

## Best Practices



# CUSTOMER ENGAGEMENT Strategies for Building Brands

Customer engagement takes things a step further in the relationship with your customers. Done right, it encourages customers to interact with your products and even become vocal proponents of your brand.

A strong customer engagement strategy fosters brand growth through exceptional, end-to-end customer experience.

Do you have a prescription for our readers to use to build their brands through customer engagement strategies?

Tell your story to our readers, who are eager to learn how to build brand equity with customer engagement strategies.

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

Reservations Due: **February 17, 2017** | Content Due: **February 22, 2017**

■ Also in April: KNOWLEDGE MANAGEMENT: THE KEY TO EFFECTIVE CUSTOMER SERVICE

## 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

#### 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](http://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 (45,000 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](http://www.destinationCRM.com) (150,000 visitors per month)
- Social media campaign on Twitter (23,000 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](http://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

### ADVERTISING CONTACTS

**Mountain & Pacific**  
Dennis Sullivan  
Advertising Director  
203-445-9178  
[dennis@destinationCRM.com](mailto:dennis@destinationCRM.com)

**Eastern & Central**  
Adrienne Snyder  
Advertising Director  
201-327-2773  
[adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)



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>