

Best Practices

thought leadership & lead generation

Salesforce.com AppExchange Deep Dives

In the 10 years since Salesforce.com launched its online partner store, the AppExchange has become wildly successful, with more than 3,000 apps to choose from, and 79% of Salesforce customers choosing to use partner applications to add functionality to the Salesforce platform. The AppExchange has proved to be an extremely valuable part of the Salesforce ecosystem, providing services for even the smallest niche, by partners who can spot opportunities and move quickly. But it can be daunting for AppExchange partners to try and break through the clutter and make themselves known to Salesforce users.

In this reoccurring Best Practices topic, *CRM* magazine offers you the chance to tell your story to our readers in one of the most popular Best Practices Guides of the year.

Because of the number of AppExchange partners, destinationCRM.com will host two educational Roundtable Webcasts on the following topics:

- **Salesforce.com AppExchange for Customer Service** on June 29, 2016, at 2:00 p.m.
- **Salesforce.com AppExchange for Sales & Marketing** on September 28, 2016, at 2:00 p.m.

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

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

■ Also in May: **THE FUTURE OF IVR IN CUSTOMER SUPPORT: A NATURAL FIT**

2016 ROUNDTABLES:

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

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



CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

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IN ONE COMPLETE, MULTICHANNEL
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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

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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