

# 2021 EDITORIAL CALENDAR

KEY: **Special Issue**

ISSUE	MARKETING FEATURES	SALES/ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES
<b>JANUARY/FEBRUARY</b>	Data Ownership: The Technology Alternatives to the Third-Party Cookie	Tips for Remote Selling in the Aftermath of the COVID-19 Pandemic	Work-From-Anywhere Customer Service Is Being Hailed as a Success, but Is It Sustainable?
<b>MARCH</b>	Customer Intent: How Do You Get It, and How Do You Use It?	CRM in the Cloud: Which Type of Cloud (Public, Private, Hosted, Managed, Multi-Tenant) Is Right for Your Business?	Field Service in a Contactless World
<b>APRIL</b>	Using Machine Learning for Customer Acquisition	The Dark Funnel of Sales	Contact Center Infrastructure: Which Technologies Do You Still Need, and Which Ones Can You Eliminate?
<b>MAY</b>	Real-Time Customer Journey Analytics	CRM Alignment: Which Departments Should Be Integrated, and Which Technologies Can Bring Them Together?	Customer Engagement Hubs: The New Framework for Tying Customer-Facing Solutions Together
<b>JUNE</b>	Overcoming Bias in AI-Based Personalization	Tools to Surface and Serve Previously Underserved Customers	Natural Language Understanding's Effect on Customer Interactions
<b>JULY/AUGUST</b>	<b>THE CRM TOP 100:</b> The Hottest Marketing Trends and Technologies of 2021	<b>THE CRM TOP 100:</b> The Hottest Sales Trends and Technologies of 2021	<b>THE CRM TOP 100:</b> The Hottest Customer Service Trends and Technologies of 2021
<b>SEPTEMBER</b>	<b>The CRM Industry Awards</b>		
<b>OCTOBER</b>	Programmatic Market Research Platforms	Decoding the Platforms for Mobile App Development	Turning Customer Interactions into Corporate Action and Knowledge
<b>NOVEMBER/DECEMBER</b>	Building Wallet Share to Gain Market Share	Shoppable TV: Allowing Consumers to Click and Buy What They See on TV	Customer Service Bots: What Can They Do Now, and What Can We Expect in the Future?

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## ➔ THE 2021 CRM TOP 100

Appears in the **July/August** issue.

The CRM Top 100 highlights the hottest trends and technologies in customer service, marketing, and sales and identifies the Top 100 CRM solutions providers in those three areas.

*A more complete list of CRM companies will appear in our 2021 Buyers Guide, available on our website (DestinationCRM.com).*

## ➔ THE 2021 CRM INDUSTRY AWARDS

Appears in the **September** issue.

### **Industry Leader Awards**

Industry analysts and consultants help our editors identify the top five vendors providing customer service, sales, and marketing services and technologies across a number of categories, including contact center infrastructure, workforce optimization, contact center analytics, contact center outsourcing, enterprise CRM suite, midmarket/SMB CRM suite, marketing automation, sales force automation, customer data platforms, and business intelligence.

### **Rising Stars**

This award recognizes emerging or turnaround companies that have made a significant impression on customer service, marketing, and sales in the past year.

*Additional details about the awards are available on our website (DestinationCRM.com.)*

**“** *Wonderfully balanced coverage, innovative thinking and strategy, providing better insights of ‘how to’ be better than our competitors”*  
**CORPORATION OF THE PRESIDING BISHOP**

## WHAT'S IN EVERY ISSUE

### **FRONT OFFICE:**

*Letter from CRM magazine editor Leonard Klie.*

### **INSIGHT:**

*Analysis of the most topical CRM news stories and trends, including the latest research from CRM industry analysts.*

### **FEATURES:**

*In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.*

### **REAL ROI:**

*Sales, marketing, and customer service success stories that showcase hard and soft business benefits and how they were achieved.*

### **COLUMNS:**

*Connect, Customer Experience, The Next Step, The Last Line, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer, written by some of the top analysts and consultants in the CRM industry.*

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