**Your Opinion on Demand Generation is Worth $50 to Us! (E-Mail Title)**

**September 14th 2014**

**Jack Jones**   
VP of Marketing

ABC Industries

**The Kern Agency of Omnicom releases The Deadliest Gaps in B to B Marketing**

Dear Mr. Jones

Recently the Kern Agency a division of Omnicom contracted a research firm to survey over 450 Technology marketing executives to identify the biggest gaps faced by B to B Marketers. We combined the interview data with secondary research from respected sources including Ad Age, Sirius Decisions, Forrester Research and eConsultancy to bring these findings to you.

As a technology marketing leader we would like to invite you to participate in our research program. We invite you to view the research findings a 30 minute call. As part of the call we will ask you to participate in a marketing opinion poll after you view the research based on a soon to be released book titled “The Eight Pillars of Demand Generation” which is a definitive guide to B to B marketing. For a pre-release preview please click on the hyperlink above.

Additionally you will receive a marketing benchmark evaluation from the Kern agency which will highlight and benchmark your current B to B processes against industry standards based on your answers to the poll.

LTM Research will send you a **$50 Amazon.com** gift card via e-mail as a way for us to Thank-You for sharing your valuable professional insights should you decide to take the opinion poll….. participation is of course optional. We have however, discovered a number of facts and trends we believe that you can use immediately to improve the impact of your marketing programs.

To learn the details on the study to be presented please visit (Landing Page URL)

We will contact you to arrange this free learning opportunity or you can schedule a call by filling out the information box below. This offer is strictly focused on Technology Marketing executives with your experience and position we are looking forward to your participation.

Sincerely,

LTM Research

Name

Phone

E-Mail Address

Time and Date