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Our next presentation is on:

Webcast: Thurs., March 11

**10:00 am Pacific
1:00 pm Eastern**

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March 11, 10:00 am Pacific / 1:00 pm Eastern

Webinar: Marketing in the Cloud

How Ariba and US Loan Auditors Tap the Power

Speakers: *Michele McMahon, Sr. Director Global Marketing, Ariba*
Pete Fife, Business Analyst, US Loan Auditors
Mark Trang, Sr. Director AppExchange, Salesforce.com

Find out how Ariba taps the power of Cloud Marketing to automate and extend their marketing capabilities. Plus, learn how US Loan Auditors uses the Cloud to solve a common problem – to improve data quality.

Marketing in the Cloud offers the potential of greatly improving marketing productivity and data quality with fingertip access to more than a thousand marketing software applications – but how do you identify “Killer Apps” to improve your marketing?

Attend this webinar to learn how Michele McMahon, Sr. Director of Global Marketing, Ariba, uses Salesforce.com AppExchange Cloud Marketing to improve their global lead generation process.

You'll also learn how Pete Fife, Business Analyst, US Loan Auditors, selects AppExchange software to solve a common marketing head ache – to improve marketing data quality.

Lastly, Mark Trang, Sr. Director AppExchange, Salesforce.com, will review how Salesforce.com is investing in AppExchange to expand the ecosystem of marketing solutions.

To understand Social Media you need to understand Facebook and LinkedIn – to understand Marketing in the Cloud you need to understand Salesforce.com AppExchange.

We have assembled 3 top industry experts to help you clearly understand how Marketing in the Cloud can dramatically improve your marketing process, productivity, and data quality.

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