

# March Second, Inc.

Advancing the Value of Marketing™

## **March Second Teams Up with Elana Anderson, former Forrester Research Director**

Friday, November 9, 2007 - Marblehead, Massachusetts

March Second, Inc., a marketing technology and consulting company, announced today that it has formed a strategic alliance with NxtERA Marketing. NxtERA was founded by Elana Anderson, a former Vice President at Forrester Research and a recognized expert on marketing technology solutions and best practices. The alliance will help both companies better serve customers who need support in selecting, implementing and maximizing the value of marketing automation solutions.

Elana will work with March Second clients to help them develop relationship marketing strategies and capabilities, leverage customer analytics, and select marketing technologies that enable data-driven customer-centric marketing. The NxtERA team will also work closely with March Second consultants to develop new technology-based solutions designed to help companies optimize the value of their marketing investments across all media and sales channels.

Prior to founding NxtERA, Elana was Vice President and Research Director at Forrester Research where she led the company's marketing practice. Elana was also VP of Customer Operations at Web Dialogs and spend many years in the consulting business, first with Andersen Consulting (now Accenture) and then with Tessera.

"I am very excited about the opportunity to team up with March Second and help them support their clients with technology solutions and customer-centric marketing best practices. We share the same passion for data-driven marketing and technology that can help companies better serve their customers and advance the value of their marketing investments. We have complementary skills and experience and working together just makes a lot of sense."

"When David and I heard that Elana had left Forrester to start NxtERA we immediately contacted her about teaming up with us to benefit our mutual clients. She's a friend we respect and admire not only for what she accomplished in growing the marketing practice at Forrester but also for her creative passion and commitment to excellence. We're confident that working together we can help clients make more informed decisions about their technology investments and continuously improve the value of their marketing efforts"

### **About March Second**

March Second is a marketing technology and solutions provider that helps companies and marketing teams improve the business building value of marketing investments. Founded in 2007, the company has core competencies in configuring and implementing marketing

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automation solutions and analytical tools. For more information about how March Second can help you advance the value of your marketing investments call 978-314-6143 or email us at [info@marchsecond.com](mailto:info@marchsecond.com).

## **About NxtERA Marketing**

NxtERA Marketing offers advisory and consulting services to marketing organizations and providers of marketing services and technology. Founded in 2007, the company helps clients develop data-driven marketing strategies, build database marketing capabilities, leverage customer analytics, and select marketing technologies. The company also works with marketing service and technology providers to develop business and product strategies, assess the competitive landscape, train sales staff, and write case studies and white papers. For more information about how NxtERA Marketing can help your business, contact Elana Anderson, (781) 883-3356, [eranderson@nxteramarketing.com](mailto:eranderson@nxteramarketing.com) (subscribe to NxtERA's blog at [www.nxteramarketing.com](http://www.nxteramarketing.com)).