

Best Practices

thought leadership & lead generation

CUSTOMER ENGAGEMENT STRATEGIES

That Keep Customers Connected

Gallup defines customer engagement as “the emotional connection between your customers and your company.” This Best Practices installment focuses on the strategies organizations can use to map a customer journey that promotes strong customer engagement and eventually leads from awareness to advocacy.

Any reader of *CRM* magazine will agree that customer engagement has been a hot topic among our readers during the last several years and is still garnering a high level of executive interest.

If you feel your organization has something to contribute to this topic, our readers will be more than willing to hear your recommendations.

An educational Roundtable Webcast on this topic will be broadcast on July 27, 2016, at 2 p.m. We ask potential sponsors to reserve their seat by June 7.

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

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

■ Also in April: **CUSTOMER SERVICE IS THE NEW MARKETING**

2016 ROUNDTABLES: (still available)

March

VOICE OF THE CUSTOMER: LISTENING TO YOUR CUSTOMERS KEEPS YOU ON COURSE
Roundtable Date: 3/2
Sponsor Commitment: 1/25

SALES & MARKETING POWER TOOLS FOR SUPERSTAR SALES ORGANIZATIONS
Roundtable Date: 3/16
Sponsor Commitment: 2/7

April

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

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
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

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION
IN ONE COMPLETE, MULTICHANNEL
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Your editorial topics can range from:

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- 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

March 2016

INTELLIGENT CONTACT CENTERS FOR
BETTER CUSTOMER EXPERIENCES
LEVERAGING ANALYTICS TO OPTIMIZE
CUSTOMER EXPERIENCES

Reservations Due: 1/6 • Content Due: 1/13

March 2016

VOICE OF THE CUSTOMER: LISTENING TO
YOUR CUSTOMERS KEEPS YOU ON COURSE
Roundtable Date: 3/2 • Sponsor Commitment: 1/25
SALES & MARKETING POWER TOOLS FOR
SUPERSTAR SALES ORGANIZATIONS

Roundtable Date: 3/16 • Sponsor Commitment: 2/7

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