

Best Practices



thought leadership & lead generation

SALES & MARKETING POWER TOOLS

FOR SUPERSTAR SALES ORGANIZATIONS

In this Best Practices Guide, we focus on revenue-generating tools from a sales and marketing perspective. In today's environment, the customer is more well informed than ever, which shifts the traditional role of the salesperson and demands a different set of skills and tools. Sales enablement and marketing tools help reps develop, foster, and close their prospects and maximize their efficiency.

This special section spotlights the tools that help salespeople meet their quotas.

In *CRM* magazine's **June 2016 Issue**

Reservations Due: **April 18, 2016** | Content Due: **April 22, 2016**

■ Also in June: ESSENTIAL ELEMENTS FOR DELIVERING SMART CUSTOMER SERVICE

2016 ROUNDTABLES:

May
THE INDISPENSABLE
GUIDE TO OMNICHANNEL
SUPPORT
Roundtable Date: 5/4
Sponsor Commitment: 3/8

TOP TOOLS FOR
HANDS-ON CMOS
Roundtable Date: 5/18
Sponsor Commitment: 3/15

June
ESSENTIAL ELEMENTS FOR DELIVERING
SMART CUSTOMER SERVICE
Roundtable Date: 6/1
Sponsor Commitment: 4/15

MOBILE-FIRST CUSTOMER SERVICE: THE
MOST IMPORTANT SERVICE CHANNEL
Roundtable Date: 6/15
Sponsor Commitment: 4/28

SALESFORCE.COM APPEXCHANGE
FOR CUSTOMER SERVICE
Roundtable Date: 6/29
Sponsor Commitment: 5/15

July
CUSTOMER SERVICE IS
THE NEW MARKETING
Roundtable Date: 7/13
Sponsor Commitment: 6/1

CUSTOMER ENGAGEMENT
STRATEGIES THAT
KEEP CUSTOMERS
CONNECTED
Roundtable Date: 7/27
Sponsor Commitment: 6/7

August
THE FUNDAMENTALS OF
EFFECTIVE CUSTOMER EXPERIENCE
MANAGEMENT
Roundtable Date: 8/3
Sponsor Commitment: 6/21

BEYOND WORKFORCE OPTIMIZATION
Roundtable Date: 8/17
Sponsor Commitment: 6/21

TRANSFORMING CUSTOMER SUPPORT
WITH KNOWLEDGE MANAGEMENT
Roundtable Date: 8/24
Sponsor Commitment: 7/8

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION
IN ONE COMPLETE, MULTICHANNEL
MARKETING PROGRAM



Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, www.destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Print distribution in CRM magazine (70,000 subscribers)
- Inclusion in digital version of CRM magazine
- 92,000 email invitations to download a PDF of this special section (twice) – you get the leads
- 1 month of homepage promotion on www.destinationCRM.com (150,000 visitors per month)
- Social media campaign on Twitter (18,000 followers), Facebook, and LinkedIn
- Distributed on all of CRM magazine's social networks throughout the month
- Inclusion in all eight eWeekly newsletters (70,000 per issue – 560,000 total)
- Archived on destinationCRM.com for 1 year
- More than 920,000 total impressions
- Receive a custom PDF of the section for your website
- Editorial and production services included – copyediting, layout, and design

Your editorial topics can range from:

- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

ADVERTISING CONTACTS

Mountain & Pacific

Dennis Sullivan
Advertising Director
203-445-9178
dennis@destinationCRM.com

Eastern & Central

Adrienne Snyder
Advertising Director
201-327-2773
adrienne@destinationCRM.com



2016 SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
Silver – 2 pages (1,500 words) \$10,500 net
Gold – 3 pages (2,250 words) \$14,000 net
Platinum – 4 pages (3,000 words) \$16,500 net

2016 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

<p>April 2016 CUSTOMER ENGAGEMENT STRATEGIES THAT KEEP CUSTOMERS CONNECTED CUSTOMER SERVICE IS THE NEW MARKETING Reservations Due: 1/31 • Content Due: 2/7</p>	<p>April 2016 TOP STRATEGIES FOR SELF-SERVICE SUCCESS Roundtable Date: 4/13 • Sponsor Commitment: 3/1 BIG DATA BOOM IN CRM Roundtable Date: 4/27 • Sponsor Commitment: 3/8</p>
<p>May 2016 SALESFORCE.COM APPEXCHANGE DEEP DIVES THE FUTURE OF IVR IN CUSTOMER SUPPORT: YOU'VE COME A LONG WAY BABY! Reservations Due: 3/6 • Content Due: 3/12</p>	<p>May 2016 THE INDISPENSABLE GUIDE TO OMNICHANNEL SUPPORT Roundtable Date: 5/4 • Sponsor Commitment: 3/8 TOP TOOLS FOR HANDS-ON CMOS Roundtable Date: 5/18 • Sponsor Commitment: 3/15</p>
<p>June 2016 ESSENTIAL ELEMENTS FOR DELIVERING SMART CUSTOMER SERVICE SALES & MARKETING POWER TOOLS FOR SUPERSTAR SALES ORGANIZATIONS Reservations Due: 4/4 • Content Due: 4/11</p>	<p>June 2016 ESSENTIAL ELEMENTS FOR DELIVERING SMART CUSTOMER SERVICE Roundtable Date: 6/1 • Sponsor Commitment: 4/15 MOBILE-FIRST CUSTOMER SERVICE: THE MOST IMPORTANT SERVICE CHANNEL Roundtable Date: 6/15 • Sponsor Commitment: 4/28 SALESFORCE.COM APPEXCHANGE FOR CUSTOMER SERVICE Roundtable Date: 6/29 • Sponsor Commitment: 5/15</p>
<p>July 2016 VOICE OF THE CUSTOMER: LISTENING TO YOUR CUSTOMERS KEEPS YOU ON COURSE Reservations Due: 5/3 • Content Due: 5/17</p>	<p>July 2016 CUSTOMER SERVICE IS THE NEW MARKETING Roundtable Date: 7/13 • Sponsor Commitment: 6/1 CUSTOMER ENGAGEMENT STRATEGIES THAT KEEP CUSTOMERS CONNECTED Roundtable Date: 7/27 • Sponsor Commitment: 6/7</p>
<p>August 2016 THE INDISPENSABLE GUIDE TO OMNICHANNEL SUPPORT CHARTING SUCCESSFUL CUSTOMER JOURNEYS Reservations Due: 6/4 • Content Due: 6/11</p>	<p>August 2016 THE FUNDAMENTALS OF EFFECTIVE CUSTOMER EXPERIENCE MANAGEMENT Roundtable Date: 8/3 BEYOND WORKFORCE OPTIMIZATION Roundtable Date: 8/17 TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT Roundtable Date: 8/24</p>
<p>September 2016 KEY CONTACT CENTER INNOVATIONS OF 2016 TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT Reservations Due: 7/3 • Content Due: 7/11</p>	<p>September 2016 INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES Roundtable Date: 9/14 SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING Roundtable Date: 9/28</p>
<p>October 2016 CONNECTING WITH CUSTOMERS THROUGH SOCIAL MEDIA CRM FOR CIOs: WHAT EVERY CIO NEEDS TO KNOW Reservations Due: 8/5 • Content Due: 8/11</p>	<p>October 2016 LEVERAGING ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCES Roundtable Date: 10/5 KEY CONTACT CENTER INNOVATIONS OF 2016 Roundtable Date: 10/26</p>
<p>November 2016 THE FUNDAMENTALS OF EFFECTIVE CUSTOMER EXPERIENCE MANAGEMENT TOP TOOLS FOR HANDS-ON CMOS Reservations Due: 9/4 • Content Due: 9/11</p>	<p>November 2016 CRM FOR CIOs Roundtable Date: 11/2 FROM MULTICHANNEL TO OMNICHANNEL Roundtable Date: 11/16</p>
<p>December 2016 FROM CONTACT CENTER TO CUSTOMER ENGAGEMENT CENTER BIG DATA BOOM IN CRM Reservations Due: 10/6 • Content Due: 10/13</p>	<p>December 2016 CRM FOR SMALL & MIDSIZED BUSINESSES Roundtable Date: 12/7 CONNECTING WITH CUSTOMERS THROUGH SOCIAL MEDIA Roundtable Date: 12/14</p>