



## **Jeff James to Speak at Pittsburgh Internet Marketing Conference**

*Director of Enterprise Marketing for Microsoft, Jeff James, will be presenting on marketing alignment and effectiveness at Pittsburgh internet marketing conference.*

Pittsburgh, PA, July 13, 2007 --(PR.com)-- Jeff James, Director of Enterprise Marketing for Microsoft, has been confirmed as a featured presenter for the [Online Marketing: Innovations that Work](#) conference on Thursday August 16, 2007. This Pittsburgh area event offers attendees from all over the Pennsylvania - West Virginia - Ohio Tri State area access to expert information about the internet marketing industry.

### **Marketing Industry Expert**

As a seasoned sales and marketing manager for Microsoft, Jeff James is knowledgeable in the tools and techniques necessary for a successful business. In his current position, James leads the strategy development and marketing execution for growing revenue and client satisfaction among Microsoft's largest corporate accounts. James' depth of experience in customer relationship management, coordinating efforts between sales and marketing teams, and measuring / increasing ROI made him an ideal speaker for this Pittsburgh-area internet marketing conference.

### **Importance of Aligning Sales and Marketing**

Marketing departments, it can be argued, remain some of the least disciplined in many organizations. In order to better achieve specific marketing objectives they must first be understood across the board so that internet marketing and other campaigns can be built to achieve them. Sales and marketing departments need to come to agreement on defining a quality lead in order to later gain quality leads. Influential customers, highest potential prospects, and other key customer groupings need to be segmented and prioritized so that they can be effectively targeted.

### **How to Increase ROI**

“Anyone having a hard time justifying their marketing budget requests with their CFO, or feeling the heat from their VP of Sales regarding the quality of leads, should attend the Execution for ROI: Aligning the Sales/Marketing Planets session at Online Marketing: Innovations that Work,” says James.

In this session, James will discuss with attendees how to achieve these objectives and measure the impact of marketing investments across various communication channels including TV, radio, direct mail, and internet marketing. Measuring these investments should include a variety of factors beyond revenue such as brand, relationship, and customer loyalty. Each of these areas can be measurable when cross department communication is effective.

### **Internet Marketing Conference Details**

In addition to Jeff James, the internet marketing conference speakers at this conference will include representatives from eBay, WebTrends, g8wave, iheartpgh, and Direct Online Marketing™. This event will also feature internet marketing topics including search marketing, mobile marketing, business blogging, online public relations, and Web metric analysis.



Online Marketing: Innovations that Work will be held on Thursday August 16, 2007 in the Washington Ballroom at the Hilton Garden Inn Pittsburgh / Southpointe. Registration for the event will begin at 8:15 AM and the program will end at 3:30 PM EST. Early registration is \$99 until July 16. For more information or to register for Online Marketing: Innovations that Work, visit [MarketingConference.org](http://MarketingConference.org) or call 800.979.3177.

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