

2019 EDITORIAL CALENDAR

KEY: **Special Issue**

ISSUE	CLOSE DATES	MARKETING/ BUSINESS INTELLIGENCE FEATURES	SALES/ ENTERPRISE STRATEGIES FEATURES	CUSTOMER SERVICE FEATURES	CONFERENCES, SPONSORSHIP OPPORTUNITIES, AND LEAD GENERATION PROGRAMS
JANUARY/ FEBRUARY	Space Close: 11/13/2018 Ads/Copy: 11/15/2018 Mail Date: 12/28/2018	Event Marketing: Turning Attendees to Active Leads	Making the Most of the Gig Economy	The Changing Consumer Perception of Chat as a Service Channel	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> CRM Megatrends to Watch in 2019: Predictions from the Top Leaders Driving Change Data-Driven Relationships: The Key to Knowing Your Customers ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> CRM Megatrends to Watch in 2019: Predictions from the Top Leaders Driving Change <i>(Roundtable Date: 1/23/19)</i> Real-Time Analytics for Better Customer Experiences and More Loyal Customers <i>(Roundtable Date: 1/30/19)</i> Customer Experience Transformation in 2019 <i>(Roundtable Date: 2/13/19)</i> Customer Data Platforms—Not Data Silos <i>(Roundtable Date: 2/27/19)</i>
MARCH	Space Close: 1/14/2019 Ads/Copy: 1/25/2019 Mail Date: 2/14/2019	The Marketing Mix: In-House, Outside Agency, or Both	Buyer Enablement— The Sales Rep’s Changing Role	Customer Service Q&A	BEST PRACTICES PROGRAMS <i>(Marketed in February Online/March Print Issue)</i> <ul style="list-style-type: none"> Conversational AI for Better Customer Experiences Measuring CX with Voice of the Customer and Journey Analytics BEST PRACTICES PROGRAMS <i>(Marketed in March Online/March Print Issue)</i> <ul style="list-style-type: none"> Data Quality: Critical Component for CRM Success Smart Customer Service ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> AI and the Contact Center: Radical Revolution or Methodical Evolution? <i>(Roundtable Date: 3/13/19)</i> Data-Driven Relationships: The Key to Knowing Your Customers <i>(Roundtable Date: 3/27/19)</i>
APRIL	Space Close: 2/12/2019 Ads/Copy: 2/25/2019 Mail Date: 3/15/2019	CRM Service Leader Awards Issue <ul style="list-style-type: none"> The 2019 Service Leaders The 2019 Rising Stars The 2019 Service Elite 			BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Digital Transformation: From Call Centers to Customer Engagement Centers Game-Changing AppExchange Solutions for Your Salesforce Platform ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> Knowledge Management—For More Intelligent Customer Support <i>(Roundtable Date: 4/10/19)</i> Measuring CX with Voice of the Customer and Journey Analytics <i>(Roundtable Date: 4/24/19)</i>

CRM magazine’s monthly PR editorial preview includes deadlines, writers’ contact information, and detailed article descriptions. To be added to our Editorial Preview Distribution List, sign up at http://www.destinationcrm.com/About/How_to_Advertise.

Calendar is subject to change.

 *I read CRM magazine for the trends and strategies coverage.*
MANAGING DIRECTOR
ECOMMERCE AND DIGITAL MARKETING
BLAIN SUPPLY

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MAY	Space Close: 3/13/2019 Ads/Copy: 3/26/2019 Mail Date: 4/15/2019	GDPR—A Privacy Status Report One Year Later	Extraprise CRM—Going Outside the Four Walls	Can Social Media Interactions Be Scripted?	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Customer Experience Transformation in 2019 Workforce Optimization: The Workhorse of Contact Center Management ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> The State of AI in Marketing (<i>Roundtable Date: 5/8/19</i>) Data Quality: Critical Component for CRM Success (<i>Roundtable Date: 5/22/19</i>)
JUNE	Space Close: 4/11/2019 Ads/Copy: 4/18/2019 Mail Date: 5/16/2019	Conversational Marketing— From Ad to Chat in One Easy Click	Identity Resolution	Updating Training to Create the “Super Agent”	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Knowledge Management—For More Intelligent Customer Support The IVR in the New Age of Voice ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> Digital Transformation: From Call Centers to Customer Engagement Centers (<i>Roundtable Date: 6/5/2019</i>) Game-Changing AppExchange Solutions for Your Salesforce Platform (<i>Roundtable Date: 6/19/19</i>)
JULY/ AUGUST	Space Close: 5/14/2019 Ads/Copy: 5/31/2019 Mail Date: 6/27/2019	The 2019 CRM Top 100: The Hottest Marketing Trends and Technologies of 2019	The 2019 CRM Top 100: The Hottest Sales Trends and Technologies of 2019	The 2019 CRM Top 100: The Hottest Customer Service Trends and Technologies of 2019	BEST PRACTICES PROGRAMS <ul style="list-style-type: none"> Top 100 CRM Solutions: The Short Lists (Print & Online Only) AI and the Contact Center: Radical Revolution or Methodical Evolution? ROUNDTABLE WEBCASTS <ul style="list-style-type: none"> Smart Customer Service (<i>Roundtable Date: 7/17/19</i>) Customer Relationship Marketing: The New CRM (<i>Roundtable Date: 7/31/19</i>) Conversational AI for Better Customer Experiences (<i>Roundtable Date: 8/7/19</i>) Workforce Optimization: The Workhorse of Contact Center Management (<i>Roundtable Date: 8/21/19</i>)

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Research on best software solutions and current articles on what and how other organizations tackle objectives are most important to me.”

MARKET RESEARCH ANALYST
EVERSOURCE

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SEPTEMBER	Space Close: 7/15/2019 Ads/Copy: 7/19/2019 Mail Date: 8/15/2019	CRM Market Leader Awards Issue <ul style="list-style-type: none"> The 2019 Market Leaders The 2019 Rising Stars The 2019 Influential Leaders The 2019 Elite Customers 			<p>BEST PRACTICES PROGRAMS (Marketed in August Online/ September Print Issue)</p> <ul style="list-style-type: none"> The Essential Guide to Creating Efficient Customer Journeys Customer Data Platforms—Not Data Silos <p>BEST PRACTICES PROGRAMS (Marketed in September Online/ September Print Issue)</p> <ul style="list-style-type: none"> Superior Decision Making with Customer Analytics Leading Self-Service Customer Support Trends in 2019 <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> Customer Engagement—Predictor or Driver of Customer Value? (<i>Roundtable Date: 9/11/19</i>) The IVR in the New Age of Voice (<i>Roundtable Date: 9/25/19</i>)
OCTOBER	Space Close: 8/12/2019 Ads/Copy: 8/16/2019 Mail Date: 9/12/2019	Relationship Intelligence—Measuring Consumers’ Readiness to Buy	Combatting Revenue Leakage	Transitioning from IVR to IVA	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> The State of AI in Marketing Real-Time Analytics for Better Customer Experiences and More Loyal Customers <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> The Essential Guide to Creating Efficient Customer Journeys (<i>Roundtable Date: 10/9/19</i>) Leading Self-Service Customer Support Trends (<i>Roundtable Date: 10/23/19</i>)
NOVEMBER	Space Close: 9/12/2019 Ads/Copy: 9/18/2019 Mail Date: 10/15/2019	The Texting Issue: Marketing with In-App Messaging	The Texting Issue: Texting as a Sales Prospecting Tool	The Texting Issue: Can Texting Be Used as a Support Channel?	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> Customer Engagement—Predictor or Driver of Customer Value? Customer Relationship Marketing: The New CRM <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> 2019 Contact Center Innovations (<i>Roundtable Date: 11/6/19</i>) AI-Assisted Sales in the B2B Marketplace (<i>Roundtable Date: 11/13/19</i>)
DECEMBER	Space Close: 10/15/2019 Ads/Copy: 10/21/2019 Mail Date: 11/15/2019	Integrated Marketing That Highlights Customer Service Success	Turning Mountains of Raw Data into Actionable Intelligence	Combining Analytics with Gamification to Improve Performance	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> 2019 Contact Center Innovations AI-Assisted Sales in the B2B Marketplace <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> Superior Decision Making with Customer Analytics (<i>Roundtable Date: 12/4/19</i>) CRM Cloud Platforms for SMBs (<i>Roundtable Date: 12/11/19</i>)

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2019 CRM SERVICE LEADER AWARDS*

*Awards Issue (ADDITIONAL INFORMATION AND NOMINATION FORM CAN BE FOUND ON DESTINATIONCRM.COM)

Appears in the **April 2019** issue

- **Service Leader Awards**
- **Elite Practitioner Awards**
- **Rising Stars**

Customer Service Leader Awards

Industry analysts and consultants evaluate the leading vendors in nine contact center categories based on a combination of weighted criteria, including revenue and revenue growth, market share, reputation for customer satisfaction, company direction, cost, and depth of functionality. The categories include customer case management, contact center infrastructure, interactive voice response, web support, workforce optimization, contact center search, enterprise feedback management, contact center analytics, and contact center outsourcing.

Elite Practitioner Awards

Recognizing companies that have achieved significant returns from their customer service-related CRM initiatives.

Rising Stars

Recognizing emerging or turnaround companies that have made a significant impression on the contact center industry in the past year.

2019 CRM MARKET LEADER AWARDS*

*Awards Issue (ADDITIONAL INFORMATION AND NOMINATION FORM CAN BE FOUND ON DESTINATIONCRM.COM)

Appears in the **September 2019** issue

- **Market Leader Awards**
- **Elite Practitioner Awards**
- **Rising Stars**
- **Influential Leader Awards**

CRM Market Leader Awards

Industry analysts and consultants evaluate the leading vendors in nine sales and marketing categories based on a combination of weighted criteria, including revenue and revenue growth, market share, reputation for customer satisfaction, company direction, and depth of functionality. The categories include enterprise CRM suite, midmarket CRM suite, small business CRM suite, CRM consultancies, marketing automation, sales force automation, data quality, business intelligence, and sales performance management.

Elite Practitioner Awards

Recognizing companies that have achieved significant returns from their sales- and marketing-related CRM initiatives.

Rising Stars

Recognizing emerging or turnaround companies that have made a significant impression on the marketing or sales industry in the past year.

Influential Leader Awards

Recognizing individuals who, by their words and actions, have made a significant impact either on the industry in the past year.

WHAT'S IN EVERY ISSUE

FRONT OFFICE:

Letter from CRM magazine editor Leonard Klie.

INSIGHT:

Analysis of the most topical CRM news stories and trends.

FEATURES:

In-depth articles covering the latest trends and technologies in customer service, marketing, and sales.

REAL ROI:

Sales, marketing, and customer service success stories that showcase hard and soft business benefits and how they were achieved.

COLUMNS:

Connect, Customer Experience, The Next Step, The Last Line, Reality Check, Scouting Report, Small Business Buzz, Tipping Point, and Voice of the Customer.

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