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IDG'S KNOWLEDGE HUB NEWSLETTER

May 26, 2009

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TURN SOCIAL MEDIA INTO SOCIAL MARKETING

Social media is a hot topic these days. While tens millions of people are joining social networks, it is not clear how marketers might appeal to them. IDG Amplify marketing services provide answers as explained in this [BtoB article](#).

For insight into what social media platforms IT buying team members use by buying stage see...

A CONTENT AUDIT CAN HELP IMPROVE YOUR MARKETING PROGRAMS

Content is king. But without understanding how your marketing content moves a prospect toward a final decision, you may be spinning your wheels. Novell VP Jeremy Bevan explains how an IDG Market Fusion audit paid off in more effective marketing campaigns. [Listen to the interview](#)

EVENTS ARE KEY TO CREATING RELATIONSHIPS THAT DRIVE SALES

Sales is all about relationships. And, according to a survey of marketers, a majority of them say events are the best marketing activity to accelerate and deepen relationships. Find out more on how events can improve your marketing ROI. [Click here to read more insights from *Event View*](#)

LIGHTS + CAMERA = ACTION

Think your tech prospects won't be swayed by the bells and whistles of video? With the cost of producing videos dropping and video becoming more the norm online, IDC's Michael Gerard offers a few interesting examples of effective use of video. [Click here to read more](#)

RESEARCH

A checklist for how marketing best supports sales



IDC's Tech Marketing Strategies blog identifies three key areas to check to improve marketing support of a sales organization. Learn how sales support materials, technology and an understanding of sales processes aid the hand-and-glove relationship of sales and marketing.

[Read more...»](#)

EVENTS



GAME ON

E3 Expo is the once-a-year opportunity to see the biggest games and names

Test-drive the latest video game titles and discover the products about to hit the market. E3 Expo starts June 2 at the LA Convention Center. For more on E3 Expo and other events, click on the link below...

[Events home page»](#)

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