

Best Practices



Transforming Customer Support With **KNOWLEDGE MANAGEMENT**

Finding the right information quickly, consistently, and accurately is imperative for delivering exceptional customer service. It improves customer experience, builds a stronger brand, and empowers agents and employees on the front lines.

This installment of our Best Practices series covers all the ways a knowledge-driven customer support strategy can empower your employees, improve customer experiences, and communicate to everyone that your company has a tight grasp on how to do things right.

Roundtable on this topic — August 24, 2016, at 2:00 p.m.

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

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

■ Also in September: KEY CONTACT CENTER INNOVATIONS OF 2016

2016 ROUNDTABLES:

August
THE FUNDAMENTALS OF EFFECTIVE
CUSTOMER EXPERIENCE MANAGEMENT
Roundtable Date: 8/3
Sponsor Commitment: 6/21 **ONE SPOT LEFT!**

BEYOND WORKFORCE OPTIMIZATION
Roundtable Date: 8/17
Sponsor Commitment: 6/21 **ONE SPOT LEFT!**

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 **ONE SPOT LEFT!**
Roundtable Date: 9/14
Sponsor Commitment: 8/1

SALESFORCE.COM
APEXCHANGE FOR
SALES & MARKETING **ONE SPOT LEFT!**
Roundtable Date: 9/28
Sponsor Commitment: 8/15

October
LEVERAGING ANALYTICS
TO OPTIMIZE
CUSTOMER
EXPERIENCES **SORRY THIS EVENT IS SOLD OUT**
Roundtable Date: 10/5
Sponsor Commitment: 8/20

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

November
CRM FOR CIOs
Roundtable Date: 11/2
Sponsor Commitment: 9/15

FROM MULTICHANNEL TO
OMNICHANNEL
Roundtable Date: 11/16
Sponsor Commitment: 10/1

thought leadership & lead generation

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.
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- Print distribution in CRM magazine (70,000 subscribers)
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- 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
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- 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

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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

<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>