Best Practices



thought leadership & lead generation

Why Your Company Needs Marketing Automation:

IT'S ALL ABOUT EFFICIENCY

Many, if not most, companies have built their marketing infrastructures over time with an assortment of disparate systems that add much needed functionality or solve the problem of the day, but also add to the complexity and inefficiency of the overall marketing process.

Thankfully, marketing automation solutions have made huge advances in the past few years which address the integration issues and optimize the ability to view the effectiveness of marketing activities more clearly and with more insight.

In this installment of *CRM*'s Best Practices series, we focus on technologies and processes that marketers have at their disposal to run their operations with efficiencies and insights that weren't even possible just a few years ago.

Roundtable Date: December 14, 2016, at 2:00 p.m.

In *CRM* magazine's October 2016 Issue

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

- Also in October: CRM FOR CIOs: WHAT EVERY CIO NEEDS TO KNOW and CONNECTING WITH CUSTOMERS THROUGH SOCIAL MEDIA

2016 ROUNDTABLES:

September

INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES SORRY THIS EVENT IS SOLD OUT
Roundtable Date: 9/14
Sponsor Commitment: 8/1

SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING SORRY THIS EVENT IS SOLD OUT
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

December

CRM FOR SMALL & MIDSIZED BUSINESSES
Roundtable Date: 12/7
Sponsor Commitment: 10/125

CONNECTING WITH CUSTOMERS THROUGH SOCIAL MEDIA
Roundtable Date: 12/14
Sponsor Commitment: 11/15

MARKETING AUTOMATION
Roundtable Date: TBD

published by Information Today, Inc.

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WHITE PAPER SERIES

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM



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2016 SCHEDULE & RATES

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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*
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