

LEAD-GEN OPPORTUNITIES

➤ CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP AND 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, 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 24x7.
- Your individual PDF will be delivered to you for your own marketing efforts.

Enormous distribution, reach, and frequency

- Published in *CRM* magazine (22,000 print & online subscribers)
- 42,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (58,000 per issue)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Receive a custom PDF of the section for your website
- Editorial and production services included—copy editing, 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

Sponsorship 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.

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➤ SOLO AND ROUNDTABLE WEB EVENTS

THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.

Format

- One to three sponsors and a moderator from *CRM* magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

What you get

- **Highly Qualified, Actionable Leads:** Generated from preregistration; live-event logon; and registration to the archived event for 90 days, with leads delivered every Monday.
- **Extensive Event Registration:** A program offering multiple marketing touchpoints.
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior *CRM* editor and marketed under the aegis of CRM Media.
- **Managed Process:** We take care of all of the details—advertising materials, marketing, registration, technology, and, follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 1,400 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

Our action list

Aggressive online and print advertising campaign including:

- Three HTML email invitations to our 42,000-name database
- A full-page, 4-color, on-demand event advertisement in *CRM* magazine (post-event) and on-site banner advertising on destinationCRM.com
- Three advertisements in *CRM's eWeekly* HTML newsletter with a circulation of 58,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending registrants
- Registration reports, including post-event registrations, for the archived version, delivered every Monday for 90 days
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

Solo Sponsorship Rate — Call for details

Roundtable Sponsorship Rate — \$8,500

2018 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives			Hot Topic Roundtable Webcasts		
JANUARY Space Close: 11/8/17 Ads/Copy: 11/15/17 Mail Date: 12/14/17	2018 Megatrends: CRM Predictions From Top Industry Experts	Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents		The CIO's Role in CRM: Indispensable Partners in Business Decisions <i>Roundtable: January 17, 2018</i>	Customer Communications Management: The Cornerstone of Customer Interactions <i>Roundtable: January 31, 2018</i>	
FEBRUARY Space Close: 12/22/17 Ads/Copy: 12/22/17 March Mail Date: 2/15/18	Voice of the Customer Programs: From Listening to Action	The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving		2018 Megatrends: CRM Predictions From Top Industry Experts <i>Roundtable Date: February 14, 2018</i>	Call Centers to Customer Engagement Centers <i>Roundtable Date: February 28, 2018</i>	
MARCH Space Close: 1/12/18 Ads/Copy: 1/19/18 Mail Date: 2/15/18	Intelligent Contact Centers in 2018: An Industry Update	Actionable Insights With Predictive Analytics for Marketers		Customer Self-Service for Better Customer Experiences <i>Roundtable: March 7, 2018</i>	The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving <i>Roundtable: March 14, 2018</i>	Smooth Customer Journeys Deliver Smooth Customer Experiences <i>Roundtable: March 21, 2018</i>
APRIL Space Close: 2/9/18 Ads/Copy: 2/16/18 Mail Date: 3/15/18	Knowledge Management: Crucial for Customer Service Success	The CIO's Role in CRM: Indispensable Partners in Business Decisions	Focus on AppExchange Solutions for Salesforce	Intelligent Contact Centers in 2018: An Industry Update <i>Roundtable: April 4, 2018</i>	Getting Big Data in Shape: Quality, Cleansing, and Data Management <i>Roundtable: April 25, 2018</i>	
MAY Space Close: 3/13/18 Ads/Copy: 3/20/18 Mail Date: 4/17/18	Smooth Customer Journeys Deliver Smooth Customer Experiences	What's Hot in Sales Enablement		Mobile Customer Service: The First Line of Service <i>Roundtable: May 2, 2018</i>	Actionable Insights With Predictive Analytics for Marketers <i>Roundtable: May 9, 2018</i>	The Fundamentals of B2B Marketing <i>Roundtable: May 23, 2018</i>
JUNE Space Close: 4/11/18 Ads/Copy: 4/18/18 Mail Date: 5/15/18	Smart Customer Service That Wows Customers	Getting Big Data in Shape: Quality, Cleansing, and Data Management		Knowledge Management: Crucial for Customer Service Success <i>Roundtable: June 6, 2018</i>	Focus on AppExchange Solutions for Salesforce <i>Roundtable: June 13, 2018</i>	Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents <i>Roundtable: June 20, 2018</i>

Schedule is subject to change.



DestinationCRM presents great webinars on current topics and has whitepapers/articles to explain information in a clear way."

TECHNICAL SERVICE SPECIALIST
WELLS FARGO BANK

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2018 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

Issue	Best Practices Deep Dives			Hot Topic Roundtable Webcasts		
JULY Space Close: 5/10/18 Ads/Copy: 5/17/18 Mail Date: 6/14/18	Transforming Customer Service With Artificial Intelligence	Customer Communications Management: The Cornerstone of Customer Interactions		Smart Customer Service That Wows Customers <i>Roundtable: July 11, 2018</i>	Choosing the Right Marketing Technology Stack <i>Roundtable: July 25, 2018</i>	
AUGUST Space Close: 6/10/18 Ads/Copy: 6/17/18 Sept Mail Date: 8/15/18	Mobile Customer Service: The First Line of Service	Advanced Analytics for Better Customer Experiences	Accelerate Quote-to-Cash	Business Intelligence and Analytics: A CRM Perspective <i>Roundtable: August 1, 2018</i>	Highly Effective Customer Experience Strategies <i>Roundtable: August 15, 2018</i>	AI-Powered Sales Teams <i>Roundtable: August 29, 2018</i>
SEPTEMBER Space Close: 7/12/18 Ads/Copy: 7/19/18 Mail Date: 8/15/18	2018 Contact Center Innovations	Business Intelligence and Analytics: A CRM Perspective	Customer Self-Service for Better Customer Experiences	What's Hot in Sales Enablement <i>Roundtable: September 12, 2018</i>	Transforming Customer Service With Artificial Intelligence <i>Roundtable: September 26, 2018</i>	
OCTOBER Space Close: 8/10/18 Ads/ Copy: 8/17/18 Mail Date: 9/14/18	Proactive Customer Service: Anticipating Customer Needs	CRM and Ecommerce: A Winning Combination		Accelerate Quote-to-Cash with Contract Management and Configure Price Quote Software <i>Roundtable: October 3, 2018</i>	2018 Contact Center Innovations <i>Roundtable: October 10, 2018</i>	Advanced Analytics for Better Customer Experiences <i>Roundtable: October 24, 2018</i>
NOVEMBER Space Close: 9/11/18 Ads/Copy: 9/18/18 Mail Date: 10/15/18	Choosing the Right Marketing Technology Stack	Highly Effective Customer Experience Strategies		Voice of the Customer Programs: From Listening to Action <i>Roundtable: November 7, 2018</i>	CRM and Ecommerce: A Winning Combination <i>Roundtable: November 14, 2018</i>	
DECEMBER Space Close: 10/12/18 Ads/Copy: 10/19/18 Mail Date: 11/15/18	Call Centers to Customer Engagement Centers—Make the Transition Now	AI-Powered Sales Teams		Proactive Customer Service: Anticipating Customer Needs <i>Roundtable: December 5, 2018</i>	Top 2018 Innovations in CRM <i>Roundtable: December 12, 2018</i>	

Schedule is subject to change.



CRM magazine keeps me up-to-date on the technology and business use cases.”

**CRM AND REPORTING MANAGER
AUTOZONE**

2018 BEST PRACTICES DEEP DIVES

JANUARY 2018

➤ **2018 Megatrends: CRM Predictions From Top Industry Experts**

Every January, *CRM* magazine offers industry experts the chance to make their predictions for the upcoming year and discuss what they anticipate will be the major trends and themes and how they are positioning their solutions to leverage the market's direction. This special installment of *CRM's* Best Practices series is a perennial favorite among our readers and provides them with an insider's preview of what will be the driving trends in the ensuing 12 months.

Roundtable Date: February 14, 2018

➤ **Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents**

Creating good customer experiences in a contact center environment should really start with creating great agent and supervisor experiences. More effective training and coaching, combined with easier access to tools and information to help agents do their jobs better and more efficiently, create better customer experiences, more productive agents, and less agent turnover. Join us in this month's Best Practices section and give our readers your recommendations for more intelligent WFO solutions.

Roundtable Date: June 20, 2018

FEBRUARY 2018

➤ **Voice of the Customer Programs: From Listening to Action**

According to Gartner Group, nearly 89% of companies are primarily competing based on the level of customer experience (CX) they provide. Voice of the customer programs are critical for helping businesses gauge their level of success or failure, enabling them to make adjustments and improve CX. Join us in this month's Best Practices installment and give your best advice to readers grappling with these issues.

Roundtable Date: November 7, 2018

➤ **The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving**

The backbone of many organizations' customer service has been their interactive voice response (IVR) systems, whose customer-serving contributions may have been overlooked as new channels were added. But IVR still accounts for much of the heavy lifting when it comes to self-service, and that won't change anytime soon. Join us in this month's Best Practices installment, where we present our readers with reasons to continue investing in IVR as the cornerstone of customer experience initiatives.

Roundtable Date: March 14, 2018

MARCH 2018

➤ **Intelligent Contact Centers in 2018: An Industry Update**

Intelligent contact centers are a reality in 2018. Big Data, artificial intelligence, smart call routing, omnichannel service, and operational excellence are not only possible but demanded by discerning clients. In this installment of *CRM's* Best Practices, we offer our readers guidance on how to create an intelligent contact center in 2018.

Roundtable Date: April 4, 2018

➤ **Actionable Insights With Predictive Analytics for Marketers**

Traditional marketing analytics or scoreboards are essential for evaluating the success or failure of past marketing activities. But today's marketers want to be able to predict how future programs will fare before they are launched. Enter predictive marketing techniques, like predictive modeling for customer behavior, predictive lead scoring, and all sorts of marketing strategies based on predictive analytics insights. Join us for this Best Practices topic and provide forward-thinking marketers with the information they need to meet the promise of predictive analytics.

Roundtable Date: May 9, 2018

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2018 BEST PRACTICES DEEP DIVES *(cont.)*

APRIL 2018

➤ Knowledge Management: Crucial for Customer Service Success

Knowledge management (KM) can make or break your organization's delivery of customer service. Not only can it impact productivity and profit, it can also affect customer and agent satisfaction. KM done right in customer service can increase customer (and employee) satisfaction, reduce costs, and improve all sorts of efficiencies when dealing with customers. Creating a KM culture within an organization is dependent on the tools and strategies you select and their ability to drive true business impact with ease and accuracy. Join us in this month's Best Practices installment and give your best insights to our loyal readership.

Roundtable Date: June 6, 2018

➤ The CIO's Role in CRM: Indispensable Partners in Business Decisions

In many ways, the CIO's role has changed dramatically in the past few years as more cloud-based technology has come online in sales, marketing, and customer service departments. The traditional role of ensuring technology is deployed on time and on budget has been expanded to include creating value from investments in CRM technologies and related infrastructure. Join us in this month's installment and share your perspective on how CIOs can partner with their counterparts in sales, marketing, and service to derive more value from customer-facing technologies.

Roundtable Date: January 17, 2018

➤ Focus on AppExchange Solutions for Salesforce

Join us in our annual Best Practices Series focusing on top AppExchange solutions that leverage the Salesforce platform to deliver completely integrated best-of-breed solution in sales, service, and marketing applications. With more than 4,000 apps to choose from, the AppExchange can be a daunting place to differentiate your specific solution. Join us in our annual roundup of AppExchange solutions and tell your story to our readers directly.

Roundtable Date: June 13, 2018

MAY 2018

➤ Smooth Customer Journeys Deliver Smooth Customer Experiences

Creating smooth customer journeys starts with mapping the various stages that customers must follow on the passage from prospect to customer to service client or repeat customer. These journeys can be simple or quite complex, but every customer journey needs to be carefully examined and scripted to ensure the experience is smooth and customer momentum is sustained. Join our Best Practices installment and share your insights, case studies, or experiences on improving and refining customer journey efforts.

Roundtable Date: March 21, 2018

➤ What's Hot in Sales Enablement

Sales enablement tools have had a huge impact on productivity and revenue in recent years. Many companies have done a much better job of providing salespeople with the tools to spot opportunities and the information to close deals. Searching for marketing content, cobbling together contracts, and looking for the most promising prospects can be accelerated with stronger sales enablement strategies and technologies. If your company has a sales enablement solution, tell our readers how they can speed revenue growth and close bigger deals using your solutions and processes.

Roundtable Date: September 12, 2018

➤ The Fundamentals of B2B Marketing (Roundtable Only)

Join us on this roundtable webcast, where we go over the fundamentals of business-to-business marketing. We are covering everything from account-based marketing and content marketing for lead generation to SEO and sales and marketing alignment.

Roundtable Date: May 23, 2018

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2018 BEST PRACTICES DEEP DIVES *(cont.)*

JUNE 2018

➤ **Smart Customer Service That Wows Customers**

Great customer service starts with viewing all touchpoints through the perspective of your customers. Any process or technology gaps need to be identified and addressed. In this month's Best Practices installment we look at how organizations can scan their customer service efforts and plan for improvements that will fix the gaps and wow their customers.

Roundtable Date: July 11, 2018

➤ **Getting Big Data in Shape: Quality, Cleansing, and Data Management**

What shape is your data in? Is it ready to support the business analytics initiatives you're planning in 2018? In this Best Practices topic, we are looking for recommendations that our readers can use to prepare their data to provide relevant insights. What are the issues that need to be addressed when improving data quality, cleansing imperfect or incomplete data, and creating a master data management strategy that will yield meaningful results? This installment focuses on all of the issues affecting data quality.

Roundtable Date: April 25, 2018

JULY 2018

➤ **Transforming Customer Service With Artificial Intelligence**

Artificial intelligence and machine learning technologies in customer service and other customer-facing departments have attracted a lot of attention in the past year and a half. One study shows that 80% of companies plan to incorporate AI into their customer service departments by 2020. Whether it's AI-powered bots or AI assisting a human agent, the technology promises vast improvements in everything from first-call resolution to shorter handling times, leading, of course, to resulting improvements in service and experiences. Join us for this new Best Practices topic and advise our readers on making the transition to incorporating AI in customer service.

Roundtable Date: September 26, 2018

➤ **Customer Communications Management: The Cornerstone of Customer Interactions**

Communicating with customers is the goal behind most of the large initiatives organizations have started in the past few years. Customer experience, omnichannel support, and all manner of relationship building happen through good solid communications. But managing the process of delivering personalized, consistent, and compliant communications to customers through many channels and devices can be extremely difficult. In this new addition to *CRM* magazine's monthly Best Practices topics, we take a look at how and why a comprehensive CCM solution can improve all customer relationships.

Roundtable Date: January 31, 2018

AUGUST 2018

➤ **Mobile Customer Service: The First Line of Service**

As smartphones have clearly become the preeminent mode of communications, the notion of delivering customer service via mobile devices has really taken off. Searches on mobile devices will exceed those on desktop computers by 28 billion inquiries in 2017. Sixty-three percent of U.S. adults use mobile devices at least several times per month to seek customer support, and 90% have had poor experiences doing so. Clearly, there is much work to be done in improving the mobile customer service channel. Join us in this Best Practices installment and present your case studies, recommendations, and strategies for delivering amazing customer experiences on mobile devices.

Roundtable Date: May 2, 2018

➤ **Advanced Analytics for Better Customer Experiences**

Can delivering better customer experiences improve revenue and shareholder value? You bet. But how can companies target areas for improving customer experiences and stay on course while continually improving CX at every stage in the customer journey? That's where analytics solutions become crucial. Join us in this month's Best Practices installment and make your case to our readers on how analytics can help them reach their strategic goals and differentiate themselves with continuous CX improvement.

Roundtable Date: October 24, 2018

➤ **Accelerate Quote-to-Cash With Contract Management and Configure Price Quote Software**

Faster sales cycles are possible even with large-scale and complex sales quotes and tricky contract negotiations. This month's Best Practices topic focuses on how to simplify the quote-to-cash process with tools that will help you close more deals at a faster rate. Increase profits and take control of your pipeline by consistently simplifying complex tasks. This educational Best Practices installment is designed to help our readers improve their quote-to-cash metrics and increase the speed of their sales cycle.

Roundtable Date: October 3, 2018

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2018 BEST PRACTICES DEEP DIVES *(cont.)*

SEPTEMBER 2018

➤ 2018 Contact Center Innovations

Our contact center innovations installment is perennially one of our readers' favorite Best Practices topics and a great opportunity to alert our audience to all of the breakthroughs occurring in contact centers during the previous year. Past innovations have spotlighted social customer support, WebRTC, the move to omnichannel support, and many other efforts that have driven better customer experiences.

Roundtable Date: October 10, 2018

➤ Business Intelligence and Analytics: A CRM Perspective

The proliferation of data tools has made their use far more widespread throughout an organization—and made them less intimidating to non-technical employees. The result is a higher level of data literacy across the board as more employees see the value in access to information. This Best Practices installment focuses on business intelligence and analytics tools and their practical applications for CRM.

Roundtable Date: August 1, 2018

➤ Customer Self-Service for Better Customer Experiences

The demand from customers for self-service is exploding. According to Gartner, 85% of a customer's interaction with a company will occur without any human interaction by 2020. Infinium Global Research predicts that the global customer self-service software market is expected to grow from \$4.47 billion in 2016 to \$9.59 billion by the end of 2021, growing at a compound annual rate of 16.5%. Demographics are driving the demand forward as younger people are used to dealing with automated systems and less inclined to talk to a human being. Smart companies see this as an opportunity to create a better customer experience. Join us in this Best Practices topic and educate our readers as to the best way to plan their self-service transformation.

Roundtable Date: March 7, 2018

OCTOBER 2018

➤ Proactive Customer Service: Anticipating Customer Needs

There are many reasons to provide superb customer care, but getting noticed for your efforts can be difficult. Shifting from purely reactive to more proactive customer care can get the attention, in a good way, of customers. Proactive customer care is a visible differentiator that translates into better customer experiences, loyalty, and positive attitudes toward your brand. Join us in this month's Best Practices installment and share your expertise and recommendations with our readers.

Roundtable Date: December 5, 2018

➤ CRM and Ecommerce: A Winning Combination

Every online store spends an enormous amount of effort trying to attract new customers while retaining previous ones, or at least trying to entice them to purchase again. This is where a CRM strategy and solution can help. An ecommerce CRM system can provide online stores with information about customer habits, interests, and shipping preferences, and even help to create a clear customer journey map for developing better marketing strategies and increasing sales. With so many options available to consumers, a strong CRM and ecommerce strategy is crucial to online merchants. Join us in this month's Best Practices installment and share your wisdom with our readership.

Roundtable Date: November 14, 2018

NOVEMBER 2018

➤ Choosing the Right Marketing Technology Stack

Investment in marketing technologies has exploded in the past few years. Amazingly, CMOs have outspent CIOs in 2017, according to a report by Gartner. Separate solutions are applied to each stage in the customer journey—awareness, acquisition, conversion, retention, advocacy, data collection, and analysis. The majority of businesses now have more than two dozen applications in their marketing technology stacks, and integrating the components is no easy task. In this month's Best Practices installment, we will take a look at the issues to be considered when building a well-planned marketing technology infrastructure.

Roundtable Date: July 25, 2018

➤ Highly Effective Customer Experience Strategies

According to a recent report by Grand View Research, the global customer experience management (CEM) market is expected to grow at a compound annual growth rate of 22% between 2017 and 2025. Another report, by Econsultancy, found that 72% of business leaders pointed to customer experience as the single most exciting opportunity; it topped the list for the third straight year. But what are the best strategies for creating highly effective customer experiences? This Best Practices installment will offer our readers your expert guidance for improving their own CX initiatives.

Roundtable Date: August 15, 2018

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2018 BEST PRACTICES DEEP DIVES *(cont.)*

DECEMBER 2018

➤ **Call Centers to Customer Engagement Centers— Make the Transition Now**

Providing seamless customer support across all channels is the goal of most organizations. Unfortunately, many organizations still have not been able to create a true customer engagement model. Agents don't have the information they need; information is still in separate silos and out of reach; and the customers' journeys are still interrupted when they change channels. But some organizations have managed to make the transition, despite facing all of these obstacles. How did they do it? That's the topic of this month's Best Practices installment, where our readers look to experts who have seen what works and how to make that transition.

Roundtable Date: February 28, 2018

➤ **AI-Powered Sales Teams**

According to a report by McKinsey Global Institute, 40% of the time spent on sales activities can be automated if companies would just adopt current AI technologies. And AI can do far more than just automate routine administrative tasks; it can also uncover better leads; provide stronger, more relevant information; shorten sales cycles; and assist salespeople with closing deals. Join us in this Best Practices installment and show our readers how to help their revenue producers be more successful with AI sales tools.

Roundtable Date: August 29, 2019

➤ **Top 2018 Innovations in CRM (Roundtable Webcast only)**

What innovations have been produced in the world of customer relationship management in 2018? Join us on this final roundtable webcast of the year, where we ask participants to give us their take on the significant breakthroughs of 2018 and how they contributed to their customers' successes throughout the year.

Roundtable Date: December 12, 2018