

## Best Practices



Your  
**APP**

# Game-Changing AppExchange Solutions for Your Salesforce Platform

The AppExchange marketplace has done an amazing job of helping customers find and implement applications for every use. But the breadth, depth, and even success of the AppExchange marketplace can make it hard to stand out from the crowd.

This annual installment of our Best Practices Series allows you to reach readers in a contextually relevant environment where you can explain your business value, offer success stories, and highlight the features and benefits of your solution away from the noise and distraction of the marketplace itself.

Participate in this month's Best Practices guide and tell our readers how your app can help them leverage the full power of the Salesforce platform for their specific needs.

*Roundtable Date: 6/19/19*

Published in **April 2019** CRM magazine | Content Due: **February 20, 2019**

Also in April: ■ DIGITAL TRANSFORMATION: FROM CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS

## 2019 ROUNDTABLES

February 2019

**CUSTOMER EXPERIENCE** TRANSFORMATION IN 2019

*Roundtable Date: 2/13/19*

INVALUABLE **SALES ENABLEMENT** TOOLS THAT ACTUALLY BOOST SALES

*Roundtable Date: 2/27/19*

March 2019

**AI AND THE CONTACT CENTER:**

RADICAL REVOLUTION OR METHODOLOGICAL EVOLUTION?

*Roundtable Date: 3/13/19*

**DATA-DRIVEN RELATIONSHIPS:**

THE KEY TO KNOWING YOUR CUSTOMERS

*Roundtable Date: 3/27/19*

April 2019

**KNOWLEDGE MANAGEMENT—**

FOR MORE INTELLIGENT CUSTOMER SUPPORT

*Roundtable Date: 4/10/19*

MEASURING CX WITH **VOICE OF THE CUSTOMER** AND **JOURNEY ANALYTICS**

*Roundtable Date: 4/24/19*

May 2019

THE STATE OF **AI IN MARKETING**

*Roundtable Date: 5/8/19*

**DATA QUALITY:** CRITICAL COMPONENT FOR CRM SUCCESS

*Roundtable Date: 5/22/19*

June 2019

**DIGITAL TRANSFORMATION:** FROM **CALL CENTERS** TO CUSTOMER ENGAGEMENT CENTERS

*Roundtable Date: 6/5/2019*

TOP **APPEXCHANGE** SOLUTIONS FOR YOUR SALESFORCE PLATFORM

*Roundtable Date: 6/19/19*

July 2019

**SMART** CUSTOMER SERVICE

*Roundtable Date: 7/17/19*

CUSTOMER RELATIONSHIP **MARKETING:** THE NEW CRM

*Roundtable Date: 7/31/19*

### CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

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- A behind-the-scenes look at your technology solution and why it's important

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Dennis Sullivan  
Advertising Director  
203-445-9178  
[dennis@destinationCRM.com](mailto:dennis@destinationCRM.com)

**Eastern & Central**  
Adrienne Snyder  
Advertising Director  
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[adrienne@destinationCRM.com](mailto:adrienne@destinationCRM.com)



2019 SCHEDULE & RATES	2019 ROUNDTABLE SCHEDULE
<p>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</p>	<p>Participation in Webinar Roundtable – \$8,500</p>
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<p><b>February 2019</b> CONVERSATIONAL AI FOR BETTER CUSTOMER EXPERIENCES MEASURING CX WITH VOICE OF THE CUSTOMER AND JOURNEY ANALYTICS Reservations Due: 11/12/18 • Content Due: 12/7/19</p>	<p><b>February 2019</b> CUSTOMER EXPERIENCE TRANSFORMATION IN 2019 Roundtable Date: 2/13/19 INVALUABLE SALES ENABLEMENT TOOLS THAT ACTUALLY BOOST SALES Roundtable Date: 2/27/19</p>
<p><b>March 2019</b> SMART CUSTOMER SERVICE <b>DATA QUALITY: CRITICAL COMPONENT FOR CRM SUCCESS</b> Reservations Due: 1/11/19 • Content Due: 1/25/19</p>	<p><b>March 2019</b> AI AND THE CONTACT CENTER: RADICAL REVOLUTION OR METHODOLOGICAL EVOLUTION? Roundtable Date: 3/13/19 <b>DATA-DRIVEN RELATIONSHIPS: THE KEY TO KNOWING YOUR CUSTOMERS</b> Roundtable Date: 3/27/19</p>
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<p><b>May 2019</b> CUSTOMER EXPERIENCE TRANSFORMATION IN 2019 WORKFORCE OPTIMIZATION: THE WORKHORSE OF CONTACT CENTER MANAGEMENT Reservations Due: 3/12/19 • Content Due: 3/26/19</p>	<p><b>May 2019</b> THE STATE OF AI IN MARKETING Roundtable Date: 5/8/19 <b>DATA QUALITY: CRITICAL COMPONENT FOR CRM SUCCESS</b> Roundtable Date: 5/22/19</p>
<p><b>June 2019</b> <b>KNOWLEDGE MANAGEMENT—FOR MORE INTELLIGENT CUSTOMER SUPPORT</b> THE IVR IN THE NEW AGE OF VOICE Reservations Due: 4/11/19 • Content Due: 4/25/19</p>	<p><b>June 2019</b> <b>DIGITAL TRANSFORMATION: FROM CALL CENTERS TO CUSTOMER ENGAGEMENT CENTERS</b> Roundtable Date: 6/5/2019 TOP APPEXCHANGE SOLUTIONS FOR YOUR SALESFORCE PLATFORM Roundtable Date: 6/19/19</p>
<p><b>July 2019</b> <b>TOP 100 CRM SOLUTIONS: THE SHORT LISTS</b> AI AND THE CONTACT CENTER: RADICAL REVOLUTION OR METHODOLOGICAL EVOLUTION? Reservations Due: 5/13/19 • Content Due: 6/7/19</p>	<p><b>July 2019</b> <b>SMART CUSTOMER SERVICE</b> Roundtable Date: 7/17/19 CUSTOMER RELATIONSHIP MARKETING: THE NEW CRM Roundtable Date: 7/31/19</p>