



Expertise

Digital Marketing
Marketing Automation
CRM Integration
Mobile Marketing
Online PR

Patrice Barber, CEO of CXM Digital Marketing Group Inc, an international inbound marketing firm, is a national speaker and instructor to C-Level groups, leadership teams, and business owners. She explains leadership's roles in results-based digital marketing, and successful CRM implementations with a focus on effectively applying these concepts to stop wasting marketing dollars and start getting inbound leads. Patrice has been featured in CoBiz Magazine, Denver Business Journal, Denver Post, Prospector, KNUS radio, is a frequent speaker at national entrepreneurial events, and guest lecturer at University of Denver and Regis University's MBA programs. With over 8 years experience in Corporate America and 13 years as a serial entrepreneur building both domestic and international teams she has learned firsthand...what to delegate, what to automate and how to simplify business. Her high-energy, actionable presentations have audiences taking their results to the bank.

Main Presentations

Successful Product Launch Strategies

Five Steps to a Profitable Product (or Service) Launch

Client eXperience Management

Launching Your CRM to Increase Conversion and Retain Happy Clients

Marketing Automation for CEO's

Implementing Automation to Boost Revenue and Cut Marketing Costs

Mobile Marketing for the C-level

Attracting and Retaining Clients using Mobile Devices

PR on a Shoestring Budget

Leveraging Online PR to Drive Credibility and Brand

Colorado Companies Succeeding in Clean Tech

The top innovations in Colorado's clean tech space



To Meeting Planners:

You have a tough task finding the perfect professional inbound marketing speakers for your convention, workshop, or annual event. There are a lot of speakers to choose from. You are looking for someone who is engaging, high-energy, AND provides high quality content that your audience can take action on right away.

My team and I have been working with businesses since 2003 to show them how to:

CONNECT to their ideal prospects,

CONVERT them into hot leads, and

CULTIVATE the relationship into closed deals, revenue and repeat happy clients.

We don't just talk the talk...we walk the walk.

There's a growing conversation about social media, blog posts, email marketing and how to tie these new strategies in with traditional marketing of advertising, networking, tradeshow. There's a lot to learn and much that can go wrong. Business owners, leadership teams, and CEO's want to know how to measure and maximize the ROI on all this marketing.

The unexpected Revenue-blaster I reveal is how to connect marketing to sales, increase conversion rates by 20-30%, and get warm leads from marketing to the sales team. During the course of my presentations, I explain (in simple language that strips out the "tech-talk") best practices to create maximum return on your inbound marketing, how to get new clients and cash from your website with online forms, auto-responders, email marketing, list segmentation, blog posts, and social media. Audiences learn why search engine optimization is key to helping your business be found online and how to improve conversion of visitors to your website.

When you hire me for your opening or closing keynote, general session, or any other event, I create a customized presentation that's targeted to the needs of your particular group or industry. Your attendees come away with plenty of fresh ideas, notes and materials, a plan of action, and a clear path to getting results. You come away with the satisfaction of having selected a speaker who delivers.

Sincerely,

Patrice Barber

What Others are Saying

"Patrice did an incredible job of going through all of the various steps in regards to the use of a CRM product, particularly when you're looking for how to get the optimal use of those kinds of products."

Helen Ryley,
Benchmark One

"Patrice is always on the cutting edge of promotions, social media marketing, customer relationship management. I got so much out of her one hour talk today. I'm going to go home and immediately implement all her great ideas."

Jennifer Maskrey,
Global Tek Labs

"Patrice's Workshop was Excellent. I learned great information I was able to apply right away to our products and services to increase our market reach"

Mariella Palmer
Alvarez & Associates,
Engineering and Consulting
Services