

## Best Practices



# Marketing Solutions and Automating Processes

Advances in marketing technologies and the automation of processes have been on a huge upswing in the past several years and for good reason.

Generating, qualifying, and nurturing leads can be accomplished through sets of business processes that bring exact science to the art of marketing and help to quantify the impact of different variables.

This Best Practices installment reviews marketing solution options and their real-life success stories.

In *CRM* magazine's **March 2017 Issue**

Reservations Due: **January 18, 2017** | Content Due: **January 22, 2017**

■ Also in March: DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE

## 2017 ROUNDTABLES

January 2017

### THE STATE OF IVRs IN 2017

Roundtable Date: January 25, 2017

February 2017

### CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS

Roundtable Date: February 8, 2017

### ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: February 22, 2017

March 2017

### SALES TOOLS THAT HELP DRIVE REVENUE

Roundtable Date: March 1, 2017

### MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE

Roundtable Date: March 8, 2017

### INTERNET OF THINGS MEETS CRM

Roundtable: March 22, 2017

April 2017

### DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE

Roundtable Date: April 5, 2017

### MARKETING SOLUTIONS AND AUTOMATING PROCESSES

Roundtable Date: April 19, 2017

May 2017

### LEVERAGING SALESFORCE SERVICE CLOUD WITH APPEXCHANGE SOLUTIONS

Roundtable Date: May 3, 2017

### KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE

Roundtable Date: May 17, 2017

June 2017

### THE PROMISE OF WEBRTC IN THE CONTACT CENTER

Roundtable Date: June 7, 2017

### CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES

Roundtable Date: June 21, 2017

July 2017

### SMART CUSTOMER SERVICE ENGAGES CUSTOMERS

Roundtable Date: July 12, 2017

### USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS

Roundtable Date: July 26, 2017

### CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

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

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- Third-party white papers or white paper abstracts
- Successful customer case studies
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- A behind-the-scenes look at your technology solution and why it's important

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2017 SCHEDULE & RATES	2017 ROUNDTABLE SCHEDULE
<p>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</p>	<p>Participation in Webinar Roundtable – \$8,500</p>
<p>January 2017 <b>2017 MEGATRENDS: CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS</b> <b>ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES</b> Reservations Due: 10/28/16 • Content Due: 11/16/16</p>	<p>January 2017 <b>THE STATE OF IVRs IN 2017</b> Roundtable Date: January 25, 2017</p>
<p>February 2017 <b>MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE</b> <b>THE STATE OF IVRs IN 2017</b> Reservations Due: 12/2/16 • Content Due: 12/15/16</p>	<p>February 2017 <b>CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS</b> Roundtable Date: February 8, 2017 <b>ANALYTICS: DATA-DRIVEN RELATIONSHIPS FOR BETTER CUSTOMER EXPERIENCES</b> Roundtable Date: February 22, 2017</p>
<p>March 2017 <b>DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE</b> <b>MARKETING SOLUTIONS AND AUTOMATING PROCESSES</b> Reservations Due: 1/6/17 • Content Due: 1/19/17</p>	<p>March 2017 <b>SALES TOOLS THAT HELP DRIVE REVENUE</b> Roundtable Date: March 1, 2017 <b>MAKING THE TRANSITION FROM MULTICHANNEL TO OMNICHANNEL CUSTOMER SERVICE</b> Roundtable Date: March 8, 2017 <b>INTERNET OF THINGS MEETS CRM</b> Roundtable: March 22, 2017</p>
<p>April 2017 <b>CUSTOMER ENGAGEMENT STRATEGIES FOR BUILDING BRANDS</b> <b>KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE</b> Reservations Due: 2/3/17 • Content Due: 2/16/17</p>	<p>April 2017 <b>DESIGNING AN INTELLIGENT CONTACT CENTER FOR COMPETITIVE ADVANTAGE</b> Roundtable Date: April 5, 2017 <b>MARKETING SOLUTIONS AND AUTOMATING PROCESSES</b> Roundtable Date: April 19, 2017</p>
<p>May 2017 <b>THE PROMISE OF WEBRTC IN THE CONTACT CENTER</b> <b>CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES</b> Reservations Due: 3/3/17 • Content Due: 3/17/17</p>	<p>May 2017 <b>LEVERAGING SALESFORCE SERVICE CLOUD WITH APEXCHANGE SOLUTIONS</b> Roundtable Date: May 3, 2017 <b>KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE</b> Roundtable Date: May 17, 2017</p>
<p>June 2017 <b>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS</b> <b>SALES TOOLS THAT HELP DRIVE REVENUE</b> Reservations Due: 3/31/17 • Content Due: 4/18/17</p>	<p>June 2017 <b>THE PROMISE OF WEBRTC IN THE CONTACT CENTER</b> Roundtable Date: June 7, 2017 <b>CUSTOMER JOURNEY MAPPING TO CRAFT SUPERIOR CUSTOMER EXPERIENCES</b> Roundtable Date: June 21, 2017</p>
<p>July 2017 <b>VIEW FROM THE TOP: INSIGHTS FROM INDUSTRY VISIONARIES</b> <b>BUYER'S GUIDE</b> <b>CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY</b> Reservations Due: 5/5/17 • Content Due: 5/18/17</p>	<p>July 2017 <b>SMART CUSTOMER SERVICE ENGAGES CUSTOMERS</b> Roundtable Date: July 12, 2017 <b>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS</b> Roundtable Date: July 26, 2017</p>