

# How to Generate More Leads Online & Build Your Sales Pipeline

**Mark your calendar for this  
60 minute webinar  
DATE: Thursday, July 20, 2017  
TIME: 10:00 a.m. – 11:00 a.m.**

In today's ever-changing B2B buying landscape, only 4% of first-time visitors to your site are ready to buy. The remaining 96% need to be strategically nurtured through the buying cycle before they make their purchase decision.

In this webinar, join Adept Marketing's Content Director, Jake Kaufman, as he walks participants through a proven digital inbound marketing framework to attract, engage, close, and delight prospects into loyal customers.

## Key Topics

- How the B2B buying cycle has changed
- The value of digital marketing for B2B manufacturers
- What the inbound methodology is & why it works
- How to implement the inbound framework in your digital strategy

## Who should attend?

- ✓ Executives/C-Suite
- ✓ Marketing staff
- ✓ Sales staff
- ✓ Marketing Managers

**Registration fee** (for an unlimited number of participants at one phone/computer location)

1. OMA Members: **No charge**
2. Non-OMA Members: **\$39**

**To register**, go to [My OMA](#) at [www.ohiomfg.com](http://www.ohiomfg.com). (Login required; then click on Events.)

*By registering for this event, you acknowledge that the organization sponsoring this event will have access to your name and contact information.*

**QUESTIONS? Call (800) 662-4463**

## Your ADEPT MARKETING Presenter

[Jake Kaufman](#), Director of Content Strategy at Adept Marketing, oversees all content initiatives as well as the growth and continual evolution of the Adept content department. Passionate about storytelling and thoughtful marketing, Jake applies creative vision to define digital “moments” that help businesses align with, engage, and delight their prospective customers. When working with clients, Jake makes sure to define and develop customer personas and create multi-channel content strategies dedicated to attracting, converting, and closing strangers into delighted customers and loyal brand enthusiasts.

adept

when growth is the goal