

Best Practices



The Indispensable Guide to Omnichannel Support

If the ultimate compliment you can pay someone is remembering his name, then omnichannel support done well is the ultimate goal for excellent customer experiences.

In a recent survey, Ovum concluded that 74% of customers use three or more channels when contacting companies. Remembering these people and their issues, despite the channel they are currently using, is the ultimate goal of omnichannel support. Our readers are striving to move beyond disconnected multichannel communications and are looking for direction in their journey to omnichannel support.

Tap into our audience and join us in the special Best Practices Guide appearing in *CRM* magazine's August issue and marketed for the entire month with a comprehensive lead-generation program.

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

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

■ Also in August: CHARTING SUCCESSFUL CUSTOMER JOURNEYS

2016 ROUNDTABLES:

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

August

THE FUNDAMENTALS OF EFFECTIVE CUSTOMER EXPERIENCE MANAGEMENT

Roundtable Date: 8/3

Sponsor Commitment: 6/21

BEYOND WORKFORCE OPTIMIZATION

Roundtable Date: 8/10

Sponsor Commitment: 6/21

TRANSFORMING CUSTOMER SUPPORT WITH KNOWLEDGE MANAGEMENT

Roundtable Date: 8/24

Sponsor Commitment: 7/8

September

INTELLIGENT CONTACT CENTERS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: 9/14

Sponsor Commitment: 8/1

SALESFORCE.COM APPEXCHANGE FOR SALES & MARKETING

Roundtable Date: 9/28

Sponsor Commitment: 8/15

October

LEVERAGING ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCES

Roundtable Date: 10/5

Sponsor Commitment: 8/20

KEY CONTACT CENTER INNOVATIONS OF 2016

Roundtable Date: 10/26

Sponsor Commitment: 9/10

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.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Print distribution in CRM magazine (70,000 subscribers)
- Inclusion in digital version of CRM magazine
- 92,000 email invitations to download a PDF of this special section (twice) — you get the leads
- 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
- Distributed on all of CRM magazine's social networks throughout the month
- 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

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

December 2016

**FROM CONTACT CENTER TO CUSTOMER
ENGAGEMENT CENTER**
BIG DATA BOOM IN CRM
Reservations Due: 10/6 • Content Due: 10/13

December 2016

CRM FOR SMALL & MIDSIZED BUSINESSES
Roundtable Date: 12/7
**CONNECTING WITH CUSTOMERS
THROUGH SOCIAL MEDIA**
Roundtable Date: 12/14