing (ABM)
 - Online media (banners and video)
 - Content development
 - Website and application development
 - Social media marketing



The Lines Are Blurring



Brand

Drive

Search Engine Marketing

- Organic
- Paid
- Online PR/Linking

Online Media

- Sponsorships
- Banner Campaigns
- Product Listings
- Email/RSS Feeds
- White Paper Syndication

Social Media

- Social Networks
- Content Channels
- Blogs

Capture

Site Network

Main and Mini Sites



Landing Pages

Data Capture
Applications and
Incentives



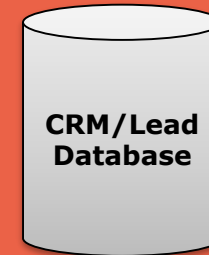
Webinars/
Trade Shows

Call Centers

Convert

Database

Marketing Automation/Nurture



- Telemarketing
- eAlerts
- Social/Viral
- Direct Mail

Sales Team



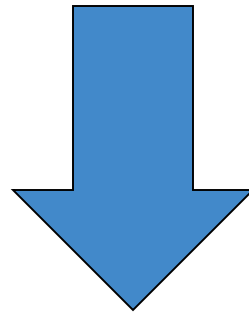
Sales Enablement



Optimize

Track, Report and Respond

Marketing Professionals



Marketing Engineers

The Trick is to Always be Asking...

“And Then What?”

- What is the next step in escalating a prospect through the sales process?

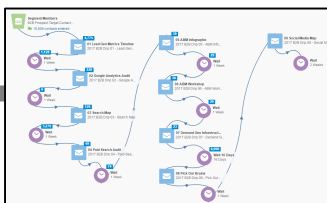
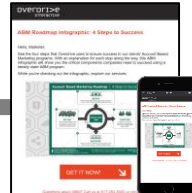
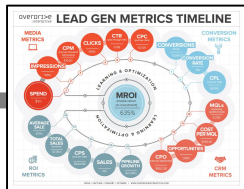
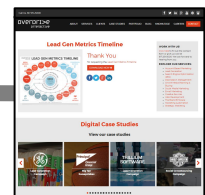
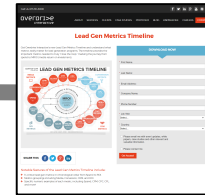
“And Then What” Chronological Arrangement

- Chronically arranging the components of the customer and data journey reveals how they all work together and where high impact points of optimization live

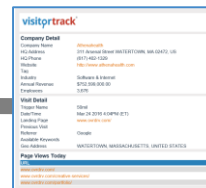


Get the Free Lead Gen Metrics Timeline - Overdrive Interactive
[Ad overdriveinteractive.com/Lead/Generation](http://overdriveinteractive.com/Lead/Generation)
 Understand What Metrics Really Matter for Lead Generation. Download the Free Lead Gen Metrics Timeline Today from Overdrive Interactive!

Close The Loop
 Download 14 critical lead generation metrics- Overdrive Interactive



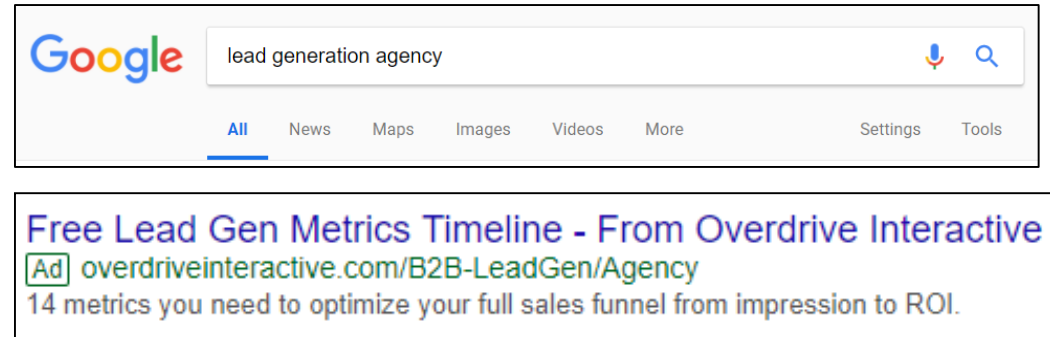
Eric Whalley <ewhalley@overdriveinteractive.com>
 Hi, I'm Eric Whalley, CEO of Overdrive Interactive. I'm excited to hear from you and to see how you're using our Lead Gen Metrics Timeline. We hope you find it interesting and useful in the development of your marketing metrics and dashboards.



And Then What...

- User sees a digital ad with a content offer and clicks
- User arrives on a targeted landing page with form and offer
- System sets required tracking and retargeting cookies
 - Google Analytics, Dart, Google Network Retargeting, Marketo (or other marketing automation platform)
- User fills out data capture form and becomes a lead
- System kicks out personalized auto-reply email with additional offer
- User also presented with more engagement options on confirmation page
 - Engaging video, relevant links, more materials, additional offers, etc.
 - User is encouraged to share the content via Facebook, Twitter, email or other means
- Consumer data is sent to Marketo and Salesforce for lead scoring and future marketing automation
- Leads are tracked and reported for ROI and campaign optimization
- Future promotions and offers are sent to prospect via marketing automation platform and nurture program

Barbara from IBM clicks on a paid search content offer for the keyword “lead generation agency”



...and arrives on persuasive landing page where various tracking and retargeting cookies are set.

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Lead Gen Metrics Timeline

Get Overdrive Interactive's new Lead Gen Metrics Timeline and understand what metrics really matter for lead generation programs. The timeline provides the important metrics needed to truly "close the loop," marking the journey from spend to MROI (media return on investment).

LEAD GEN METRICS TIMELINE

The diagram illustrates a circular flow of metrics starting from **SPEND** and ending at **MROI (media return on investment)**. The metrics are grouped into four categories: **MEDIA METRICS** (Spend, Impressions, CPM, Clicks, CTR, CPC), **CONVERSION METRICS** (Conversions, Conversion Rate, CPL, MQLs, Cost per MQL), **CRM METRICS** (Opportunities, CPO, Pipeline Growth, Sales, Average Sale Price, Total Sales), and **ROI METRICS** (MROI, ROI). The central MROI is highlighted with a value of 635%.

DOWNLOAD NOW

* First Name:
* Last Name:
* Email Address:
* Company Name:
* Phone Number:
* Job Title:
Select...
* Country:
Select...

☐ Please email me with event updates, white papers, case studies and other relevant and valuable information.
☐ Please contact me.

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Notable features of the Lead Gen Metrics Timeline include:

- + 14 critical lead gen metrics in chronological order from Spend to ROI.
- + Metrics groupings including Media, Conversion, CRM, and ROI.
- + Specific numeric examples of each metric, including Spend, CPM, CPC, CPL and more!



Barbara fills out the form and becomes a lead.

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Lead Gen Metrics Timeline

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- + Metrics groupings including Media, Conversion, CRM, and ROI.
- + Specific numeric examples of each metric, including Spend, CPM, CPC, CPL, and more!

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* First Name:

Barbara

* Last Name:

Smith

* Email Address:

bsmith@ibm.com

* Company Name:

IBM

* Phone Number:

617-555-1212

* Job Title:

Director

* Country:

United States

* State:

Massachusetts

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☐ Please contact me.

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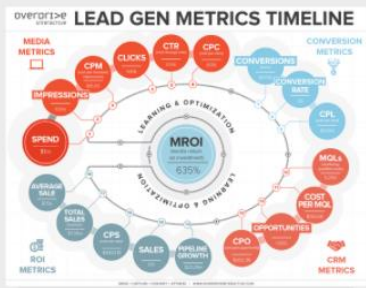
Content and engagement options are delivered and the conversion is tracked on various platforms.

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Lead Gen Metrics Timeline



Thank You
for requesting the: Lead Gen Metrics Timeline

[DOWNLOAD NOW](#)

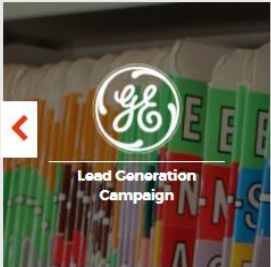


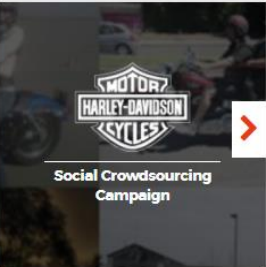
WORK WITH US!
Click here to fill out the contact form or give us a call at 617.254.5000. We look forward to hearing from you.

EXPLORE OUR SERVICES:

- Account-Based Marketing
- Lead Generation
- Search Engine Optimization (SEO)
- Paid Search Management
- Online Media Planning & Buying
- Social Media Marketing
- Email Marketing
- Creative Services
- Web Development
- The Brand Embrace
- Marketing Automation
- Strategic Marketing

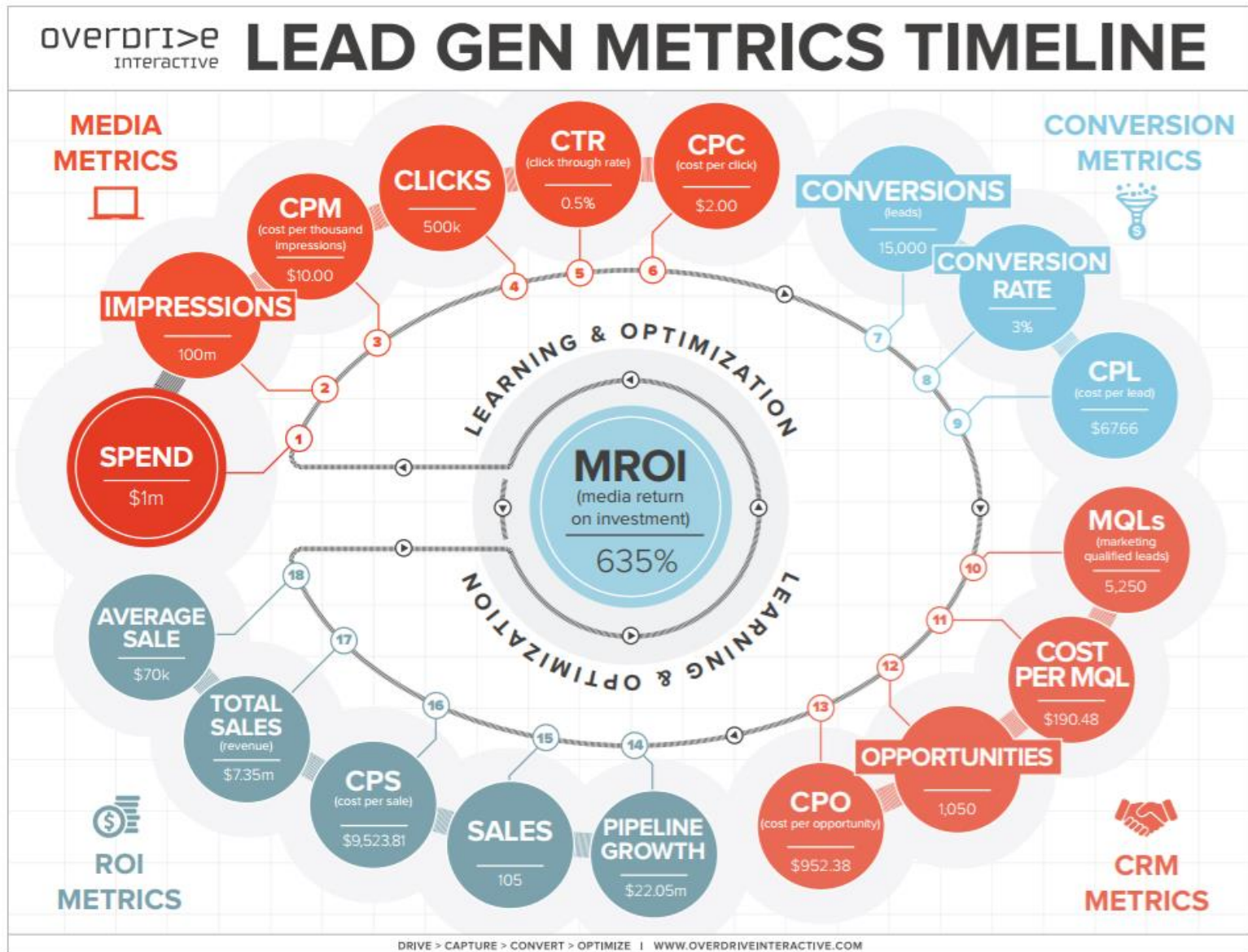
Digital Case Studies

View our case studies



Barbara downloads the PDF infographic.




The system pushes out an auto-reply email to Barbara from Overdrive sales rep Eric Wholley.



Eric Wholley <ewholley@overdriveinteractive.com>

Welcome!

To  Barbara Smith

Hello Barbara,

Thank you very much for downloading our Lead Gen Metrics Timeline. We hope you find it interesting and useful in the development of your marketing metrics and dashboards.

As for the purpose of this email, often people are on our site seeking information on general digital marketing and demand generation services and they need answers fast. So if you're in a rush, or would like some straight answers to more complex questions, please don't hesitate to get in touch with me right now by **simply hitting reply to this email** or giving me a call.

I am 100% here for you if and when you need me!

Best regards,
Eric

Eric Wholley
SVP, Business Development
P: 617-254-5000 x1103
ewholley@overdriveinteractive.com

Overdrive Interactive
38 Everett Street, 2nd Floor
Allston, MA 02134

Marketo ports lead into Salesforce and sends Eric an instant lead alert.

From: Overdrive Alert <team@overdrive-interactive.com>
Sent: Thursday, January 18, 2018 10:49 PM
To: Betsy Landon
Subject: Knowledge Center: Barbara Smith, IBM - Asset: Lead Gen Metrics Timeline

A Knowledge Center form was submitted with the following information:

Campaign Name: Knowledge Center Form

Downloaded Asset: Lead Gen Metrics Timeline

Please Contact Me:
"1" equals checked. Default is empty or NotChecked.

Name: Barbara Smith

Job Title: Director

Email Address: bsmith@ibm.com

Phone Number: 617-555-1212

Company: IBM

Inferred Company: Comcast Cable

State: Massachusetts

Inferred State: none

Country: United States

Inferred Country: United States

Salesforce Contact Record Link: <https://na28.salesforce.com/00Q0h00001fGvlzEAC>

Marketo Person Record Link: <https://app-ab21.marketo.com/leadDatabase/loadLeadDetail?leadId=1120602>



**Sales rep Eric calls the lead immediately!
(5 minutes or less)**

SPEED MATTERS



Respond Quickly Or Someone Else Will

THE GOLDEN WINDOW

"Speed-to-call is the single largest driver of lead conversion in the first two minutes after a lead is generated."

The first five minutes represent a **golden window** for making contact and establishing rapport. Companies calling in this window have a huge advantage.

Calling within 5 minutes is

21X MORE
EFFECTIVE

than calling after 30 minutes

30
Minutes

4 Reasons Why

Statistics aside, there are some common sense reasons that explain why speed to call makes such a big difference.



Presence - The prospect is likely at their computer and with a phone nearby when they hit submit.



Engagement - The prospect is thinking about their need and ready to mentally engage with you when they hit submit.

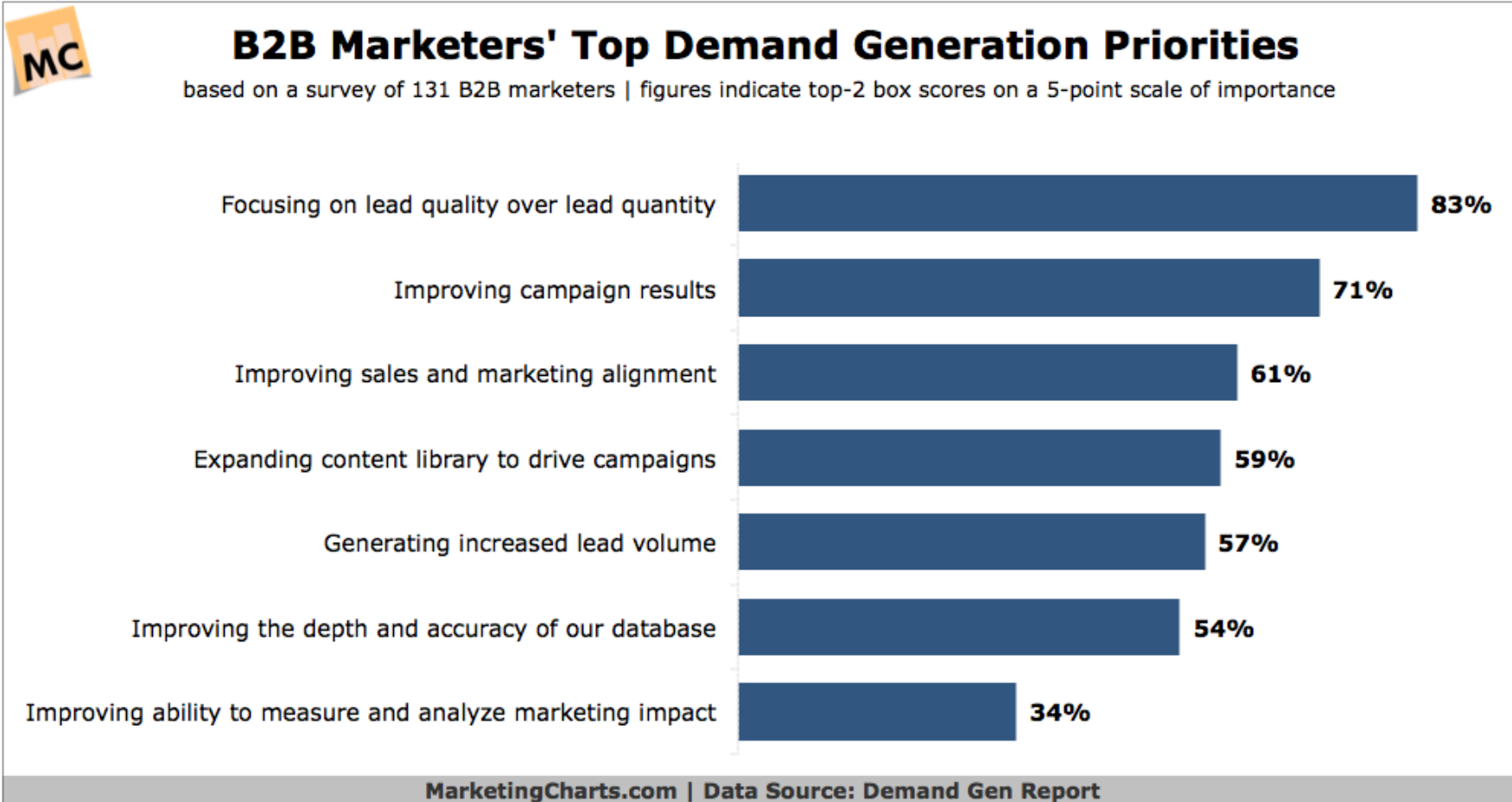


Rapport - Fast responses build confidence and rapport starting things off on the right foot.



First Movers Advantage - First to contact, first to frame the conversation and get a shot to close the deal.

Speed to Lead and Lead Quality



The fastest way to improve lead quality...

**Call your leads
and answer the
phone!**

35% to 50%

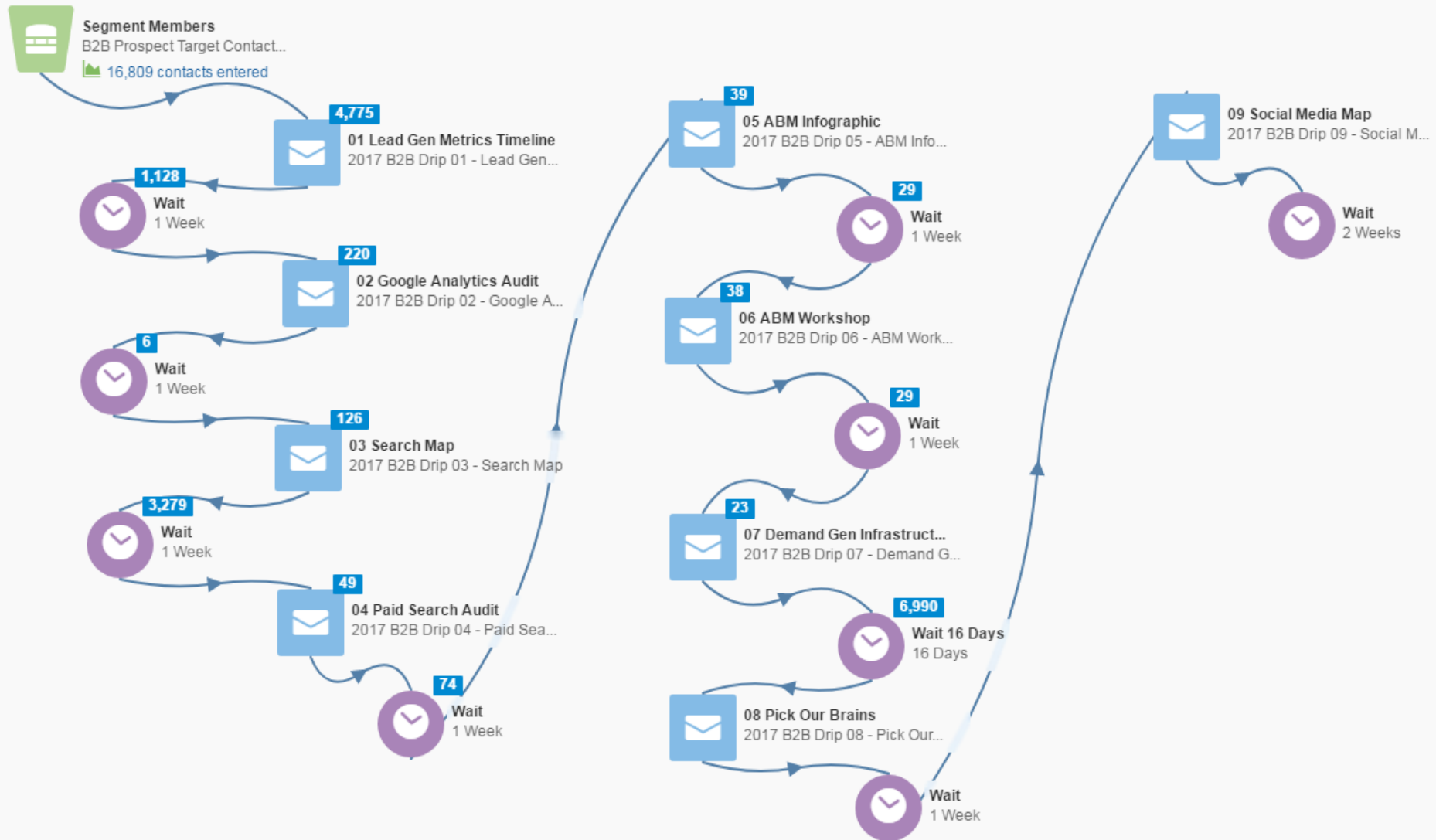
of sales go to the vendor that responds first.

Insidesales.com



Sadly, Barbara does not respond to Eric's email and phone inquires.

A nurture campaign is triggered to send relevant content and engagement offer emails to Barbara



Nurture Email and Landing Page #1: Google Analytics Audit Engagement Offer

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Google Analytics Audit: No Obligation Consultation

Hello, Marketer,

What's Going On with Your Google Analytics?

Is your Google Analytics in dire need of cleanup and ongoing upkeep? Are all of your critical actions being tracked? Do you have faith in what is being reported? Are you able to yield actionable insights? No? Not sure? Let Overdrive Interactive help you get a handle on your Google Analytics and get a true sense of your marketing's effectiveness with a [free 1-hour consultation](#).

What's the Big Offer?

Get a free, no-obligation, 1-hour review of your Google Analytics, and together we will look to see if your analytics house is in order. At the very least we will yield some interesting insights, and we may find some issues we can fix right away!

What have you got to lose?

There is no obligation and no pressure. I promise you'll walk away with some advice even if we don't work together.

Take action – schedule your session: <https://www.ovdrv.com/google-analytics>

UNLEASH THE POWER OF GOOGLE ANALYTICS

Google Partner

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Google Analytics Audit and Management

3 REASONS TO LET OVERDRIVE

Unique Visitors

Goal Conversion Rate

Users and Devices

REVIEW YOUR GOOGLE ANALYTICS

Let Overdrive Interactive help you get a handle on your Google Analytics account so you can get a true sense of your marketing's effectiveness.

We will help you:

- **Fix problems** that impair your data
- **Gain confidence** in your data
- **Make sense** of your data
- **Take action** against your data

Our Google Analytics services include:

- **Complete Google Analytics audit and roadmap development** to give you a real plan for the present and future.
- **Full cleanup and implementation** including tag management, filters, goal tracking, site segmentation, international segmentation and more.
- **Custom reporting and dashboard creation** looking at traffic and goals from all sources including paid traffic, organic search and other referring sites.
- **Creation of triggered alerts and automated reports** that will bring data and insights directly into your email inbox on a daily, weekly or monthly basis.
- **Integration with third party applications** such as Marketo, Eloqua, Salesforce, BrightEdge, Demandbase and other platforms that power your marketing automation, SEO and ABM (account-based marketing).
- **Ongoing maintenance and quality control** including the application of tag manager, bot filters, creation of a UTM code tracking system for your email and paid campaigns and more.
- **Accurate benchmarking, ongoing reporting and expert analysis** to reveal what is really going on with your web traffic and how you can boost ROI.
- **Monthly reports and analysis work sessions** delivering custom reports for you to present internally with insights and actions yielded in collaborative meetings where we review the numbers together.

The Big Offer

Get a free no obligation 1-hour review of your Google Analytics and together we will have a look and see if your analytics house is in order. At the very least we will yield some interesting insights and may find some issues we can fix right away! It will be an hour well spent! If it helps you, we are glad to do it!

FREE 1-HOUR GOOGLE ANALYTICS CONSULTATION

Give us an hour and we'll give you some actionable insights!

* First Name:

* Last Name:

* Email Address:

* Company Name:

* Phone Number:

* Job Title:

* Country:

☐ Please email me with event updates, white papers, case studies and other relevant and valuable information.

☐ Please contact me.

Get Access!

Nurture Email and Landing Page #2: Search Marketing Map Content Offer

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Overdrive 2018 Search Marketing Map

Hello, Marketer,

Overdrive Interactive has updated our Search Marketing Map (image below) to present the most current snapshot of search resources in the digital space today, including live links to over 169 websites, apps, tools, and events, broken into 26 categories. The map is available as a PDF on the Overdrive website at: <https://www.ovdrv.com/search-map/>

Success in marketing today means having your head around search marketing and knowing the top sites, tools, and resources. Overdrive Interactive's Search Marketing Map helps you navigate the ever changing landscape of Search Marketing.

While you're checking out the map, explore our services:

SEARCH MARKETING MAP - 2018

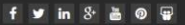
Download this PDF. The links are live.

SEO + SEM SERVICES

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Search Marketing Map

Overdrive Interactive has updated our Search Marketing Map to present the most current snapshot of search resources in the digital space today, including live links to over 169 websites, apps, tools, and events, broken into 26 categories. Success in marketing today means having your head around search marketing and knowing the top sites, tools, and resources. Overdrive Interactive's 2018 Search Marketing Map helps you navigate the ever-changing landscape of Search Marketing.

SEARCH MARKETING MAP - 2018

Download this PDF. The map is live.

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Notable features of this year's map:

- Two new categories: Voice Search and Tag Management
- Expanded keyword and content discovery tools
- Top tools for Landing Page Optimization to increase conversions
- 17 new links with lots of updates in Analytics and Shopping
- 169 live links to help you explore the world of search
- 26 categories of sites, tools, and resources
- And much more!

Images for Your Blog or Site

Please feel free to post any images related to the Search Marketing Map on your blog or site. You can grab a few different sizes by [clicking here](#). All we ask is that you link back to this page.

DOWNLOAD NOW

* First Name:

* Last Name:

* Email Address:

* Company Name:

* Phone Number:

* Job Title:

* Country:

☐ Please email me with event updates, white papers, case studies and other relevant and valuable information.

☐ Please contact me.

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Nurture Email and Landing Page #3: Paid Search Audit Offer

OVERDRIVE
INTERACTIVE

No Obligation Professional Paid Search Audit

Hello, Marketer,

Why aren't your paid search marketing campaigns performing like they should? [Find out by letting us have a look.](#)

We have examined hundreds of paid search programs over the years and have never failed to find improvements that deliver higher ROI! Often we look at campaigns and find that 50, 60 and even 70% of budgets are being either wasted or seriously underutilized – literally millions of dollars in mismanaged media funds. Could this be your company?

GET YOUR PAID SEARCH AUDIT

OVERDRIVE
INTERACTIVE

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Call Us: 617.254.5000

No Obligation Professional Paid Search Audit

You are just seconds away from seriously improving the ROI of your paid search programs. Just fill out the form and we will start the process.

What do you get?

You get a serious report showing the things we think could be done to improve your paid search ROI!

Need more convincing? Here are 5 reasons to get a Paid Search Audit from Overdrive:

- Your ROI from paid search is too low and you know you can do better.
- We have examined hundreds of paid search accounts over the years and have never failed to find improvements that deliver higher ROI!
- We see up to 70% of budgets wasted or seriously underutilized – literally millions of dollars in mismanaged media funds. So, make sure this is not you!
- You need a team of people with serious expertise and experience to have a look at your paid search campaigns.
- You literally have nothing to lose and everything to gain from our expertise and experience.

What do we look at for you? Everything!

- Account structure, campaigns and ad groups
- Conversion tracking, call tracking and actionable reporting
- Keyword selection, relevancy, match types and historical performance
- Targeting, timing, re-targeting and cookie pool segmentation
- Budgets, bids, impression share and average position
- Ad copy, ad extensions, click rates and quality score
- Landing pages, offers and post conversion engagement

Why are we doing this? Of course, we hope you will hire us to better manage your search and digital marketing. But, if you don't, we are just glad to have engaged with you, gotten on your radar screen and helped your company to succeed!

So, fill out the form or call us at 617-254-5000 x 1100 and let's get going on higher paid search ROI!

Want to know who we help succeed with paid search and digital marketing? [See some of our clients here.](#)

NO OBLIGATION PROFESSIONAL PAID SEARCH AUDIT

Improve the ROI of your paid search programs!

* First Name:

* Last Name:

* Email Address:

* Company Name:

* Phone Number:

* Job Title:

* Country:

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☐ Please contact me.

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PREMIER **Google** **Partner**
Specialized in:
Search ads Mobile ads

Nurture Email and Landing Page #4: ABM Roadmap Content Offer

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ABM Roadmap Infographic: 4 Steps to Success

Hello, Marketer,

See the four steps that Overdrive uses to ensure success in our clients' Account Based Marketing programs. With an explanation for each step along the way, this ABM infographic will show you the critical components companies need to succeed using a steady state ABM program.

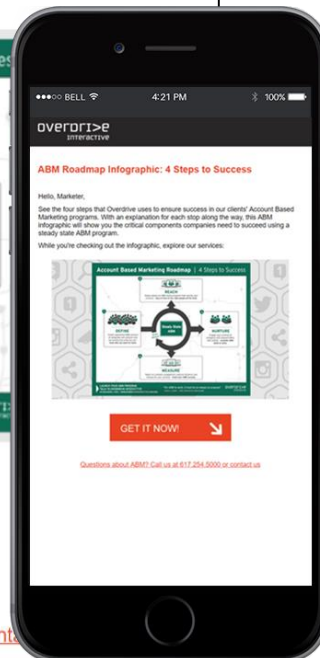
While you're checking out the infographic, explore our services:



GET IT NOW!



Questions about ABM? Call us at 617.254.5000 or contact us



Call Us: 617.254.5000

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Account Based Marketing Roadmap - 4 Steps to Success

See the four steps that Overdrive uses to ensure success in our clients' Account Based Marketing programs. With an explanation for each step along the way, this ABM infographic will show you the critical components companies need to succeed using a steady-state ABM program.

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Last Name:

Email Address:

Company Name:

Phone Number:

Job Title:

Country:

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☐ Please contact me.

Get Access!

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Nurture Email and Landing Page #5: ABM Workshop Engagement Offer


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Account-Based Marketing Workshop: 4 Steps to Always-On Success

Hello, Marketer,

This 60-minute workshop will provide you with a sensible and scalable plan to get beyond just "testing" ABM tactics.

[Click here to schedule your no-obligation workshop.](#)



[Click here to schedule your no-obligation workshop.](#)

Workshop insights and best practices include:

- + Learning the critical 4 steps in Overdrive's ABM roadmap
- + Building an ABM target list with the scale to make a difference
- + Identifying intenders fast so your sales team can get the jump on the competition
- + Buying media that targets the right companies and people
- + Discovering ABM platforms such as Madison Logic, Demandbase, Terminus, LinkedIn, ZoomInfo, and VisitorTrack
- + Understanding the key to developing content that gets noticed and gets consumed
- + Triggering nurture campaigns that engage and escalate your prospects
- + Creating a set of ABM metrics that matter



Call Us: 617.254.5000

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Workshop: Making ABM Easy

Account-Based Marketing Workshop: 4 Steps to Always-On Success



This 60-minute in-person or web-based workshop will provide you with a sensible and scalable plan to get beyond just "testing" ABM tactics.

Workshop insights and best practices include:

- Learning the critical 4 steps in Overdrive's ABM roadmap
- Building an ABM target list with the scale to make a difference
- Identifying intenders fast so your sales team can get the jump on the competition
- Buying media that targets the right companies and people
- Discovering ABM platforms such as Madison Logic, Demandbase, Terminus, LinkedIn, ZoomInfo, and VisitorTrack
- Understanding the key to developing content that gets noticed and gets consumed
- Triggering nurture campaigns that engage and escalate your prospects
- Creating a set of ABM metrics that matter

Where and when:
At your place—in person or via WebEx at a time of your choosing!

Cost and the big offer:
The cost of this workshop is \$0.00—nada, nothing, zip! We just want to engage with you and get on your radar screen. We promise you will learn things you will be able to start using right away!

About the Instructor:



Harry J. Gold
CEO, Overdrive Interactive
617.254.5000 x1100

Harry is the founder and CEO of Overdrive Interactive, an award-winning digital marketing firm in Boston specializing in B2B marketing. Harry's experience managing digital marketing programs includes working with IBM, Microsoft, General Electric, Akamai, Dell/EMC, Veracode, Demandware, Progress Software and many other ROI-focused organizations.

He also serves as a chair for the Marketing Technology Summit and speaks for the Association of National Advertisers, the American Marketing Association, Harvard University, and many other organizations. Harry was also voted NEDMA Direct Marketer of the year in 2016.

WORKSHOP: MAKING ABM EASY

Schedule your no-obligation in-person or web-based workshop now.

* First Name:

* Last Name:

* Email Address:

* Company Name:

* Phone Number:

* Job Title:

* Country:

☐ Please email me with event updates, white papers, case studies and other relevant and valuable information.

☐ Please contact me.

[Get Access!](#)

What people say about Harry's workshops:

"Harry's sessions are consistently among our highest-rated workshops. Participants walk away from with strategies and tactics they can start using right away."
Shepard Kramer, Association of National Advertisers

"Informative, entertaining, and nothing short of terrific. It may sound corny, but your talks are always pure Gold!"
Jon Kenney, Goodway Group

"The most on-target session of the whole conference to me. Great takeaways on how to compete and win in the digitized marketplace. Thanks again for your insightful and engaging talk at Share16!"
Elise Barrows, Jeffers Inc.

"Harry Gold has a gift for translating difficult concepts into clear business cases that resonate with audiences."
Carmen Schedel, Mediabistro

"I've been to so many conferences that I've developed a KPI for conferences. I call it 'IPS' or 'Ideas per session.' Your session had the highest 'Ideas per session' at the conference, so thanks!"
Manry Savitt, Apptools

Nurture Email and Landing Page #6: Social Media Map Content Offer

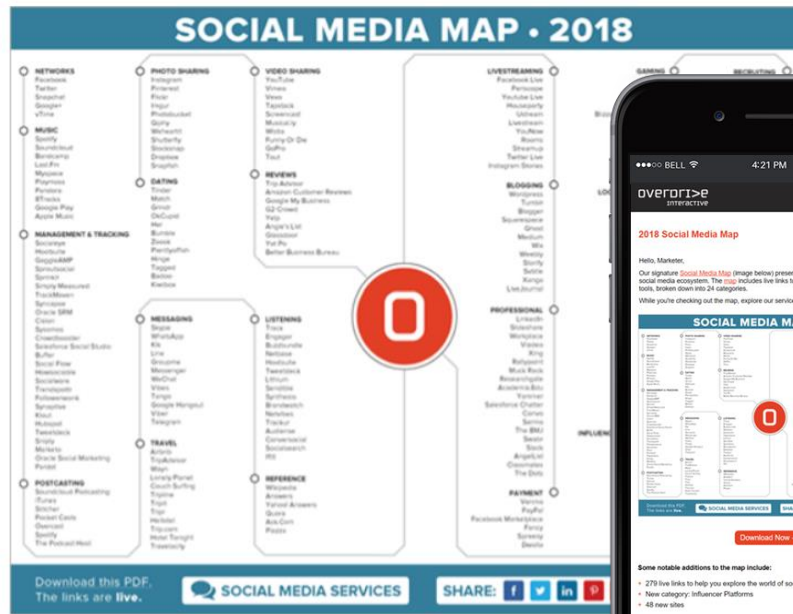
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2018 Social Media Map

Hello, Marketer,

Our signature [Social Media Map](#) (image below) presents our most current snapshot of the social media ecosystem. The [map](#) includes live links to more than 279 sites, apps, and tools, broken down into 24 categories.

While you're checking out the map, explore our services:



Download Now →

Call Us: 617.254.5000

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Social Media Map

Social media is constantly changing, that's why we created the Social Media Map. There's a lot to keep up with and Overdrive Interactive's Social Media Map gives marketers a quick way to get their heads around the current world of social media. This PDF (with live links) will help you explore the sites, tools, and resources you need to know to be successful in social media marketing. The Social Media Map is a free social media marketing resource - just fill out the form to receive a copy.



SHARE THIS

Notable features of this year's map:

- + 279 live links to help you explore the world of social media
- + New category: Influencer Platforms
- + 48 new sites

Images for Your Blog or Site

Please feel free to post any images related to the Social Media Map on your blog or site. You can grab a few different sizes by [clicking here](#). All we ask is that you link back to this page.

DOWNLOAD NOW

* First Name:

* Last Name:

* Email Address:

* Company Name:

* Phone Number:

* Job Title:

* Country:

☐ Please email me with event updates, white papers, case studies and other relevant and valuable information.

☐ Please contact me.

Get Access!

Nurture Email and Landing Page #7: End-to-End Digital Marketing Seminar Engagement Offer

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interactive

Complimentary – End-to-End Digital Marketing for B2B

Hello, Marketer,

To be a great marketer in today's world, you need to be a digital marketer. In fact, you need a whole team of digital marketers. Here at Overdrive Interactive we have made teaching digital marketing to the world our mission. Why? Because the more people know what makes digital marketing work, the more they appreciate our services and approach.

I look forward to meeting you soon!

See full course description and syllabus here: <http://www.ovdrv.com/digital-workshop>



[Schedule a Digital Marketing Workshop for Your Team](#)

Learn how to visualize, plan and integrate powerful digital marketing strategies that click, engage, convert and measure.

A good online strategy unites all of the moving parts of a digital marketing plan. It includes a media plan, a search plan, a social media plan, a website experience, a marketing automation sequence and a measurement approach, all wrapped into an integrated program. It enables all of the channels, technologies and components of online marketing to guide your target audience into your organization's sales funnel and lasting brand embrace.



Call Us: 617.254.5000

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Complimentary End-to-End Digital Marketing Seminar

Learn how to visualize, plan and integrate powerful digital marketing strategies that click, engage, convert and measure.

A good online strategy unites all of the moving parts that comprise digital. It includes a media plan, a search plan, a social media plan, a website experience, a marketing automation sequence and a measurement approach, all wrapped into an integrated platform. It enables all of the channels, technologies and components of online marketing to guide your target audience into your organization's sales funnel and lasting brand embrace.

Join us for a workshop where Harry J. Gold, CEO of Overdrive Interactive, will walk through the practical steps and best practices that organizations need to master in order to successfully launch a digital marketing platform that delivers the full power of the web. Harry's workshop will include real case studies (both B2B and B2C), as well as tactics and ideas that your company can start using right away. Please come to the seminar ready to have fun and ask a lot of questions!



Learn tactics and best practices related to integrating digital and traditional marketing including print, direct mail, telemarketing, broadcast and more.

Workshop Benefits

Gain an understanding of how the major parts of digital marketing fit together and what tools, sites and opportunities can benefit your organization.

Learn how to translate your digital marketing strategies, platforms and campaigns into easy to understand visual renderings and infographics.

Learn the practical steps and workflow required to plan, create, launch, maintain and measure both digital marketing and social media marketing channels.

Who is this workshop for?

This workshop is for marketers who want to wrap their heads around all of the moving parts that comprise digital marketing and to add power and potential to their current online platforms, channels and campaigns.

Understand how digital marketing and online media are being used by real companies, through the presentation of actual case studies.

Workshop Best Practices

Cover related best practices for search marketing (SEO and SEM), social media marketing, online media and display (banners), website conversion optimization, landing pages, email marketing, mobile marketing, marketing automation and tracking/reporting.

SCHEDULE YOUR SEMINAR

Scheduled time slots for this seminar are very limited. Fill out the form below to schedule your seminar. We look forward to hearing from you!

* First Name:

* Last Name:

* Email Address:

* Company Name:

* Phone Number:

* Job Title:

* Country:

☐ Please email me with event updates, white papers, case studies and other relevant and valuable information.

☐ Please contact me.

[Get Access!](#)

"Harry Gold has a gift for translating difficult concepts into clear business cases that resonate with audiences" - **Carmen Scheidel, VP of Education & Events, Mediabistro**

"Nobody knows social and digital marketing like Harry Gold. He is at the top of a very short list of true experts in this field. People who have the opportunity to see Harry speak always experience "Aha" moments and walk away from his sessions with a new understanding of how to take their digital campaigns to the next level of performance Harry shares practical, use-them-today tips and tactics, as well as the latest best practices. His lectures are not to be missed" - **Fredrick Marckini, Founder, iProspect**

"Harry is a true thought leader who has developed and crystallized original thinking that helps marketers understand how to view and approach digital and social marketing strategies. He is also dynamic and entertaining in his delivery" - **Sarah Fay, Chairman of Board of Governors - ad:tech & iMedia**

"Harry's sessions are consistently among our highest rated workshops. He

Barbara comes back to the site and starts looking at service pages (as opposed to just downloading thought leadership assets) indicating possible intent.



We achieve these results by h...
and find the products and se...
tactics to make our clients' si...
The results are more listings u...
buyers and information seek...

[ABOUT](#)
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[CLIENTS](#)
[CASE STUDIES](#)
[PORTFOLIO](#)
[BLOG](#)

Search Engine Optimization (SEO)

Overdrive Search Engine Optimization services have helped some of the world's leading companies and educational organizations achieve top search engine rankings for the keywords that matter most to their online marketing efforts.

Marketing Automation

Building a Marketing Asset

One of the most valuable assets a marketing organization can have is an opt-in email marketing database on a powerful marketing automation platform. Having such a database creates a proprietary marketing platform that allows companies to bypass traditional media gatekeepers who charge huge advertising and email rental fees for access to targeted groups of consumers and B2B prospects. A robust marketing database is more than just a means to communicate with your target audience - it is a tangible asset that adds real value and equity to a company. It is part of your company's **Brand Embrace!**

Barbara's lead status and visit to high value service pages triggers a personalized email from sales.



Eric Wholley <ewholley@overdriveinteractive.com>

Do you need expert advice?

To  Barbara Smith

Hello Barbara,

It's been a while since I reached out to you so I thought I would check in to see if there was any specific information I could get you that would help you in your research or decision making process.

I would be happy to organize a Q&A session with our top demand gen and digital media experts to answer any questions you might have. Please do let me know if you would like me to line up a call or a meeting

Best regards,
Eric

Eric Wholley

SVP, Business Development

P: 617-254-5000 x1103

ewholley@overdriveinteractive.com

Overdrive Interactive

38 Everett Street, 2nd Floor

Allston, MA 02134

Eric gets a High Value Web Visitor Alert and instantly clicks links for CRM and web history

From: Overdrive Interactive [mailto:team@overdrive-interactive.com]

Sent: Wednesday, November 29, 2017 7:25 PM

To: Betsy Landon <blandon@overdriveinteractive.com>

Cc: Harry Gold <hgold@overdriveinteractive.com>; Eric Wholley <ewholley@overdriveinteractive.com>

Subject: Alert: High Value Web Page Visit from Known Contact

Last Interesting Moment: Visited Other Pages

Landing Page: none

Alert Trigger: Website Activity. Visited Services Pages

Name **Barbara Smith**

Job Title: Manager

Email Address: [REDACTED]

Phone Number: [REDACTED]

Company: **IBM**

Inferred Company: **IBM**

State: California

Inferred State: CA

Country: United States

Inferred Country: United States

Salesforce Contact Record Link: <https://na28.salesforce.com/0031A00002434EBQAY>

Marketo Person Record Link: <https://app-ab21.marketo.com/leadDatabase/loadLeadDetail?leadId=1004284>

SFDC Campaign Id: 7011A000001E2s1QAC

SFDC Campaign Name: Knowledge Center Form; Visited 5 or More Pages in 1 Day; 2017-11-15 Top Content 2017

Original Referrer: <http://mkt0-ab210195.com/eC0gNV02000S1r0d41BQ80I>

Original Source Type: salesforce.com

Original Source Info: Contact

Campaign History							Campaign History Help ?	
Add to Campaign								
Action	Campaign Name	Start Date	Type	Status	Responded	Member	Status	Updated
Edit Del View	2017-11-15 Top Content 2017	11/15/2017	Email	Registered	✓			1/17/2018 12:06 PM
Edit Del View	Visited 5 or More Pages in 1 Day	10/23/2017	Website	Added	✓			11/15/2017 2:05 PM
Edit Del View	Knowledge Center Form	5/17/2017	Website	Form Submitted	✓			11/15/2017 2:04 PM

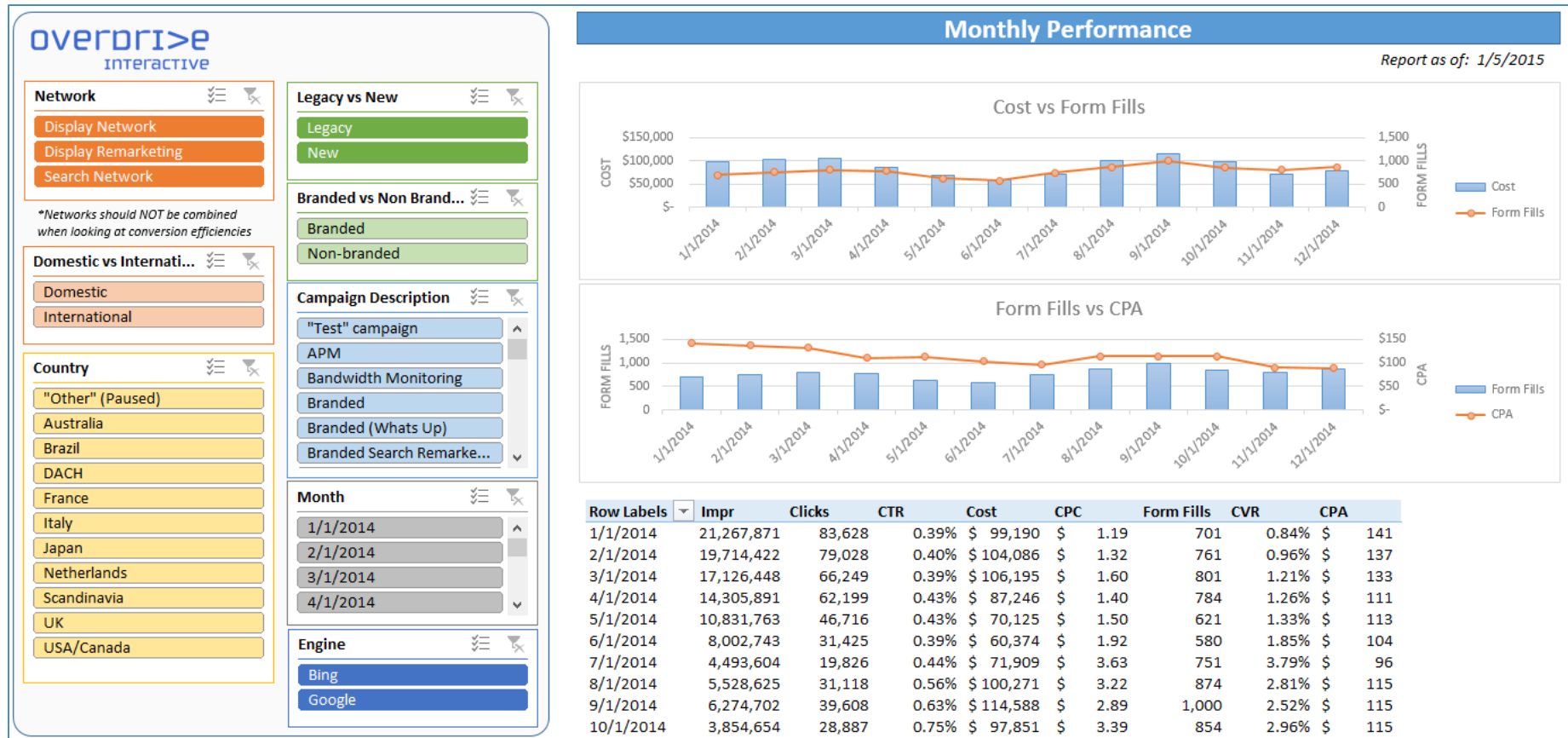
Activity History								Activity History Help ?	
Log a Call Mail Merge Send an Email View All									
Action	Subject	Related To	Task	Due Date	Assigned To	Last Modified	Date/Time		
Edit Del	Was Delivered Email: 2018 Artificial Intelligence Map Email		✓	1/3/2018	Marketo Sync		1/3/2018 2:06 PM		
Edit Del	Active Contacts								
Edit Del	Was Delivered Email: 2018 Search Marketing Map Email		✓	12/20/2017	Marketo Sync		12/20/2017 3:01 PM		
Edit Del	Opened Email: 2018 Search Marketing Map Email		✓	12/20/2017	Marketo Sync		12/20/2017 2:11 PM		
Edit Del	Was Delivered Email: 2017-11-29 Top Webinars 2017 Email		✓	12/13/2017	Marketo Sync		12/13/2017 1:52 PM		
Edit Del	Contacts								
Edit Del	Visited Other Pages		✓	12/4/2017	Marketo Sync		11/29/2017 7:24 PM		
Edit Del	Sent Email: Visited Services Page Follow-up email		✓	11/30/2017	Eric Wholley		11/29/2017 8:23 PM		
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Edit Del	Clicked Link in Email: 2017-11-29 Top Webinars 2017 Email		✓	11/29/2017	Marketo Sync		11/29/2017 7:25 PM		
Edit Del	Contacts								
Edit Del	Was Delivered Email: 2017-11-29 Top Webinars 2017 Email		✓	11/29/2017	Marketo Sync		11/29/2017 2:02 PM		
Edit Del	Contacts								
Edit Del	Opened Email: 2017-11-29 Top Webinars 2017 Email		✓	11/29/2017	Marketo Sync		11/29/2017 1:18 PM		
Edit Del	Email Contacts								
Edit Del	Visited Other Pages		✓	11/22/2017	Marc Fireman		11/17/2017 11:42 AM		
Edit Del	Downloaded Asset The Digital Advertising Guide – 2nd Edition		✓	11/20/2017	Marc Fireman		11/15/2017 2:06 PM		
Edit Del	Visited Other Pages		✓	11/20/2017	Marc Fireman		11/15/2017 2:03 PM		
Edit Del	Visited Search Engine Optimization Page		✓	11/20/2017	Marc Fireman		11/15/2017 2:01 PM		
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Edit Del	Downloaded Asset The Digital Advertising Guide – 2nd Edition		✓	11/20/2017	Marc Fireman		11/15/2017 1:01 PM		
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Edit Del	Contacts								
Edit Del	Clicked Link in Email: 2017-11-15 Top Content 2017 Email		✓	11/16/2017	Marketo Sync		11/16/2017 7:56 PM		
Edit Del	Contacts								
Edit Del	Visited 5 or More Pages in 1 Day		✓	11/16/2017	Marketo Sync		11/15/2017 2:05 PM		
Edit Del	Filled Out Form: www.ovdrv.com/digital-advertising-guide/		✓	11/15/2017	Marketo Sync		11/15/2017 1:07 PM		
Edit Del	Clicked Link in Email: 2017-11-15 Top Content 2017 Email		✓	11/15/2017	Marketo Sync		11/15/2017 1:07 PM		
Edit Del	Contacts								
Edit Del	Opened Email: 2017-11-15 Top Content 2017 Email		✓	11/15/2017	Marketo Sync		11/15/2017 1:07 PM		
Edit Del	Email Contacts								
Edit Del	Was Delivered Email: 2017-11-15 Top Content 2017 Email		✓	11/15/2017	Marketo Sync		11/15/2017 1:00 PM		
Edit Del	Email Viewed: Webinar: 17 Ways to Integrate Social and SEO for 2017 - Batch 2017-06-06		✓	6/6/2017	Eric Wholley		6/6/2017 1:33 PM		
Edit Del	Email Viewed: 2017 Always On - ABM 03 - "webinar" not in subject		✓	5/3/2017	Eric Wholley		5/3/2017 8:38 AM		
Edit Del	Email Viewed: Webinar: 17 Ways to Integrate Social and SEO		✓	3/2/2017	Eric Wholley		3/2/2017 10:21 AM		

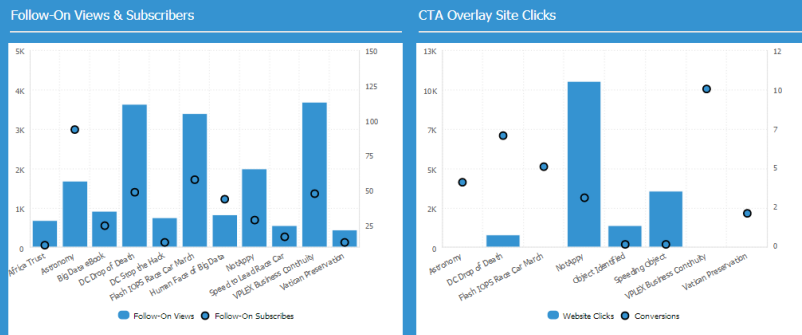
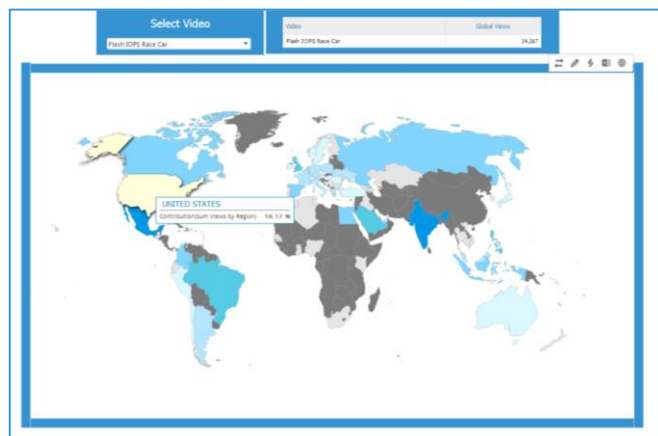


Eric instantly calls Barbara while she is actively researching digital agencies and gets the meeting!



Sample Dashboard Design (see sample dashboard)





“And Then What” Bonus Tracks

Reverse IP Lookup / ID Intenders



Company Detail

Company Name	Nationwide Mutual Insurance Company
HQ Address	One Nationwide Plaza COLUMBUS, OH 43215, US
HQ Phone	(614) 249-7111
Website	http://www.nationwide.com
Tag	
Industry	Insurance
Annual Revenue	\$36,257,000,000.00
Employees	33,672

Visit Detail

Trigger Name	50mil
Date/Time	May 2 2016 11:34AM (ET)
Landing Page	www.ovrdrv.com/online-media-planning-buying/
Previous Visit	
Referrer	Google
Available Keywords	
Geo Address	COLUMBUS, OHIO, UNITED STATES

Recommended Contacts

There are no contacts available based on your contact settings.

VisitorTrack Helpful Tips

See how ABP uses VisitorTrack to connect early and close more deals. [Read More](#)



Company Detail

Company Name	Athenahealth
HQ Address	311 Arsenal Street WATERTOWN, MA 02472, US
HQ Phone	(617) 402-1329
Website	http://www.athenahealth.com
Tag	
Industry	Software & Internet
Annual Revenue	\$752,599,000.00
Employees	3,676

Visit Detail

Trigger Name	50mil
Date/Time	Mar 24 2016 4:04PM (ET)
Landing Page	www.ovrdrv.com/
Previous Visit	
Referrer	Google
Available Keywords	
Geo Address	WATERTOWN, MASSACHUSETTS, UNITED STATES

Page Views Today

URL

www.ovrdrv.com/
www.ovrdrv.com/creative-services/
www.ovrdrv.com/portfolio/

Company Detail

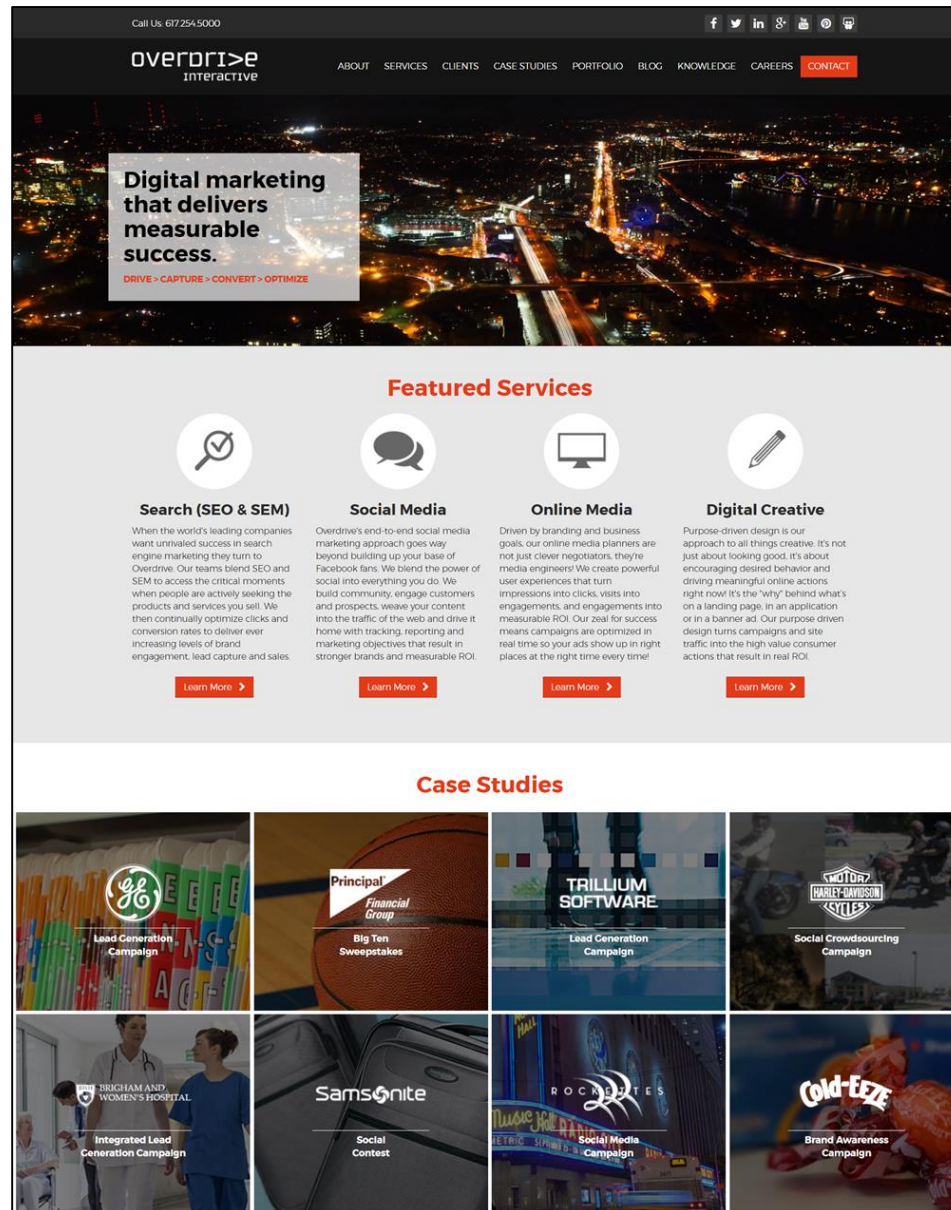
Company Name	Pegasystems Inc.
HQ Address	1 Rogers Street CAMBRIDGE, MA 02142-1590, US
HQ Phone	(617) 374-9600
Website	http://www.pega.com
Tag	
Industry	Software & Internet
Annual Revenue	\$750,266,000.00
Employees	3,908

Visit Detail

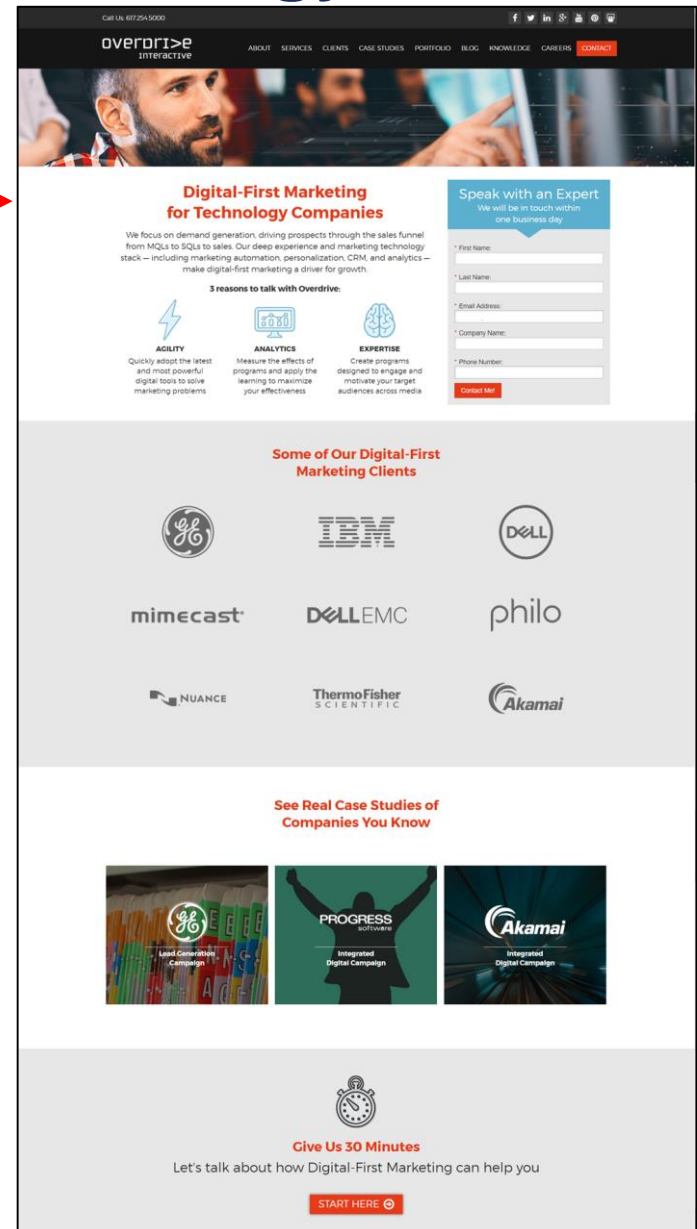
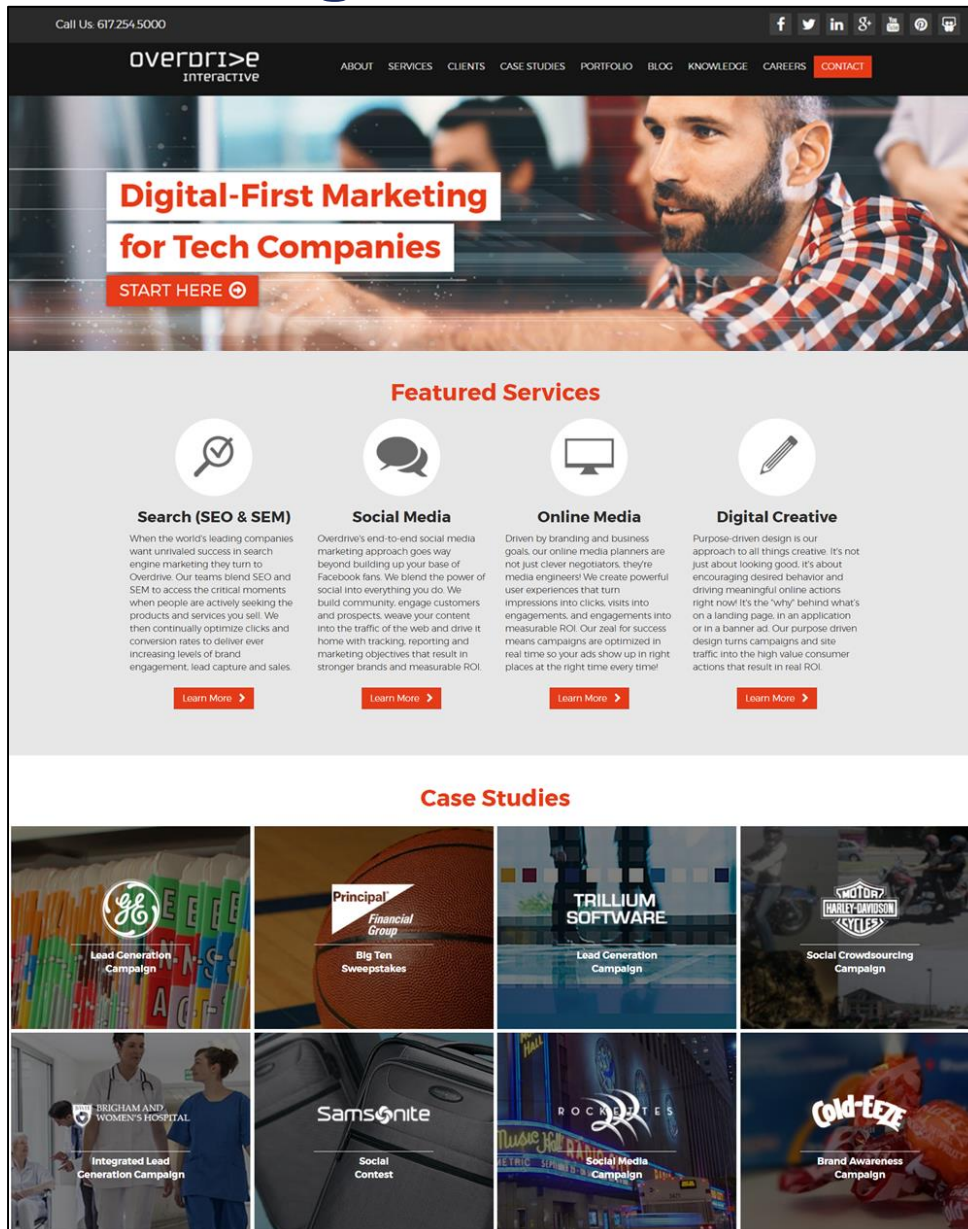
Trigger Name	Minimum Revenue \$50M
Date/Time	Jul 17 2017 3:58PM (ET)
Landing Page	www.ovrdrv.com/overdrive-interactive-and-demandbase-to-host-abm-power-breakfast/
Previous Visit	
Referrer	Direct Hit

Name	Title	Email	Phone
Anthony A.	Director, Product Marketing - Mobile		
James A.	Solution Consulting Manager - Pega Marketing and Analytics		
Stephanie A.	Marketing Editor and Content Manager		
Preston A.	Vice President, Marketing Strategy and Operations		
Mike A.	Director, Product Marketing - Customer Service		
Sean A.	Director, Corporate Communications		
Tom B.	Vice President, Digital Marketing		
Andrew B.	Senior Director Marketing, EMEA		
Dana B.	Senior Manager, Industry Marketing for Communications and Media		
John B.	Director, Industry Marketing		
Christopher B.	Director of Product Marketing		
Kenneth B.	Senior Director, Industry Principal - Communications		
Karen B.	Senior Manager, Field Marketing Programs		
Jon B.	Public Relations and Communications Manager, EMEA		
Geoff B.	Social Media Manager		
Stephen B.	Senior Director of Marketing Operations		
Ying C.	Senior Director, Product Marketing		
Christina C.	Industry Marketing Manager, Financial Services		
Molita C.	Marketing Manager, Asia Pacific		
Lori C.	Senior Manager Global Marketing Programs		
Anna C.	Vice President Sales and Marketing, Robotics and Workforce Intelligence		
Julie C.	European Field Marketing and Operations Director		
Katrina C.	Senior Regional Marketing Manager ? B2B Marketing ? Experienced Practitioner		
Jeff D.	Marketing Automation Manager		
David D.	Vice President, Marketing		
Dirk D.	Senior Marketing Manager Benelux		

Home Page Personalization: Default



Home Page Personalization: Technology



Home Page Personalization: Finance

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ABOUT SERVICES CLIENTS CASE STUDIES PORTFOLIO BLOG KNOWLEDGE CAREERS CONTACT

Digital-First Marketing for Finance

START HERE

Featured Services

Search (SEO & SEM)

When the world's leading companies want unrivaled success in search engine marketing they turn to Overdrive. Our teams blend SEO and SEM to access the critical moments when people are actively seeking the products and services you sell. We then continually optimize clicks and conversion rates to deliver ever increasing levels of brand engagement, lead capture and sales.

[Learn More](#)

Social Media

Overdrive's end-to-end social media marketing approach goes way beyond building up your base of Facebook fans. We blend the power of social into everything you do. We build community, engage customers and prospects, weave your content into the traffic of the web and drive it home with tracking, reporting and marketing objectives that result in stronger brands and measurable ROI.

[Learn More](#)

Online Media

Driven by branding and business goals, our online media planners are not just clever negotiators, they're media engineers! We create powerful user experiences that turn impressions into clicks, visits into engagements, and engagements into measurable ROI. Our zeal for success means campaigns are optimized in real time so your ads show up in right places at the right time every time!

[Learn More](#)

Digital Creative

Purpose-driven design is our approach to all things creative. It's not just about looking good, it's about encouraging desired behavior and driving meaningful online actions right now! It's the "why" behind what's on a landing page, in an application or in a banner ad. Our purpose driven design turns campaigns and site traffic into the high value consumer actions that result in real ROI.

[Learn More](#)

Case Studies

GE

Lead Generation Campaign

Principal Financial Group

Big Ten Sweepstakes

TRILLIUM SOFTWARE

Lead Generation Campaign

MOTOR HARLEY-DAVIDSON

Social Crowdsourcing Campaign

BRIGHAM AND WOMEN'S HOSPITAL

Integrated Lead Generation Campaign

Samsonite

Social Contest

ROCKWELL AUTOMATION

Social Media Campaign

COLD-EZE

Brand Awareness Campaign

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Digital-First Marketing for Finance

We offer marketers proven methodologies to align marketing and regulatory compliance, channel programs to promote products to CFPs, institutional investors, and consumers, and expert advice on using digital-first marketing as a driver for growth.

3 reasons to talk with Overdrive:

AGILITY

Quickly adjust the latest and most powerful digital tools to solve marketing problems

ANALYTICS

Every program is measured over the full customer lifecycle to ensure effectiveness

COMPLIANCE

Our Compliance Command Center helps manage the complex regulatory environment

Speak with an Expert

We will be in touch within one business day

* First Name:

* Last Name:

* Email Address:

* Company Name:

* Phone Number:

[Contact Us](#)

Some of Our Digital-First Marketing Clients

See Real Case Studies of Companies You Know

Principal Financial Group

Big Ten Sweepstakes

Lexington Insurance

Social Infographic Campaign

AEP

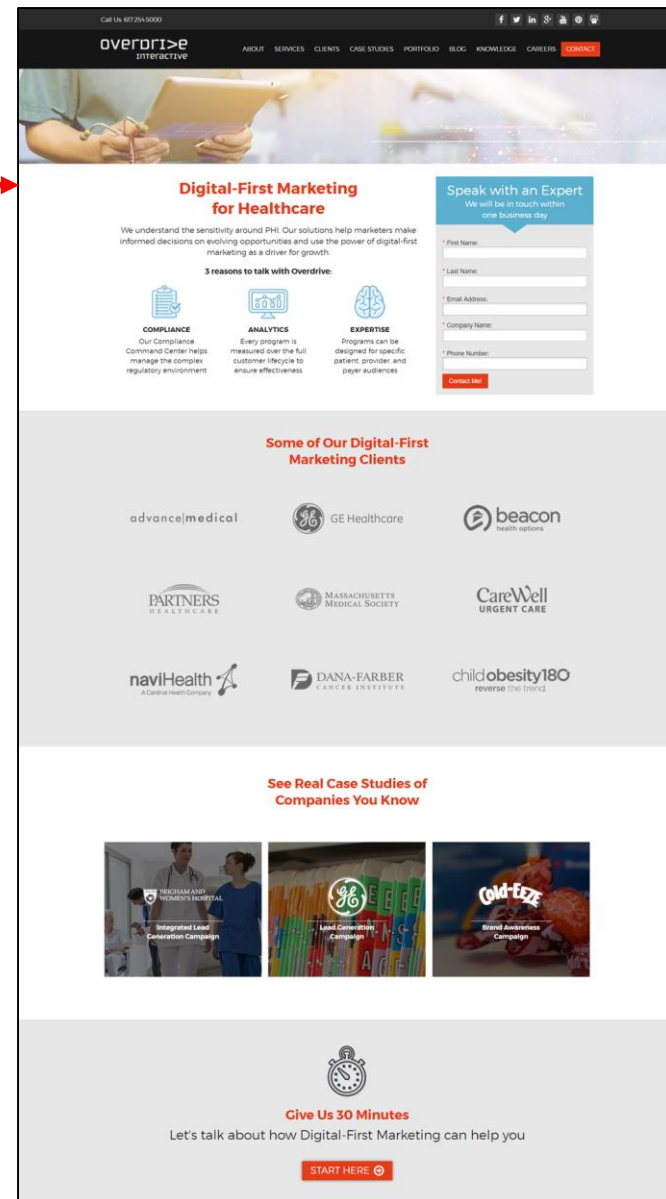
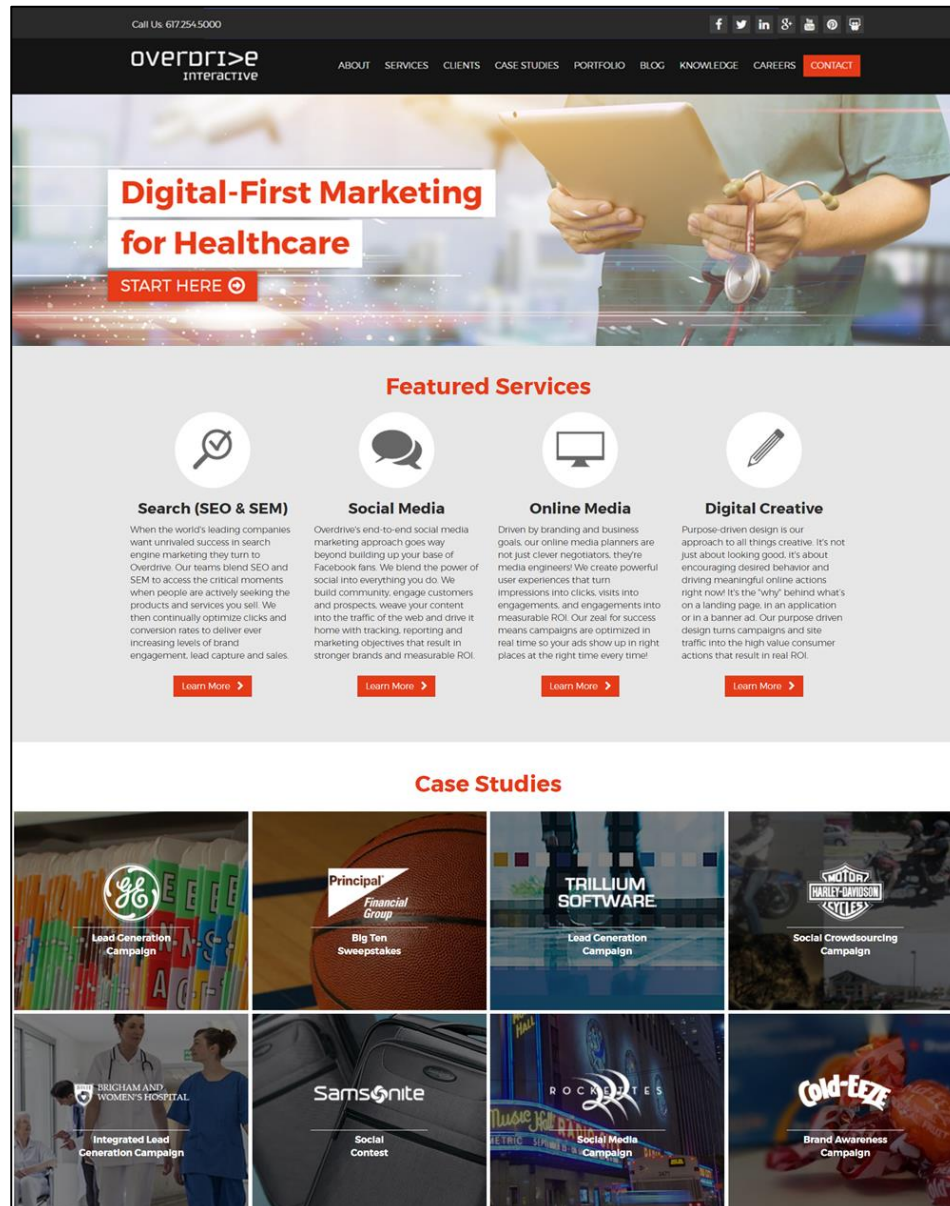
Integrated Digital Campaign

Give Us 30 Minutes

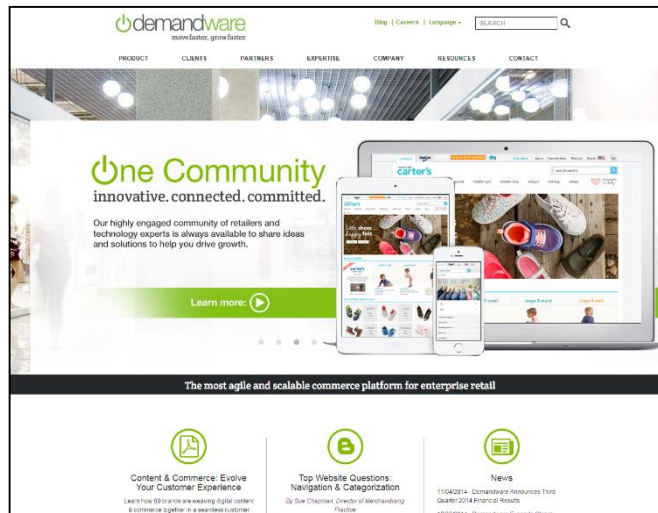
Let's talk about how Digital-First Marketing can help you

[START HERE](#)

Home Page Personalization: Healthcare



Retargeting and Custom Audiences



demandware



demandware



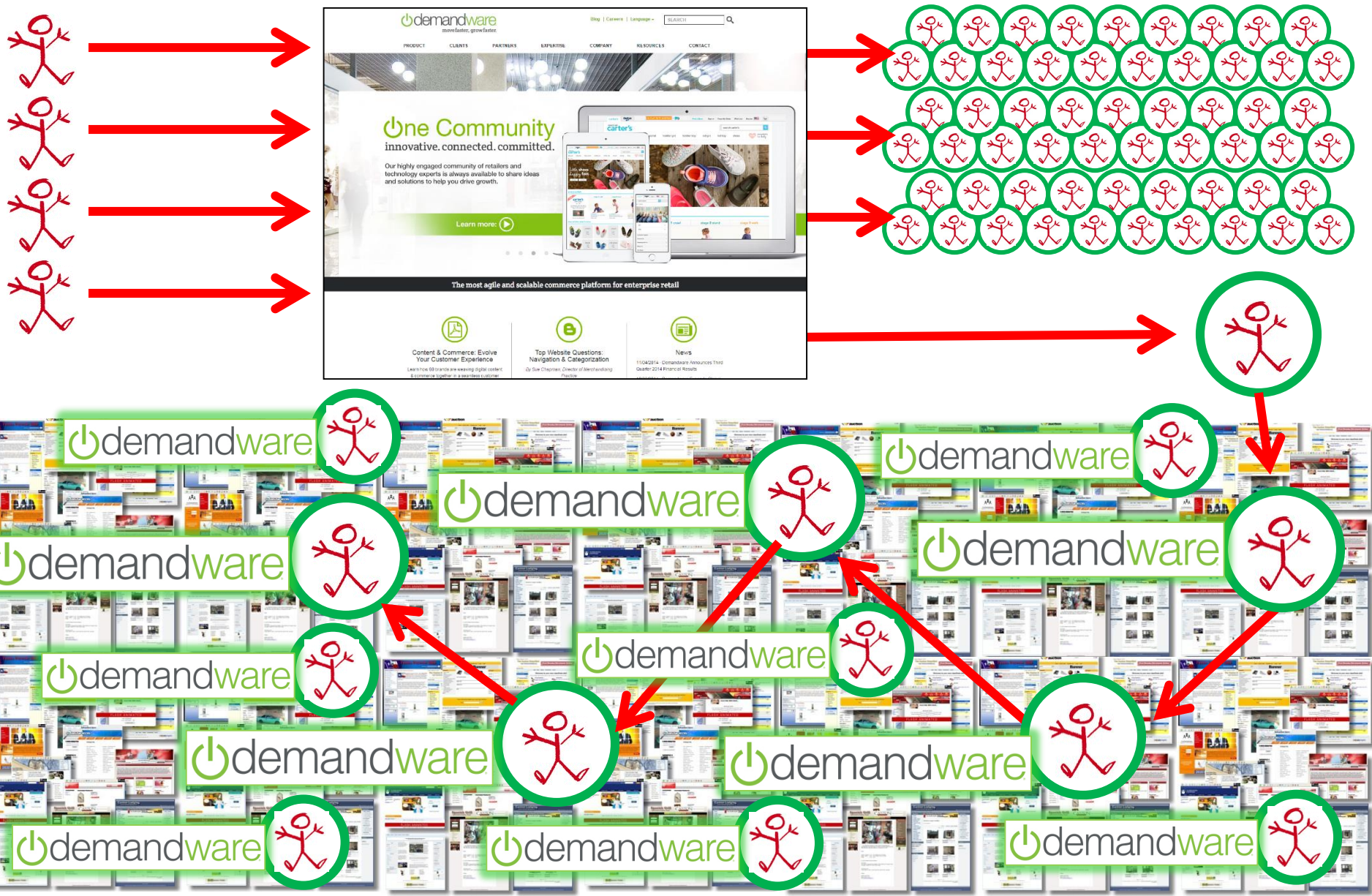
demandware



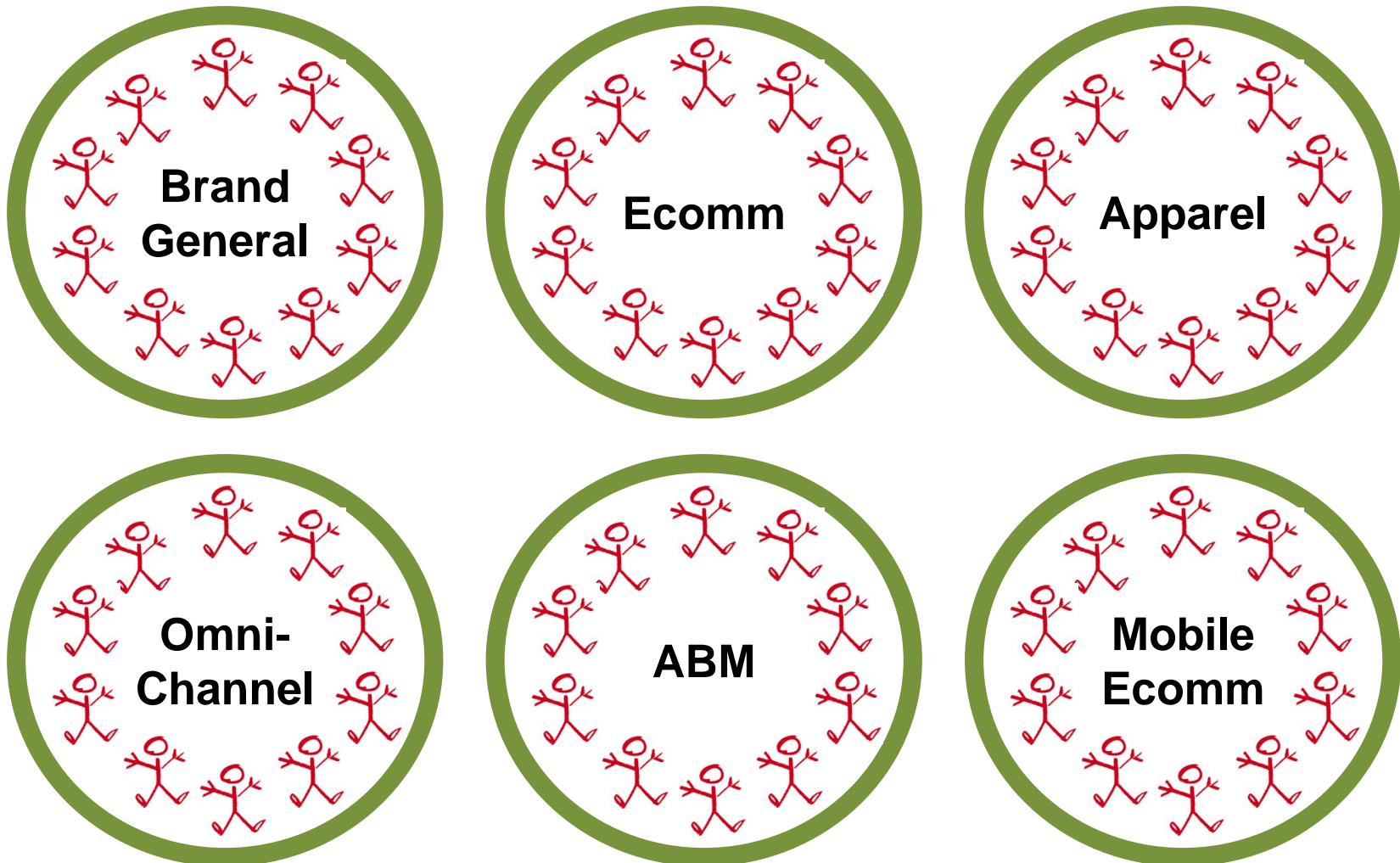
demandware



Retargeting and Custom Audiences



Segmented Retargeting and Audience Pools



Remarketing ABM Nurture Campaign via Display

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2015 Report

Building the Business Case for a Unified Commerce Platform

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E-Guide

Going Digital to Heighten Store Conversions

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Whitepaper

7 Tips to Prepare for Global Expansion

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Infographic

Consumers Demand Digital Experience In Store

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Product Brochure

Provide the Best Omni Channel Customer Experience

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Research Report

Power the Agile Retail Store

DOWNLOAD ↓

ABM Nurture Stream

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E-Guide

Going Digital to
Heighten Store
Conversions

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Whitepaper

7 Tips to Prepare
For Global
Expansion

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demandware
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Infographic

Consumers
Demand Digital
Experience
In Store

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Research Report

Power the
Agile Retail
Store

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Product Brochure

Provide the Best
Omni Channel
Customer
Experience

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Thank You & Any Questions?

Harry J. Gold
CEO/Managing Partner
Direct 617-254-5000 x 1100
hgold@OverdriveInteractive.com

@ovrdrv
Facebook.com/OverdriveInteractive

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interactive