

## Best Practices



# Leveraging the Salesforce AppExchange Marketplace

Salesforce's AppExchange is pretty amazing. It includes thousands of business apps and services, a couple of million installs, and a great user rating and review system. But with all of these convenient shopping tools for buyers, it can be difficult to stand out from the competition.

That's why we started the AppExchange Best Practices and Roundtable Webcasts, which allow you to take your story directly to our readers. Join us in the August issue of *CRM* magazine in our Annual AppExchange Best Practices special section.

*Leveraging Salesforce AppExchange for Sales & Marketing Roundtable Date: August 16, 2017, at 2:00 p.m.*

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

Content Due: **June 25, 2017**

■ Also in August: PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS

## 2017 ROUNDTABLES

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*

August 2017

**THE INTERSECTION OF ECOMMERCE AND CRM**

*Roundtable Date: August 2, 2017*

**LEVERAGING SALESFORCE APPEXCHANGE FOR SALES & MARKETING**

*Roundtable Date: August 16, 2017*

**PREDICTIVE & PRESCRIPTIVE ANALYTICS**

*Roundtable Date: August 23, 2017*

September 2017

**PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS**

*Roundtable Date: September 13, 2017*

**WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS**

*Roundtable Date: September 27, 2017*

October 2017

**CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY**

*Roundtable Date: October 11, 2017*

**THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS**

*Roundtable Date: October 25, 2017*

November 2017

**BUSINESS INTELLIGENCE & ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS**

*Roundtable Date: November 1, 2017*

**CUSTOMERS PREFER SELF-SERVICE**

*Roundtable Date: November 15, 2017*

December 2017

**2017 CONTACT CENTER INNOVATIONS**

*Roundtable Date: December 6, 2017*

**MUST HAVE SALES & MARKETING TOOLS THAT DELIVER IMMEDIATE ROI**

*Roundtable Date: December 13, 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.

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- 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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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><b>June 2017</b> <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><b>June 2017</b> <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><b>July 2017</b> <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><b>July 2017</b> <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>
<p><b>August 2017</b> <b>LEVERAGING THE SALESFORCE APPEXCHANGE MARKETPLACE</b> <b>PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS</b> Reservations Due: 6/2/17 • Content Due: 6/16/17</p>	<p><b>August 2017</b> <b>THE INTERSECTION OF ECOMMERCE AND CRM</b> Roundtable Date: August 2, 2017 <b>LEVERAGING SALESFORCE APPEXCHANGE FOR SALES &amp; MARKETING</b> Roundtable Date: August 16, 2017 <b>PREDICTIVE &amp; PRESCRIPTIVE ANALYTICS</b> Roundtable Date: August 23, 2017</p>
<p><b>September 2017</b> <b>2017 CONTACT CENTER INNOVATIONS</b> <b>THE INTERSECTION OF ECOMMERCE AND CRM</b> Reservations Due: 6/30/17 • Content Due: 7/19/17</p>	<p><b>September 2017</b> <b>PROACTIVE CUSTOMER SERVICE RESPECTS CUSTOMERS</b> Roundtable Date: September 13, 2017 <b>WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS</b> Roundtable Date: September 27, 2017</p>
<p><b>October 2017</b> <b>USING VOICE OF THE CUSTOMER STRATEGIES FOR BETTER CUSTOMER INSIGHTS</b> <b>CUSTOMERS PREFER SELF-SERVICE</b> Reservations Due: 8/4/17 • Content Due: 8/18/17</p>	<p><b>October 2017</b> <b>CUSTOMER EXPERIENCE MANAGEMENT FOR BUILDING CUSTOMER LOYALTY</b> Roundtable Date: October 11, 2017 <b>THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS</b> Roundtable Date: October 25, 2017</p>
<p><b>November 2017</b> <b>THE EVOLUTION OF CONTACT CENTERS TO CUSTOMER ENGAGEMENT CENTERS</b> <b>MUST HAVE SALES &amp; MARKETING TOOLS THAT DELIVER IMMEDIATE ROI</b> Reservations Due: 9/1/17 • Content Due: 9/18/17</p>	<p><b>November 2017</b> <b>BUSINESS INTELLIGENCE &amp; ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS</b> Roundtable Date: November 1, 2017 <b>CUSTOMERS PREFER SELF-SERVICE</b> Roundtable Date: November 15, 2017</p>
<p><b>December 2017</b> <b>BUSINESS INTELLIGENCE &amp; ANALYTIC SOLUTIONS FOR DEEPER INSIGHTS</b> <b>WORKFORCE OPTIMIZATION FOR MORE PRODUCTIVE EMPLOYEES AND HAPPIER CUSTOMERS</b> Reservations Due: 10/6/17 • Content Due: 10/19/17</p>	<p><b>December 2017</b> <b>2017 CONTACT CENTER INNOVATIONS</b> Roundtable Date: December 6, 2017 <b>MUST HAVE SALES &amp; MARKETING TOOLS THAT DELIVER IMMEDIATE ROI</b> Roundtable Date: December 13, 2017</p>