

2018 EDITORIAL CALENDAR

KEY: Awards 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: 11/8/17 Ads/Copy: 11/15/17 Mail Date: 12/14/17	Identifying Influencers for Social Media Marketing	Customer Journey Mapping Across the Sales Cycle	Contact Center/ Customer Service Trends and Technologies to Watch in 2018	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> 2018 Megatrends: CRM Predictions From Top Industry Experts Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> The CIO's Role in CRM: Indispensable Partners in Business Decisions <i>(Roundtable Date: January 17, 2018)</i> Customer Communications Management: The Cornerstone of Customer Interactions <i>(Roundtable Date: January 31, 2018)</i> Call Centers to Customer Engagement Centers <i>(Roundtable Date: February 28, 2018)</i>
MARCH	Space Close: 1/12/18 Ads/Copy: 1/19/18 Mail Date: 2/15/18	Using Expiring Content in Marketing	Tips for Creating a Partner Relationship Management (PRM) Strategy	Customer Service Q&A	<p>BEST PRACTICES PROGRAMS <i>(Marketed in February Online/March Print Issue)</i></p> <ul style="list-style-type: none"> Voice of the Customer Programs: From Listening to Action The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving <p>BEST PRACTICES PROGRAMS <i>(Marketed in March Online/March Print Issue)</i></p> <ul style="list-style-type: none"> Intelligent Contact Centers in 2018: An Industry Update Actionable Insights With Predictive Analytics for Marketers <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> The State of IVRs in 2018: Speech-Enabled IVRs Are Thriving <i>(Roundtable Date: March 14, 2018)</i> Smooth Customer Journeys Deliver Smooth Customer Experiences <i>(Roundtable Date: March 21, 2018)</i>
APRIL	Space Close: 2/9/18 Ads/Copy: 2/16/18 Mail Date: 3/15/18	CRM Service Awards Issue	CRM Service Awards Issue	CRM Service Awards Issue	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> Knowledge Management: Crucial for Customer Service Success The CIO's Role in CRM: Indispensable Partners in Business Decisions <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> Intelligent Contact Centers in 2018: An Industry Update <i>(Roundtable Date: April 4, 2018)</i> Getting Big Data in Shape: Quality, Cleansing, and Data Management <i>(Roundtable Date: April 25, 2018)</i>

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MAY	Space Close: 3/13/18 Ads/Copy: 3/20/18 Mail Date: 4/17/18	Machine Learning and Cognitive Computing as Marketing Tools	Dismantling Data and Department Siloes	Taking Call Recording to Other Contact Center Interactions	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> Smooth Customer Journeys Deliver Smooth Customer Experiences What's Hot in Sales Enablement <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> Mobile Customer Service: The First Line of Service (<i>Roundtable Date: May 2, 2018</i>) Actionable Insights With Predictive Analytics for Marketers (<i>Roundtable Date: May 9, 2018</i>) The Fundamentals of B2B Marketing (<i>Roundtable Date: May 23, 2018</i>)
JUNE	Space Close: 4/11/18 Ads/Copy: 4/18/18 Mail Date: 5/15/18	Interactive Marketing	Building Sales Security With Blockchain Solutions	Hiring Temps to Fill in During Spikes in Contact Center Demand	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> Smart Customer Service That Wows Customers Getting Big Data in Shape: Quality, Cleansing, and Data Management <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> Knowledge Management: Crucial for Customer Service Success (<i>Roundtable Date: June 6, 2018</i>) Optimize Your Workforce: Intelligent WFO Strategies for More Productive Agents (<i>Roundtable Date: June 20, 2018</i>)
JULY/ AUGUST	Space Close: 5/10/18 Ads/Copy: 5/17/18 Mail Date: 6/14/18	<p>The Globalization Issue</p> <p>Maintaining Compliance With Local Laws</p>	<p>The Globalization Issue</p> <p>Selling to Customers in International Markets</p>	<p>The Globalization Issue</p> <p>Providing the Same Levels of Service in the U.S. and Abroad</p>	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> Transforming Customer Service With Artificial Intelligence Customer Communications Management: The Cornerstone of Customer Interactions <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> Smart Customer Service That Wows Customers (<i>Roundtable Date: July 11, 2018</i>) Choosing the Right Marketing Technology Stack (<i>Roundtable Date: July 25, 2018</i>) Business Intelligence and Analytics: A CRM Perspective (<i>Roundtable Date: August 1, 2018</i>) Highly Effective Customer Experience Strategies (<i>Roundtable Date: August 15, 2018</i>) AI-Powered Sales Teams (<i>Roundtable Date: August 29, 2018</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: 7/12/18 Ads/Copy: 7/19/18 Mail Date: 8/15/18	CRM Market Leader Awards Issue	CRM Market Leader Awards Issue	CRM Market Leader Awards Issue	<p>BEST PRACTICES PROGRAMS (Marketed in August Online/ September Print Issue)</p> <ul style="list-style-type: none"> • Mobile Customer Service: The First Line of Service • Advanced Analytics for Better Customer Experiences <p>BEST PRACTICES PROGRAMS (Marketed in September Online/ September Print Issue)</p> <ul style="list-style-type: none"> • 2018 Contact Center Innovations • Business Intelligence and Analytics: A CRM Perspective <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> • What's Hot in Sales Enablement (<i>Roundtable Date: September 12, 2018</i>) • Transforming Customer Service With Artificial Intelligence (<i>Roundtable Date: September 26, 2018</i>)
OCTOBER	Space Close: 8/10/18 Ads/ Copy: 8/17/18 Mail Date: 9/14/18	Capitalizing on Customer Intent Data	Market Spotlight on CRM at College Campuses	What Effect Will Raising the Minimum Wage Have on Contact Center Operations?	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> • Proactive Customer Service: Anticipating Customer Needs • CRM and Ecommerce: A Winning Combination <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> • 2018 Contact Center Innovations (<i>Roundtable Date: October 10, 2018</i>) • Advanced Analytics for Better Customer Experiences (<i>Roundtable Date: October 24, 2018</i>)
NOVEMBER	Space Close: 9/11/18 Ads/Copy: 9/18/18 Mail Date: 10/15/18	Adding Video to the Marketing Mix	Customer Segmentation as a Sales Strategy	Cloud Contact Center Deployment Trends	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> • Choosing the Right Marketing Technology Stack • Highly Effective Customer Experience Strategies <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> • Voice of the Customer Programs: From Listening to Action (<i>Roundtable Date: November 7, 2018</i>) • CRM and Ecommerce: A Winning Combination (<i>Roundtable Date: November 14, 2018</i>)
DECEMBER	Space Close: 10/12/18 Ads/Copy: 10/19/18 Mail Date: 11/15/18	Strategies for Mastering Master Data Management	Case Studies in Digital Sales Transformation	Messaging Apps for Contacting Customer Support Agents	<p>BEST PRACTICES PROGRAMS</p> <ul style="list-style-type: none"> • Call Centers to Customer Engagement Centers—Make the Transition Now • AI-Powered Sales Teams <p>ROUNDTABLE WEBCASTS</p> <ul style="list-style-type: none"> • Proactive Customer Service: Anticipating Customer Needs (<i>Roundtable Date: December 5, 2018</i>) • Top 2018 Innovations in CRM (<i>Roundtable Date: December 12, 2018</i>)

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