

Best Practices in

Enterprise Marketing MANAGEMENT

How do we get there from here?

Every CMO embraces the concept of enterprise marketing management (EMM) but few have been able to achieve an effective, enterprisewide system of solutions, processes, and resources that effectively fulfill the promise. In this special section of *CRM* magazine's March issue, we challenge vendors who purport to offer true EMM solutions and providers who offer point solutions to reach out to our audience of savvy marketers and make your case for your products and services.

What would best make your case?

- Case studies of successful implementations
- Road maps for marketers building EMM functionality
- Benefits and return-on-investment logic to help enlist CEO sponsorship

According to Gartner's July 2009 study, there are only a handful of true EMM players, but in our supplement we'll open up the section to all vendors of marketing point solutions, including:

- Comprehensive Enterprise Marketing Management Suites
- Campaign Management
- Marketing Resource Management
- Lead Management
- Event Management
- Loyalty Management
- Marketing Performance Management
- Vertical Industry Solutions

Be creative; this supplement will be a "must read" section for marketers in both large enterprises and those who aspire to grow their companies with efficient and effective solutions.

Coming in *CRM* magazine's
March 2010 Issue

Reservations/Copy Due:
January 15, 2010

thought leadership & lead generation

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THOUGHT LEADERSHIP & LEAD GENERATION
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Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of CRM magazine on 80-lb. stock, preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, www.destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
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- Print distribution in CRM magazine (70,000 subscribers)
- Inclusion in digital version of CRM magazine
- 65,000 email invitations to download a PDF of this special section – you get the leads
- One month of homepage promotion on www.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
- More than 920,000 total impressions

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
- Receive a custom PDF of the section for your website
- Editorial and production services included – copy editing, layout, and design



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AUTOMATION & SALES
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