

## Best Practices

# 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.

Join us in this month's Best Practices installment, and share your expertise with our readers and guide them through the process of building a well-planned marketing technology infrastructure.

Published in **November 2018** CRM magazine

Content Due: **September 25, 2018**

Also in November:

■ HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES

## 2018 ROUNDTABLES

### July 2018

#### SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018

#### CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

Roundtable Date: July 25, 2018

### August 2018

#### BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE

Roundtable Date: August 1, 2018

#### HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES

Roundtable Date: August 15, 2018

#### AI-POWERED SALES TEAMS

Roundtable Date: August 29, 2018

### September 2018

#### WHAT'S HOT IN SALES ENABLEMENT

Roundtable Date: September 12, 2018

#### TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE

Roundtable Date: September 26, 2018

### October 2018

#### ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT AND CONFIGURE PRICE QUOTE SOFTWARE

Roundtable Date: October 3, 2018

#### 2018 CONTACT CENTER INNOVATIONS

Roundtable Date: October 10, 2018

#### ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES

Roundtable Date: October 24, 2018

### November 2018

#### VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION

Roundtable Date: November 7, 2018

#### CRM AND ECOMMERCE: A WINNING COMBINATION

Roundtable Date: November 14, 2018

### December 2018

#### PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS

Roundtable Date: December 5, 2018

#### TOP 2018 INNOVATIONS IN CRM

Roundtable Date: December 12, 2018

### 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)



#### 2018 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

#### 2018 ROUNDTABLE SCHEDULE

Participation in  
Webinar Roundtable – \$8,500

#### June 2018

**SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS**  
GETTING BIG DATA IN SHAPE –  
QUALITY, CLEANSING, DATA MANAGEMENT  
Reservations Due: 4/11/18 • Content Due: 4/18/18

#### June 2018

**KNOWLEDGE MANAGEMENT:  
CRUCIAL FOR CUSTOMER SERVICE SUCCESS**  
Roundtable Date: June 6, 2018  
**SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING**  
Roundtable Date: June 13, 2018  
**OPTIMIZE YOUR WORKFORCE:  
INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS**  
Roundtable Date: June 20, 2018

#### July 2018

**TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL  
INTELLIGENCE**  
**CUSTOMER COMMUNICATIONS MANAGEMENT:  
THE CORNERSTONE OF CUSTOMER INTERACTIONS**  
Reservations Due: 5/10/18 • Content Due: 5/17/18

#### July 2018

**SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS**  
Roundtable Date: July 11, 2018  
**CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK**  
Roundtable Date: July 25, 2018

#### August 2018

**MOBILE CUSTOMER SERVICE: THE FIRST LINE OF  
SERVICE**  
**ADVANCED ANALYTICS FOR BETTER CUSTOMER  
EXPERIENCES**  
Reservations Due: 6/10/18 • Content Due: 6/17/18

#### August 2018

**BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE**  
Roundtable Date: August 1, 2018  
**HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES**  
Roundtable Date: August 15, 2018  
**AI-POWERED SALES TEAMS**  
Roundtable Date: August 29, 2018

#### September 2018

**2018 CONTACT CENTER INNOVATIONS**  
**BUSINESS INTELLIGENCE AND ANALYTICS:  
A CRM PERSPECTIVE**  
**CUSTOMER SELF-SERVICE FOR BETTER CUSTOMER  
EXPERIENCES**  
Reservations Due: 7/12/18 • Content Due: 7/19/18

#### September 2018

**WHAT'S HOT IN SALES ENABLEMENT**  
Roundtable Date: September 12, 2018  
**TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL INTELLIGENCE**  
Roundtable Date: September 26, 2018

#### October 2018

**PROACTIVE CUSTOMER SERVICE:  
ANTICIPATING CUSTOMER NEEDS**  
**CRM AND ECOMMERCE: A WINNING COMBINATION**  
Reservations Due: 8/10/18 • Content Due: 8/17/18

#### October 2018

**ACCELERATE QUOTE-TO-CASH WITH CONTRACT MANAGEMENT  
AND CONFIGURE PRICE QUOTE SOFTWARE**  
Roundtable Date: October 3, 2018  
**2018 CONTACT CENTER INNOVATIONS**  
Roundtable Date: October 10, 2018  
**ADVANCED ANALYTICS FOR BETTER CUSTOMER EXPERIENCES**  
Roundtable Date: October 24, 2018

#### November 2018

**CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK**  
**HIGHLY EFFECTIVE CUSTOMER EXPERIENCE  
STRATEGIES**  
Reservations Due: 9/11/18 • Content Due: 9/18/18

#### November 2018

**VOICE OF THE CUSTOMER PROGRAMS: FROM LISTENING TO ACTION**  
Roundtable Date: November 7, 2018  
**CRM AND ECOMMERCE: A WINNING COMBINATION**  
Roundtable Date: November 14, 2018

#### December 2018

**CALL CENTERS TO CUSTOMER ENGAGEMENT  
CENTERS—MAKE THE TRANSITION NOW**  
**AI-POWERED SALES TEAMS**  
Reservations Due: 10/11/18 • Content Due: 10/18/18

#### December 2018

**PROACTIVE CUSTOMER SERVICE: ANTICIPATING CUSTOMER NEEDS**  
Roundtable Date: December 5, 2018  
**TOP 2018 INNOVATIONS IN CRM**  
Roundtable Date: December 12, 2018