

IT Marketing World

Bringing together the IT industry's brightest minds to establish marketing best practices

01 August 2011

IV. Community Demographics

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A. Member Profile

IT Marketing World provides valuable benefits for IT marketing professionals worldwide with custom content and services segmented by job function, technology focus and sales channel .

Coming soon: Geographic segmentation by region (North America, EMEA, APAC, Latin America) or country (UK)

Job Function Categories

- CMO/Strategic Marketing
- Advertising
- Channel Marketing
- Demand Generation
- Event Marketing
- Field Marketing
- International Marketing
- Market Research
- Marketing Communications
- Marketing Operations
- Product Marketing
- Sales Enablement
- Services Marketing
- Social Media Marketing
- Strategic Alliances
- Telemarketing
- Training

Technology Categories

Cloud Computing
Green Computing
Infrastructure Software
Mobile & Wireless
Networking
Security
Servers
Storage
Virtualization

Channel Categories

Direct to End Users
OEM
VAR/Distributor

B. The Universe of IT Marketing Professionals

There are >300,000 IT Marketing Professionals Worldwide:

- Research is based on an industry and title search of Hoovers and Jigsaw databases for companies with >\$100M revenue and >100 employees
- 100,000+ (33%) of IT marketing professionals work for one of 5,000 IT companies located in the U.S. and Canada
- 200,000 (66%) are based in Europe and Asia-Pacific
- A large, incremental number of IT marketing professionals:
 - Are based in Latin America, or
 - Work for a company in any market with less than 100 employees

C. Member Recruitment

IT Marketing World is committed to growing the community incrementally by soliciting free high-value memberships to large enclaves of IT marketing professionals including:

1. Members' LinkedIn professional networks
2. Purchased databases
3. Vendor partner databases
4. Twitter network
5. LinkedIn groups (250,000+ prospects)
6. Site traffic (thousands of "new" and repeat visitors each month)

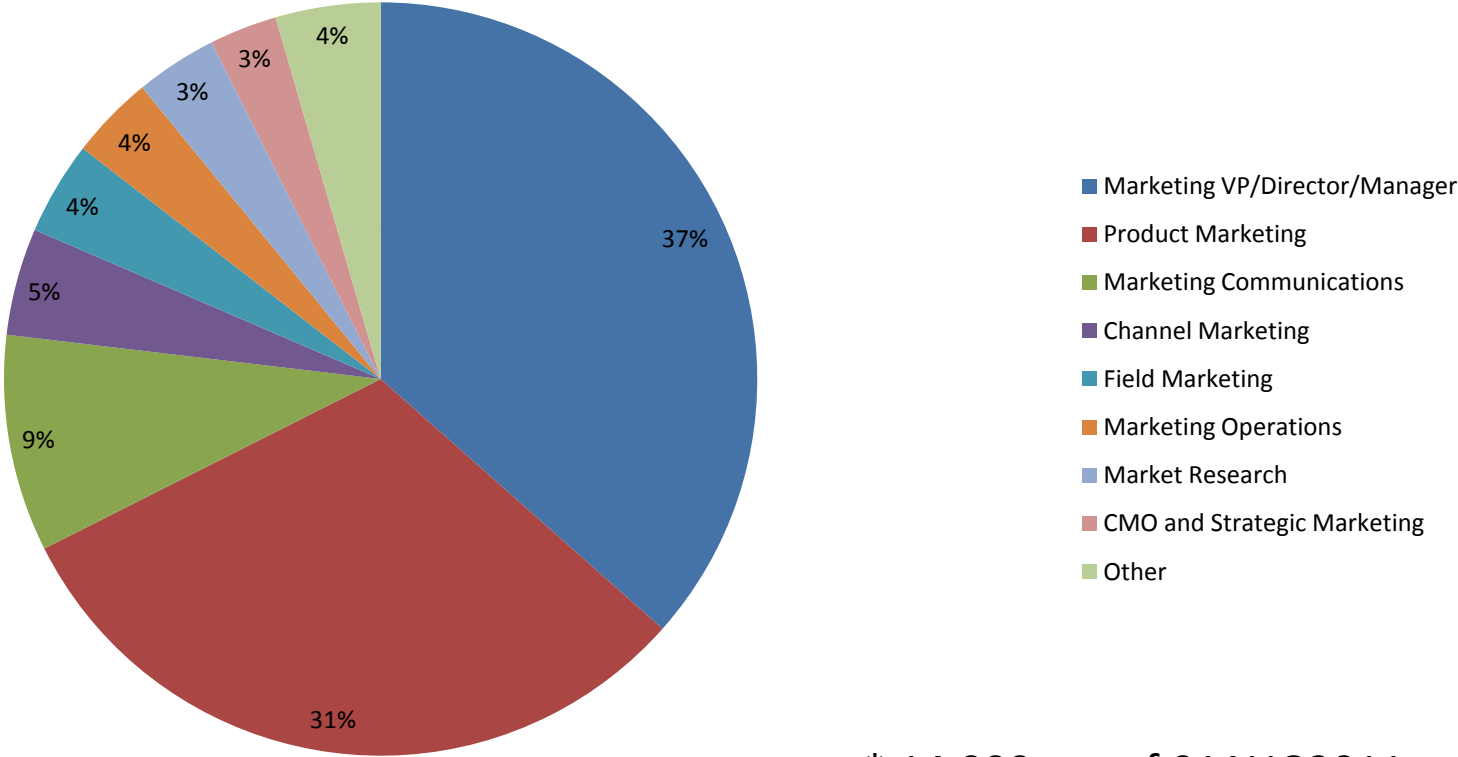
C. Member Recruitment (cont.)

LinkedIn Groups are a major focus of IT Marketing World's member recruitment efforts. We target groups that map logically to the community's job functions, technology focus and sales channels:

<u>Group Name</u>	<u>Members</u>
eMarketing Association Network	342,000
Social Media Marketing	208,000
Online Advertising Professionals (N.A.)	76,000
Inbound Marketers	63,000
B2B Technology Marketing Community	24,000
Chief Marketing Officer (CMO) Network	20,000
Intelligent Social Media	19,000
Marketing Profs	13,000
The Social Media Marketing Group	13,000
Market Research	12,000
B2B Marketing	11,000
Social Media University Online	10,000
BtoB Marketing	8,500
Chartered Institute of Marketing	8,300
B2B Online Marketing	7,000

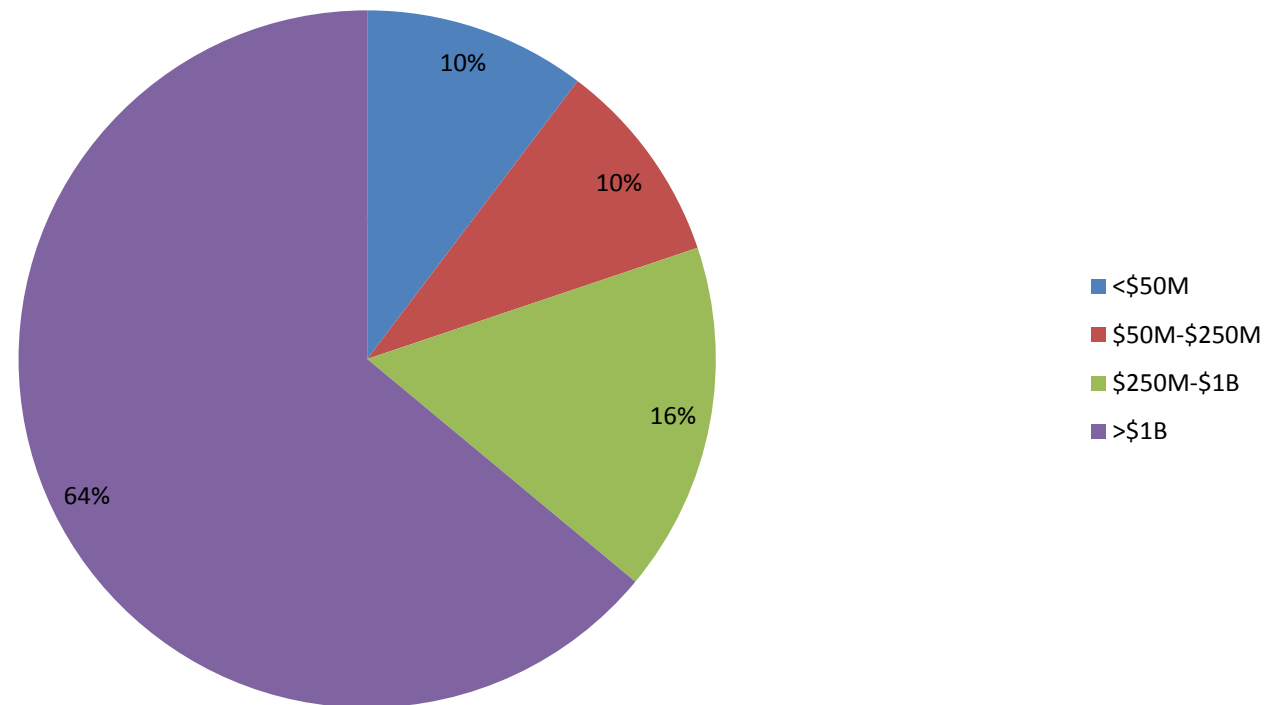
<u>Group Name</u>	<u>Members</u>
Sr. Level Internet Marketers Group	6,500
Marketing 2.0 Technology	6,000
IT Marketing Professionals	5,900
Marketing Communications Professionals	5,000
Chartered institute of Marketing (UK)	4,500
Marketing Operations	3,500
CMO Executive Network	3,200
BtoB Magazine	2,000
B to B Marketing	875
HiTech Marketing	750
Intelligent Social Media UK & Ireland	415
Technology Marketing Professionals	400
IDC CMO Advisory Service	315
Channel Analytics and Measurement Best Practices	251
IT Marketing World	196

D. ITMW Members by Job Function*



* 14,000+ as of 01AUG2011

D. ITMW Members by Company Size*



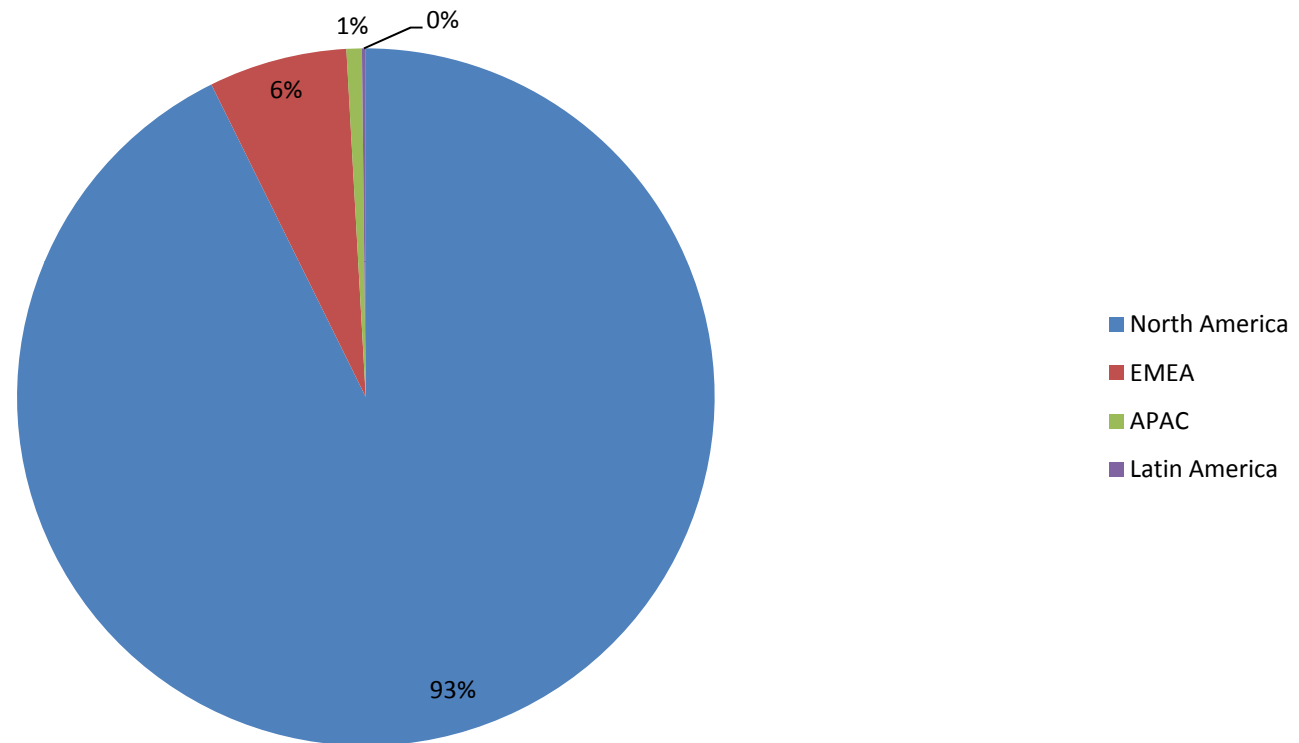
* 14,000+ as of 01AUG2011

D. Sample ITMW Members by Company Size

Sample Companies by Size (\$)

<u>>\$1B</u>	<u>\$250M-\$1B</u>	<u>\$50M-\$250M</u>	<u><\$50M</u>
Adobe	Avid Technology	Blackboard Inc.	2Wire
BMC Software	F5 Networks	Double-Take Software	Atempo
CA Technologies	JDA Software	Embarcadero Technologies	CDC Software
Cisco	Kronos	Guidance Software	Jive Software
H-P	Mentor Graphics	Interwoven	Mellanox
Intuit	Polycom	Kofax Inc.	Pavillion Technology
NetApp	Quest Software	Phoenix Technologies	Raritan
Oracle	Sage Software	Rackspace Ltd.	Relativity Technologies
Salesforce.com	Cadence Design Systems	SafeNet	Wavelink Corp.
Symantec	Informatica	Vignette Corp.	Webroot Software

D. ITMW Members by Geography*



*14,000+ as of 01AUG2011

E. Site Traffic

The screenshot shows the Google Analytics interface for the website itmarketingworld.com. The left sidebar contains navigation links for Dashboard, Visitors, Content, Searches, Links, Platforms, Locale, Campaigns, Goals, and Spy. The main content area displays 'The Basics' summary for the period Jan 31 - Aug 1. The data is presented in a table with columns for metric name, value, and percentage change.

The Basics		Summary	Visitors	Actions	Uniques	Time
Visitors Expand	12,395	+696%				
Unique visitors	10,570	+999%				
New visitors	8,866	+999%				
Actions Expand	28,547	+256%				
Average actions	2.3	-56%				
Total time	37d 1h	+265%				
Average time per visit	4m 18s	-54%				
Bounce rate	38%	+205%				

- Traffic is doubling month-over-month with a high rate of “new” and repeat visitors
- At 38%, the site’s bounce rate is well below industry average likely due to our many direct links to the full text of articles

F. Trends and Outlook

1. The universe of IT marketing professionals is large and underserved by traditional trade media that tends to focus on technology or general B2B marketing
2. IT Marketing World's organic member recruitment strategy is quickly proving successful with early success in professional networking, co-marketing partnerships, LinkedIn Group marketing and site traffic growth
3. The current member database has grown rapidly in just three months with a solid representation of job functions, technologies and company sizes; our phased expansion into Europe and Asia will provide greater geographical balance over time
4. Site traffic is increasing rapidly with both new and regular visitors

IT Marketing World provides a unique, social-savvy integrated content marketing platform to you reach elusive IT marketing buyers TODAY. Please join us!

IT Marketing World

www.itmarketingworld.com