CRM
CUSTOMER RELATIONSHIP MANAGEMENT

2015 EDITORIAL CALENDAR

KEY: Awards Issue

ISSUE	CLOSE DATES	SALES & ENTERPRISE STRATEGY FEATURES	MARKETING & BUSINESS INTELLIGENCE FEATURES	CUSTOMER SERVICE FEATURES	ADVERTISING SUPPLEMENT (BEST PRACTICES)
JANUARY	Editorial Close: 10/24/14 Space Close: 10/31/14	Outlook 2015	Hadoop and CRM	Improving Customer Service Response Times	• Mega Trends in CRM: Top Executives Predict 2015 Trends • Web Self-Service Solutions Everywhere *Roundtable Date: 1/28/15*
FEBRUARY	Editorial Close: 11/28/14 Space Close: 12/5/14	The 5 Distinct Customer Relationship Strategies	Personalize Customer Journeys	Hidden Causes of Poor Customer Service	• Big Data and the Analytic Tools to Understand What It All Means • How to Promote Customer Engagement and Get It Right *Roundtable Date: 2/25/15*
MARCH	Editorial Close: 12/26/14 Space Close: 1/2/15	**CRM Service Awards**	**CRM Service Awards**	**CRM Service Awards**	• Sales Enablement Tools That Help Reps Meet Their Goals • Creating Intelligent Contact Centers From Your Customer's Point of View *Roundtable Date: 3/25/15*
APRIL	Editorial Close: 1/23/15 Space Close: 1/30/15	Evolving a CRM Platform	Prescriptive vs. Predictive Analytics	Natural Language Processing	• Digital Marketing Solutions on Any Budget • Leveraging Social Customer Service: Service Customers Where They Live *Roundtable Date: 4/29/15*
MAY	Editorial Close: 2/27/15 Space Close: 3/6/15	The Secrets of Successful Change Management	Loyalty Programs	Data Security, Part I: The Customer Record	• How to Achieve Digital Transformation • So How Do I Hear the Voice of the Customer? *Roundtable Date: 5/20/15*
JUNE	Editorial Close: 3/27/15 Space Close: 4/3/15	Customer Experience Mapping	Wearable Tech and CRM	Data Security, Part II: Mobile Multifactor Authentication	• CRM & Google: Business Apps in the Comfort Zone • Smart Customer Service in a Multichannel World *Roundtable Date: 6/24/15*

***CRM* magazine's monthly PR editorial preview includes deadlines, writers' contact information, and detailed article descriptions.**

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JULY	Editorial Close: 4/24/15 Space Close: 5/1/15	The 7 Pillars of Sales Transformation	How Corporate Culture Affects Customer Experiences	Multichannel Customer Service	• CRM & the Internet of Things • *CRM* Magazine's 17th Annual Buyer's Guide • Contact Center Workforce Optimization *Roundtable Date: 7/29/15*
AUGUST	Editorial Close: 5/29/15 Space Close: 6/5/15	**CRM Market Awards**	**CRM Market Awards**	**CRM Market Awards**	• Leveraging Salesforce.com With Powerful AppExchange Tools • The Omnichannel Imperative *Roundtable Date: 8/12/15*
SEPTEMBER	Editorial Close: 6/26/15 Space Close: 7/3/15	How Offline Experiences Can Dictate Recommendations	Acting on Social Intelligence	Integrating CRM and ERP	• The Integration of Knowledge Management and CRM for Intelligent Support • Leveraging Salesforce.com With Powerful AppExchange Tools *Roundtable Date: 9/16/15* • 2015 Contact Center Innovations *Roundtable Date: 9/30/15*
OCTOBER	Editorial Close: 7/24/15 Space Close: 7/31/15	Accelerate Big Profits From Big Data	The Effects of Marketing Design	Real-Time Analytics in the Contact Center	• Predictive Analytics and the Path to Prescriptive Analytics • The Integration of KM and CRM for Intelligent Support *Roundtable Date: 10/14/15* • Customer Experience Management: Designing the Customer Journey *Roundtable Date: 10/28/15*
NOVEMBER	Editorial Close: 8/28/15 Space Close: 9/4/15	MOBILE ISSUE: How App Development Partners Are Shaping CRM's Future	MOBILE ISSUE: Marketing in Mobile-First Economies	MOBILE ISSUE: Advances in Mobile Customer Service Apps	• Integrating Social Media Into the Contact Centers • Virtual Agents Cut Through the Clutter • Predictive Analytics *Roundtable Date: 11/11/15*
DECEMBER	Editorial Close: 9/25/15 Space Close: 10/2/15	Data Cleansing Tools and Tips	Event Marketing Strategies	Social Customer Service Innovations	• Award-Winning CRM Companies in Review • Top Products of 2015 • Integrating Social Media Into Contact Centers *Roundtable Date: 12/9/15*

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2015 CRM SERVICE AWARDS*

***Awards Issue** (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM) March 2015
• ***Customer Service Leader Awards** • **Elite Practitioner Awards** • **Customer Service Rising Stars***

***CRM* magazine presents its annual customer service awards.**

Customer Service Leader Awards

CRM editors pick the top vendors in several categories based on a combination of weighted criteria, company direction, depth of functionality/services, and reputation for customer satisfaction.

Elite Practitioner Awards

The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from customer service-related CRM initiatives.

Customer Service Rising Stars

This award recognizes emerging or turnaround companies which in the past year have made a significant impression on the industry.

2015 CRM MARKET AWARDS*

***Awards Issue** (SEE ONLINE INPUT FORM ON DESTINATIONCRM.COM) August 2015
• ***CRM Market Leader Awards** • **CRM Influential Leader Awards** • **CRM Elite Awards***

***CRM* magazine's 2015 CRM Market Awards recognize superior performance in three areas: ROI excellence in customer companies, individual achievement, and vendor leadership.**

CRM Market Leader Awards

The top five vendors are recognized in 10 categories based on a combination of weighted criteria, including revenues and revenue growth, market share, reputation for customer satisfaction, company direction, and depth of functionality. The categories include enterprise suite CRM, midmarket suite CRM, small business suite CRM, CRM consultancies, marketing automation, SFA, data quality, business intelligence, open-source CRM, and incentive management.

Elite Practitioner Awards

The Elite Practitioner Awards recognize excellence in getting both hard and soft ROI results from CRM initiatives.

CRM Influential Leader Awards

Individuals are revealed, who, by their words and actions, have made a significant impact either within their company or on the industry in the past year. *CRM* magazine may also induct one chosen executive into the CRM Hall of Fame.

WHAT'S IN EVERY ISSUE

FRONT OFFICE:
Letter from CRM magazine editorial director David Myron.

INSIGHT:
News analysis of the most topical CRM stories.

REALITY CHECK:
Columnists comment on the industry.

CUSTOMER EXPERIENCE:
Customer satisfaction experts voice their views.

REAL ROI:
Sales, marketing, and customer service case studies and success stories showcase recent hard and soft ROI benefits and how they were achieved.

THE TIPPING POINT:
Industry analysts discuss trends and best practices.

PINT OF VIEW:
A lighthearted look at all things CRM.

Regular destinationCRM.com editorial opportunities

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