

Aprimo Announces Interactive Series on The Imperatives of the Marketing Revolution

*Marketers invited to join the discussion, share challenges and best practices
on marketing's changing world*

INDIANAPOLIS, IN (May 4, 2010) – [Aprimo](#)[®] Inc., a global leader in on-demand integrated marketing software solutions, today announced the introduction of a new interactive series, “The Imperatives of the Marketing Revolution,” which explores how marketers can navigate the changing role of marketing. The ongoing series will feature community discussion and commentary from B2C and B2B leaders, such as Harvard Business School marketing professor [John Quelch](#), to provide a holistic view of best practices for marketers leading this revolution. Marketers can join the discussion starting today at www.aprimo.com/revolution.

“Marketing needs to revolutionize itself — ‘Change or Die,’ ‘Eat Lunch or Be Eaten’ — and get back to its original mission — driving business and being accountable for that business,” says Quelch.

The Marketing Revolution’s First Imperative

[Lisa Arthur](#), Chief Marketing Officer at Aprimo, asserts that marketing is in the midst of a revolutionary change that has marketers standing at the crossroads of relevance, or irrelevance. Marketing executives, their teams and their vendors must work together to modernize operations, simplify go-to-market processes and integrate messages and channels with intelligent, engaging conversations with consumers and customers.

The proliferation of new channels, pressure for marketers to deliver ROI in today’s economy, and customers’ growing appetite for personal relationships with brands have forced CMOs and marketing teams to constantly reinvent their roles or risk becoming irrelevant. The goal of “The Imperatives of the Marketing Revolution” is to engage with marketers worldwide about the state of marketing today and the imperatives that are driving the marketing revolution.

“Marketing must redefine, disrupt and modernize to drive the change customers are demanding,” said Arthur. “To effectively do this, marketing must lead this revolution that will transform the entire organization. We’ve created this dialogue series with the marketing community to spur discussions that will ultimately help marketers drive the revolution that is needed to survive.”

The first Imperative is [“Marketing Must Be Accountable,”](#) which discusses how marketers can lead the revolution within their organizations. This complementary whitepaper, featuring commentary from marketers of leading brands, including [International Speedway Corporation](#) and [NetApp](#), is available for download from www.aprimo.com/revolution.

Sign Up to Join the Revolution

Future Imperatives will be introduced over the next several weeks and include topics such as letting consumers control brands, the CMO as change agent, and engaging customers in meaningful conversations. As these topics are announced, Aprimo will welcome and encourage input from fellow thought leaders in the marketing industry at www.aprimo.com/revolution.

About Aprimo

Aprimo is a leading global provider of marketing software and services that enhance the productivity and performance of marketing organizations. The company's integrated marketing software, Aprimo Marketing Studio™ B2C and Aprimo Marketing Studio™ B2B, enables marketers to navigate the changing role of marketing, by taking control of budget and spends, eliminating internal silos with streamlined workflows, and executing innovative multi-channel campaigns to drive measureable return on investment.

Founded in 1998, Aprimo is headquartered in Indianapolis with offices worldwide. For more information call +1.317.803.4300 or visit <http://www.aprimo.com>.

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