

Best Practices

Thought Leadership & Lead generation

Charting Successful CUSTOMER JOURNEYS and Transforming Your Company

Understanding your customers' motivations and challenges is the key element in creating successful customer journeys. Some recent and successful industry disrupters such as Uber, AirBNB, and Spotify have done an especially good job of streamlining their customer journeys and redefining the industries in which they have sought to complete.

In this Best Practices installment, we look at the essentials of how companies should map their customers' journeys to create more value for customers and shareholders alike.

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

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

■ Also in August: THE INDISPENSABLE GUIDE TO OMNICHANNEL SUPPORT

2016 ROUNDTABLES:

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

SOLD OUT

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

ONE SPOT LEFT!

September

INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES
Roundtable Date: 9/14
Sponsor Commitment: 8/1

SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING
Roundtable Date: 9/28
Sponsor Commitment: 8/15

SOLD OUT

SOLD OUT

October

LEVERAGING ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCES
Roundtable Date: 10/5
Sponsor Commitment: 8/20

KEY CONTACT CENTER INNOVATIONS OF 2016
Roundtable Date: 10/26
Sponsor Commitment: 9/10

SOLD OUT

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

April 2016

CUSTOMER ENGAGEMENT STRATEGIES THAT KEEP CUSTOMERS CONNECTED
CUSTOMER SERVICE IS THE NEW MARKETING
Reservations Due: 1/31 • Content Due: 2/7

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

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

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

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

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

July 2016

VOICE OF THE CUSTOMER: LISTENING TO YOUR CUSTOMERS KEEPS YOU ON COURSE
Reservations Due: 5/3 • Content Due: 5/17

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

August 2016

THE INDISPENSABLE GUIDE TO OMNICHANNEL SUPPORT
CHARTING SUCCESSFUL CUSTOMER JOURNEYS
Reservations Due: 6/4 • Content Due: 6/11

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

September 2016

KEY CONTACT CENTER INNOVATIONS OF 2016
TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT
Reservations Due: 7/3 • Content Due: 7/11

September 2016

INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES
Roundtable Date: 9/14
SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING
Roundtable Date: 9/28

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

October 2016

LEVERAGING ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCES
Roundtable Date: 10/5
KEY CONTACT CENTER INNOVATIONS OF 2016
Roundtable Date: 10/26

November 2016

THE FUNDAMENTALS OF EFFECTIVE CUSTOMER EXPERIENCE MANAGEMENT
TOP TOOLS FOR HANDS-ON CMOS
Reservations Due: 9/4 • Content Due: 9/11

November 2016

CRM FOR CIOs
Roundtable Date: 11/2
FROM MULTICHANNEL TO OMNICHANNEL
Roundtable Date: 11/16

December 2016

FROM CONTACT CENTER TO CUSTOMER ENGAGEMENT CENTER
BIG DATA BOOM IN CRM
Reservations Due: 10/6 • Content Due: 10/13

December 2016

CRM FOR SMALL & MIDSIZED BUSINESSES
Roundtable Date: 12/7
CONNECTING WITH CUSTOMERS THROUGH SOCIAL MEDIA
Roundtable Date: 12/14