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According to Caterpillar Global Marketing Services Manager Renee Richardson, Caterpillar understood that the B2B audience was now younger and online. Thus, the company set out to make the Cat® brand more human, more approachable, and more relevant. It's not a secret that the B2B audience is online.

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Having three talented online marketers with knowledge and skill of their craft makes for a well rounded guide to what you need to know to "move the needle" on marketing campaigns in a b2b company. Even season professionals will be introduced to some new tools and tricks that will help to round out your skillset.

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