

Where Smart Marketers Turn to Hit Their Revenue Goals & Advance Their Careers

Use proven how-to resources, practical tools & modern marketing training to drive results



Imagine if a marketer you respected gave you all the docs they used to plan and execute their last project, the exact project you are about to start.

Wouldn't that be wonderful? You wouldn't need to work out all the tasks and deliverables from scratch. You'd get the work done in record time and with strong results because you know your friend has tons of experience.

Dream world? No. ***Demand Metric can be that friend!*** This is exactly what we've delivered to our 100,000+ global members since 2006.



Marketing professionals, consultants, agencies, and CEOs in all industries use our resources to plan and execute their projects.

We Serve:

- Marketing Leaders
- Demand Generation Pros
- Product Marketers
- Sales Enablement Pros
- Marketing Ops & Tech Pros
- CEOs of Start-ups & Lean Businesses
- Marketing Consultants

How We Help You Reach Your Goals

You've got huge targets to hit. Now the big question... how do you achieve them with limited resources? **Don't guess and Google search**, get proven processes and tools from a trusted source.

Leverage our:

- **Proven step-by-step project plans** covering all key marketing processes. We've researched how top performing organizations operate for 10+ years and have learned what works.
- **500+ practical tools and templates** to get your work done quickly and professionally.
- **Resources for every project stage** from assessment to execution to presenting results. Resources that have been road-tested and proven to deliver improved results.

Power Up Your Newbies

Tight budgets often result in understaffing and hiring more junior marketing people.

Help these junior team members become more independent and learn best practices as they work, without downtime or travel.

All of our resources offer 'how to' guidance. For a deeper dive your team can complete a **DM University** online course.

Key Marketing Knowledge

Be ready for anything with our library of research, tools, and training on important modern marketing topics, including:



Strategy & Leadership

Marketing Strategy, Public Relations, Budgeting, Talent Management, Team Development, and more...



Demand Generation

Lead Generation, Marketing Automation, Content Marketing, Account-Based Marketing, and more...



Product Marketing

Product Development, Market Research, Shopper Marketing, Go-to-Market Strategy, and more...



Sales Enablement

Sales Operations, Sales Playbooks, Sales Training, Inside Sales, and more...



Customer Engagement

Customer Journey Mapping, CRM, Online Communities, Lifecycle Marketing, and more...



Operations & Tech

Marketing Operations, MarTech, Agile Marketing, Project Management, Analytics, and more...



Tactical Know-How

SEO, SEM, Online Ads, Blogging, Video, Mobile, Webinar, Website, Social Media, Email, and more...



Prove Your Worth – Speak the Language of the Bottom Line

In B2B Marketing it's common to be seen merely as a cost-center. Together let's smash that misconception!

Nothing speaks louder than business metrics and in most companies that means revenue. Use our **Business Cases, ROI Calculators and Dashboards** to quickly generate professional graphs and charts without wasting time in Excel.



Protect Your Rep - Select the Right Tech

Nothing can make you a hero or a scape goat like bringing in new tech. It's **high risk** that can bring **high rewards** or a potential career disaster.

Don't make your decisions based on vendor demos and collateral. Select **software with confidence** using our unbiased reports and decision-making tools:

Get an unbiased opinion from a trusted source.

- Vendor Matrixes
- Vendor Evaluations
- Solution Sets
- Technology Overviews

Triumph Over Chaos



Learn best practices, save time creating professional deliverables, and achieve your targets with Demand Metric

1

Do I Need to Change to Meet My Goals?

- **Assessments** – quickly understand your strengths and priority issues.
- **Benchmark Reports** – compare your organization with your peers.

2

What's The Best Way to Make This Change?

- **Frameworks** – see the big picture and resources at a glance.
- **Playbooks** – step-by-step guides that walk you through the project.

3

How Exactly Do I Get This Done?

- **Tools & Templates** – leverage 500+ practical Microsoft Office resources to save copious amounts of time. Don't re-invent the wheel.
- **Online Training** – access 200+ learning modules to get up to speed on modern marketing best practices in DM University.

4

Do I Need New Software to Do This?

- **Solution Sets & Technology Overviews** – make the best decisions for your organization with unbiased analysis and advice.
- **Vendor Matrixes & Vendor Evaluations** – short-list the right vendors and then compare them based on your key requirements.

5

What Are My Results and How Can I Improve Them?

- **Analytical Tools** – calculate ROI and track your key metrics with our dashboard templates.
- **Presentation Templates** – take your plans to the next level.

1,000+ Practical Resources for Modern Marketers



Playbooks & Toolkits

You could consider Playbooks as the **action plans for success** for all our proven processes. Here you'll see the detailed steps and the order to complete them to achieve the best results.



Frameworks

Consider frameworks the table of-contents for our “How-to” Playbooks. **All tools, templates, reports, and training are listed and linked** on one page for easy access and reference.



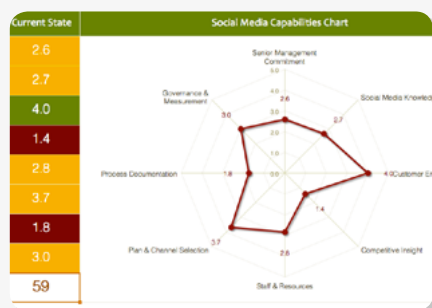
Benchmark Reports

Based on surveys conducted with our extensive member base, we share **how your peers are tackling a broad range of marketing topics**. Gain insight and benchmarks to help you build your next business case.



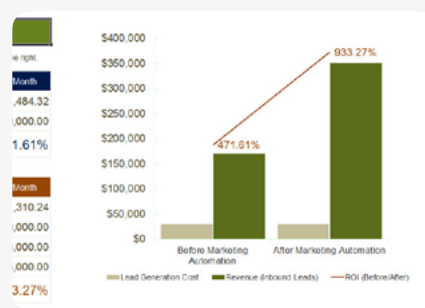
Technology Research

To execute great marketing campaigns and programs you need the right software. Rely on our **Vendor Evaluations** and **Vendor Matrixes** to make the best decisions possible.



Assessments

Easily assess your current state and determine where you need to **focus your time and energy** for the greatest improvement. Our assessments help you leverage best practices and discover helpful resources.



Analytical Tools

Having clear insight into both key metrics and what's behind them is necessary to improve your end results. Demonstrate the value the marketing organization is delivering with our plug-and-play **Dashboards** and **ROI Calculators**.

Flexible Memberships for Organizations of All Sizes

<p>Free</p> <p>\$0 /mo</p> <p>Access 300 + “free” Reports, Guides, and Webinars</p> <p>Email Subscription with Free Content Offers</p> <p>Sign me up for Free!</p>	<p>Pro</p> <p>\$97 /mo</p> <p>INVOICED MONTHLY</p> <p>Up to 5 “premium” downloads per month (tools & templates)</p> <p>Risk Free - No Contract, Cancel Anytime</p> <p>I want to go Pro!</p>	<p>Premium</p> <p>\$77 /mo</p> <p>BEST VALUE</p> <p>INVOICED ANNUALLY</p> <p>Unlimited Downloads</p> <p>Access 500+ Practical Tools & Templates</p> <p>DM University – 200+ Training Modules</p> <p>I want Premium!</p>	<p>Team</p> <p>\$197 /mo</p> <p>INVOICED ANNUALLY</p> <p>Multiple Users</p> <p>Tool and Template Customizations (5 hrs)</p> <p>Team Training Plan eWorkshop</p> <p>Admin Reports & Controls</p> <p>Let's go with Team!</p>
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