

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

- Print distribution in *CRM* magazine (60,000 subscribers)
- Inclusion in digital version of *CRM* magazine (5,000 subscribers)
- 70,000 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 (70,000 per issue—560,000 total)
- 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.

ADVERTISING CONTACTS

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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.
- **A 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 1,000 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 70,000-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 80,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with Outlook iCalendar 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

2016 BEST PRACTICES & ROUNDTABLE SCHEDULE

Issue	Best Practices Deep Dives		Roundtable Hot Topics Webcasts		
JANUARY Reservations Due: 11/4/15 Copy Due: 11/11/15	2016 Mega Trends in CRM: Top Executives Predict 2016 Trends	Top Strategies for Self-Service Success	Charting Successful Customer Journeys <i>Roundtable Date: 1/20/2016</i>	The Future of IVRs in Customer Support: You've Come a Long Way Baby! <i>Roundtable Date: 1/27/2016</i>	
FEBRUARY Reservations Due: 12/6/15 Copy Due: 12/13/15	Beyond Workforce Optimization	Mobile-First Customer Service: The Most Important Service Channel	From Contact Center to Customer Engagement Center <i>Roundtable Date: 2/10/2016</i>		
MARCH Reservations Due: 1/6/16 Copy Due: 1/13/16	Intelligent Contact Centers for Better Customer Experiences	Leveraging Analytics to Optimize Customer Experiences	Voice of the Customer: Listening to Your Customers Keeps You on Course <i>Roundtable Date: 3/2/2016</i>	Sales & Marketing Power Tools Superstar Sales Organizations <i>Roundtable Date: 3/16/2016</i>	
APRIL Reservations Due: 1/31/16 Copy Due: 2/7/16	Customer Engagement Strategies That Keep Customers Connected	Customer Service Is the New Marketing	Top Strategies for Self-Service Success <i>Roundtable Date: 4/13/2016</i>	Big Data Boom in CRM <i>Roundtable Date: 4/27/2016</i>	
MAY Reservations Due: 3/6/16 Copy Due: 3/12/16	Salesforce.com AppExchange Deep Dives	The Future of IVRs in Customer Support: You've Come a Long Way Baby!	The Indispensable Guide to Omnichannel Support <i>Roundtable Date: 5/4/2016</i>	Top Tools for Hands-On CMOs <i>Roundtable Date: 5/18/2016</i>	
JUNE Reservations Due: 4/4/16 Copy Due: 4/11/16	Essential Elements for Delivering Smart Customer Service	Sales & Marketing Power Tools for Superstar Sales Organizations	Essential Elements for Delivering Smart Customer Service <i>Roundtable Date: 6/1/2016</i>	Mobile-First Customer Service: The Most Important Service Channel <i>Roundtable Date: 6/15/2016</i>	Salesforce.com AppExchange for Customer Service <i>Roundtable Date: 6/29/2016</i>
JULY Reservations Due: 5/3/16 Copy Due: 5/17/16	Voice of the Customer: Listening to Your Customers Keeps You on Course	CRM & SmartCustomerService.com Buyers Guide	Customer Service Is the New Marketing <i>Roundtable Date: 7/13/2016</i>	Customer Engagement Strategies That Keep Customers Connected <i>Roundtable Date: 7/27/2016</i>	

Schedule is subject to change.

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2016 BEST PRACTICES & ROUNDTABLE **SCHEDULE** *(cont.)*

Issue	Best Practices Deep Dives		Roundtable Hot Topics Webcasts		
AUGUST Reservations Due: 6/4/16 Copy Due: 6/11/16	The Indispensable Guide to Omnichannel Support	Charting Successful Customer Journeys	The Fundamentals of Effective Customer Experience Management <i>Roundtable Date: 8/3/2016</i>	Beyond Workforce Optimization <i>Roundtable Date: 8/17/2016</i>	Transforming Customer Support With Knowledge Management <i>Roundtable Date: 8/24/2016</i>
SEPTEMBER Reservations Due: 7/3/16 Copy Due: 7/11/16	Key Contact Center Innovations of 2016	Transforming Customer Support With Knowledge Management	Intelligent Contact Centers for Better Customer Experiences <i>Roundtable Date: 9/14/2016</i>	Salesforce.com AppExchange for Sales & Marketing <i>Roundtable Date: 9/28/2016</i>	
OCTOBER Reservations Due: 8/5/16 Copy Due: 8/11/16	Connecting With Customers Through Social Media	CRM for CIOs: What Every CIO Needs to Know	Leveraging Analytics to Optimize Customer Experiences <i>Roundtable Date: 10/5/2016</i>	Key Contact Center Innovations of 2016 <i>Roundtable Date: 10/26/2016</i>	
NOVEMBER Reservations Due: 9/4/16 Copy Due: 9/11/16	The Fundamentals of Effective Customer Experience Management	Top Tools for Hands-On CMOs	CRM for CIOs <i>Roundtable Date: 11/2/2016</i>	From Multichannel to Omnichannel <i>Roundtable Date: 11/16/2016</i>	
DECEMBER Reservations Due: 10/6/16 Copy Due: 10/13/16	From Contact Center to Customer Engagement Center	Big Data Boom in CRM	CRM for Small & Mid-sized Businesses <i>Roundtable Date: 12/7/2016</i>	Connecting With Customers Through Social Media <i>Roundtable Date: 12/14/2016</i>	

Schedule is subject to change.

“Love the webinar schedule, very relevant topics!”

—Customer Experience Manager, Patterson Companies

2016 BEST PRACTICES DEEP DIVES

➤ **JANUARY 2016** *Reservations Due: 11/4/2015 • Content Due: 11/11/2015*

2016 Mega Trends in CRM:

Top Executives Predict 2016 Trends

There have been a number of seminal trends in the past decade and a half that have driven customer relationship management to new heights and also completely changed the way customer relationships are managed. Think Software-as-a-Service, social media, Big Data, and mobile to name a few of the game-changing trends that have gone from a tiny toehold to full-fledged acceptance in just a few years. In this special supplement to *CRM* magazine, we challenge industry executives to reveal their predictions and game plans for 2016.

Top Strategies for Self-Service Success

Self-service has come a long way from a place to push low-value queries or simple requests from customers in order to deflect contacts from more expensive channels. Today, a whole host of technologies are enabling new strategies such as personalized or proactive self-service to increase resolution rates and extend the range of self-service options to be more on par with human interactions. This Best Practices Guide explores all of the ways self-service has evolved into its current state in 2016.

Roundtable Date: April 13, 2016, at 2:00 p.m.

➤ **FEBRUARY 2016** *Reservations Due: 12/6/2015 • Content Due: 12/13/2015*

Beyond Workforce Optimization

Workforce optimization (WFO) software typically combines or includes call recording, quality management, coaching, workforce management, performance management, and speech analytics as well as other technologies associated with contact centers. In this Best Practices installment, we focus on how WFO has evolved to not only bring operational efficiencies to the organization but also help communicate insights derived from customers.

Roundtable Date: August 17, 2016, at 2:00 p.m.

Mobile-First Customer Service:

The Most Important Service Channel

The love affair with smartphones has seriously eroded the way people communicate. The devices that people are so attached to represent the ultimate omnichannel communications tool. Voice, chat, SMS, video, apps, and internet are all in one convenient, portable device that is seldom more than an arm's length away from most consumers. In this Best Practices Guide, we take a look at mobile customer support, from a mobile-first perspective.

Roundtable Date: June 15, 2016, at 2:00 p.m.

➤ **MARCH 2016** *Reservations Due: 1/6/2016 • Content Due: 1/13/2016*

Intelligent Contact Centers for Better Customer Experiences

Contact centers have evolved tremendously within the past decade and have grown to not only encompass all manner of different channels from voice to social media contacts, but have started down the path of keeping context in the conversation, regardless of the channel. As self-service becomes an even larger part of the contact center experience with conversational IVRs and the blending of self-service with assisted self-service, the contact center will take on an even greater role in guiding the customer journey.

Roundtable Date: September 14, 2016, at 2:00 p.m.

Leveraging Analytics to Optimize Customer Experiences

Customer demands dictate that customer service become more personalized and proactive. In this Best Practices Guide, we focus on how to meet and exceed customer expectations through the use of predictive analytics to better understand customer profiles and their past behaviors.

Roundtable Date: October 5, 2016, at 2:00 p.m.

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2016 BEST PRACTICES DEEP DIVES *(cont.)*

➤ **APRIL 2016** *Reservations Due: 1/31/2016 • Content Due: 2/7/2016*

Customer Engagement Strategies That Keep Customers Connected

Gallup defines customer engagement as “the emotional connection between your customers and your company.” This Best Practices installment focuses on the strategies organizations can take to map a customer journey that promotes strong customer engagement and eventually leads from awareness to advocacy.

Roundtable Date: July 27, 2016, at 2:00 p.m.

Customer Service Is the New Marketing

There has been a tremendous shift in the perception of the role of customer service departments in the past few years from a necessary cost center to something much more important: the face of the organization. Much of this new status has undoubtedly been fueled by the notion of customer engagement as a business strategy to strengthen customer loyalties, elevate conversations, and turn customers into advocates for the brand. In this Best Practices Guide, we explore how customer service is taking on a new role marketing the brand.

Roundtable Date: July 13, 2016, at 2:00 p.m.

➤ **MAY 2016** *Reservations Due: 3/6/2016 • Content Due: 3/12/2016*

Salesforce.com AppExchange Deep Dives

With 3,000-plus apps on the AppExchange, it can be daunting to try and break through the clutter and make yourself known. In this reoccurring Best Practices topic, *CRM* magazine offers you the chance to tell your story to our readers in one of the most popular Best Practices Guides of the year.

Roundtable – Salesforce.com AppExchange for Customer Service
Date: June 29, 2016, at 2:00 p.m.

Roundtable – Salesforce.com AppExchange for Sales & Marketing
Date: September 28, 2016, at 2:00 p.m.

The Future of IVR in Customer Support: You’ve Come a Long Way Baby!

Interactive voice response (IVR) systems have come a long way since their inception and subsequent embodiment as the poster child for bad customer service. In this Best Practices installment, we focus on the current-day improvements that IVRs display, from incorporating voice recognition, natural language processing, and intelligent dialogs to voice biometrics, speech synthesis, and more.

Roundtable Date: January 27, 2016, at 2:00 p.m.

➤ **JUNE 2016** *Reservations Due: 4/4/2016 • Content Due: 4/11/2016*

Essential Elements for Delivering Smart Customer Service

CRM magazine has always focused on customer service as one of the most important customer-facing areas of an organization. In this special Best Practices Guide, we ask contributors to offer our readers guidance on how to best achieve a customer service strategy that both increases customer satisfaction and benefits the organization. This installment will also be promoted on our sister site, SmartCustomerService.com.

Roundtable Date: June 1, 2016, at 2:00 p.m.

Sales & Marketing Power Tools for Superstar Sales Organizations

In this Best Practices Guide, we focus on revenue-generating tools from a sales and marketing perspective. In today’s environment, the customer is more well-informed than ever, which shifts the traditional role of the salesperson and demands a different set of skills and tools. Sales enablement and marketing tools help reps develop, foster, and close their prospects and maximize their efficiency. This special section spotlights the tools that help salespeople meet their quotas.

Roundtable Date: March 16, 2016, at 2:00 p.m.

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2016 BEST PRACTICES DEEP DIVES *(cont.)*

➤ **JULY 2016** *Reservations Due: 5/3/2016 • Content Due: 5/17/2016*

Voice of the Customer: Listening to Your Customers Keeps You on Course

There is really no better way to understand your customer's journey than by listening to them and acting on their feedback. Voice of the Customer (VoC) strategies and technologies help companies understand a complete picture of the experience they're delivering to customers and use that information to deliver better experiences, products, and services. This Best Practices installment focuses on how an organization can best accomplish this mission.

Roundtable Date: March 2, 2016, at 2:00 p.m.

The 19th Annual CRM and Smart Customer Service Buyers Guide

See the separate description of all the features and benefits our print and online directory has to offer your company.

➤ **AUGUST 2016** *Reservations Due: 6/4/2016 • Content Due: 6/11/2016*

The Indispensable Guide to Omnichannel Support

If the ultimate compliment you can pay someone is remembering their name, then omnichannel support done well is the ultimate goal for excellent customer experiences. In a recent survey, Ovum concluded that 74% of customers use three or more channels when contacting companies. Remembering these people and their issues, despite the channel they are currently using, is the ultimate goal of omnichannel support. Our readers are striving to move beyond disconnected multichannel communications and are looking for direction in their journey to omnichannel support.

Roundtable Date: May 4, 2016, at 2:00 p.m.

Charting Successful Customer Journeys

Understanding your customers and their motivations and challenges is the key element creating successful customer journeys. In this Best Practices installment, we look at the essentials of how companies should map their customers' journeys and how they can foster better outcomes to benefit their shareholder value.

Roundtable Date: January 20, 2016, at 2:00 p.m.

➤ **SEPTEMBER 2016** *Reservations Due: 7/3/2016 • Content Due: 7/11/2016*

Key Contact Center Innovations of 2016

Do you have an innovative contact center solution or a customer case study that our readers would want to emulate? Then share your story in this Best Practices installment spotlighting innovative contact center solutions in 2016.

Roundtable Date: October 26, 2016, at 2:00 p.m.

Transforming Customer Support With Knowledge Management

Finding the right information quickly, consistently, and accurately is imperative for delivering exceptional customer service. It improves customer experience, builds a stronger brand, and empowers agents and employees on the front lines. This installment of our Best Practices series covers all the ways a knowledge-driven customer support strategy can improve customer experiences.

Roundtable Date: August 24, 2016, at 2:00 p.m.

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2016 BEST PRACTICES DEEP DIVES *(cont.)*

➤ **OCTOBER 2016** *Reservations Due: 8/5/2016 • Content Due: 8/11/2016*

CRM for CIOs: What Every CIO Needs to Know

Customer relationship management (CRM) and all of the related technologies, including marketing automation, customer analytics, and other customer-facing systems, have presented a challenge to the traditional role of the CIO. The promise of cloud technologies to remove CIOs from the equation isn't exactly true. As other line-of-business managers take control of technologies that were once the purview of technically trained people, the role of the CIO has certainly changed but not diminished. In this installment of *CRM* magazine's Best Practices series, we focus on the need to pull the CIO into the mix to make sure that goals are aligned between the end users and the technical side of the business.

Roundtable Date: November 2, 2016, at 2:00 p.m.

➤ **NOVEMBER 2016** *Reservations Due: 9/4/2016 • Content Due: 9/11/2016*

The Fundamentals of Effective Customer Experience

Even pro athletes and musicians have to keep focused on proper fundamentals to perform at a high level, and so too must organizations keep focused on the fundamentals when pursuing an effective customer experience management initiative. In this highly popular installment of our Best Practices series, we will focus on the fundamental aspects of delivering great customer experiences across the enterprise.

Roundtable Date: August 3, 2016, at 2:00 p.m.

➤ **DECEMBER 2016** *Reservations Due: 10/6/2016 • Content Due: 10/13/2016*

From Contact Center to Customer Engagement Center

One of the key takeaways from CRM Evolution last August was the concept of the customer engagement center (CEC) as a natural progression from contact center to engagement center. As the move toward omnichannel communications with customers continues, it's only natural that contact centers take on the role, with the assistance of the corresponding technologies, of supporting customers regardless of the channel, but with the caveat that the context of the communication is preserved. This guide focuses on how this shift is being achieved today and can be achieved in the not-too-distant future.

Roundtable Date: February 10, 2016, at 2:00 p.m.

Connecting With Customers Through Social Media

Social media networks provide a wonderful tool for connecting with customers and prospects where they spend an enormous amount their time. The openness, transparency, and personal nature of this channel makes it unique among other communications channels. In this installment of *CRM*'s Best Practices series, we focus on the most effective ways to monitor conversations and sentiment, address customer service issues, and conduct proactive digital marketing and viral campaigns that leverage this channel's demand for authenticity.

Roundtable Date: December 14, 2016, at 2:00 p.m.

Top Tools for Hands-On CMOs

According to Gartner, CMOs will be spending more time on new technology tools than CIOs within the next five years. Business users, specifically CMOs, are more and more in charge of day-to-day digital technology they use to run their departments. This creates special challenges for CMOs who, by necessity, are forced to overcome sharp learning curves and master new skill sets. In this month's installment of *CRM* magazine's Best Practices series, we focus on the tools available to help marketers perform their roles better in a rapidly changing world.

Roundtable Date: May 18, 2016, at 2:00 p.m.

Big Data Boom in CRM

A recent IDG study predicts that enterprises will spend about \$8 million on Big Data in 2014, while 70% of enterprise organizations have already or are planning to deploy Big Data-related initiatives. By integrating Big Data into a CRM solution, companies can predict customer behavior, improve customer service, and calculate ROI more accurately. In this month's Best Practices Guide, we take a look at the many benefits that CRM systems can accrue by leveraging data better: segment customers, predict their behaviors, develop new products, and increase efficiencies across their organizations.

Roundtable Date: February 24, 2016, at 2:00 p.m.