

2013

Chief Marketer • PROMO • DIRECT

Chief Marketer Network

It's about a NEW WAY of
looking at marketing.

Where FRESH APPROACHES
and measurable ROI matter most.

And METRICS are top of
mind at all times.

It's for the **SELECT FEW**
who make strategic marketing
decisions for their organizations.

Who NEED HELP navigating
today's ever-challenging
marketing environment.



WELCOME

To The Chief Marketer Network

Today, smart marketers know there are no longer only direct marketers or promotion marketers or brand marketers—only marketers. So to succeed, they must become more versatile and take on multi-disciplines that they haven't had to in the past.

Cost pressures and new technologies have put CMOs in the position of doing more with less—but with more diverse channels in their arsenal. That calls for a new way of looking at marketing—one in which measurable ROI and metrics are top of mind at all times.

It Starts With Chief Marketer

As the authority on measurable marketing Chief Marketer helps busy marketing executives thrive in today's ever changing, ever challenging marketing environment. We seek out the best of measurable marketing intelligence—and then absorb, summarize, and organize it for an elite group of marketing and C-level executives at leading manufacturing e-tailing, financial service organizations, and agencies.

What Chief Marketer Covers

- Promotion marketing
- Direct marketing
- Lead generation
- Social networking
- Mobile marketing
- Marketing and Data technology
- B2B marketing
- Database and CRM
- Ecommerce and analytics
- Email strategies
- Proprietary research, including:
 - Lead gen/lead nurturing
 - Social media
 - Mobile marketing
 - Interactive marketing
 - Inbound marketing
- Scoring and metrics
- Campaign integration
- ROI measurement
- Content marketing

Key areas of emphasis in 2013



Data



Lead Gen



Social



Mobile



Technology

MARKETING TRENDS TO WATCH IN 2013

In Marketing Automation...

Investments in Marketing Automation Technology Grew

33% from 2011

In Social Marketing...

92% of companies are using social marketing

In Direct Mail...

direct mail generates **higher** conversion rates than digital channels, while email demonstrates the highest ROI.

In Email Marketing...

67% of enterprises increased email activity in 2012

In Event/Experiential Marketing...

Events/Sponsorship and Partnership Growth Spend to Reach

18.2 million in 2012

In Games & Sweeps Marketing...

Gamification Industry revenues, projecting aggregate spending of

\$2.6 billion by 2016 in the US, climbing from \$242m in 2012.

78% of technology purchases will be bought by marketers

OTHER CRITICAL COMPONENTS

To The Chief Marketer Network

CMOs need to know about all marketing disciplines to effectively engage their target audiences and drive revenue. The Chief Marketer Network helps you achieve the best balance, brand by brand, of digital, print, event and other media—by providing a full portfolio of information services that respond to today's ever changing, ever challenging marketing environment.

PROMO is designed to help marketers and their agency partners create and implement unique promotions—from finding new ideas, to figuring out which suppliers can implement those ideas, to identifying the right tools and metrics to analyze the results. Specialists in the promo arena need to continue to quickly and easily find the content that will help them do their job better every day. And PROMO delivers—with best practices, tips and case studies of what is working now in event, premium, incentive, sweepstakes, contest, viral and mobile marketing.

Featuring: The *PROMO 100 Ranking of the top 100 agencies*, The PRO Awards, agencies, sweepstakes/contests, point of purchase/in-store, event marketing, incentives, sponsorships and tie-ins.

DIRECT offers the ideal strategic environment for you to connect with marketers looking for help in running effective, efficient campaigns in today's unique direct marketing environment—where marketers are held accountable for ROI and measurement, multichannel integration and technology implementation. Now direct marketing pros have access to the complete direct marketing information they need from one comprehensive source.

Featuring: Both Digital and Traditional, proven direct marketing essentials—including lists and data, direct mail, catalogs and postal, and measured offline marketing initiatives.

Incorporating the PROMO and DIRECT content in The Chief Marketer Network makes it easier for key marketing executives across the broad marketing spectrum to have access to what's working now in all marketing disciplines—the kind of information they need to be most effective and help their companies reach their goals.

MARKETING TRENDS TO WATCH IN 2012

In Loyalty/CRM...

Acquiring new customers can cost as much as **5x** more than satisfying and retaining current customers

In Measurable Marketing...

57%

of marketing budgets are not based on any ROI analysis

B2B buyers are...

70% through the buying process before contacting a vendor

In Mobile Marketing

51% of marketers planned to run mobile specific campaigns in 2012 compared to 30% in 2011

In Lead Generation...

50% of leads are qualified but not ready to buy

In Budgets

54% of marketers increased budgets this year

The Chief Marketer Network

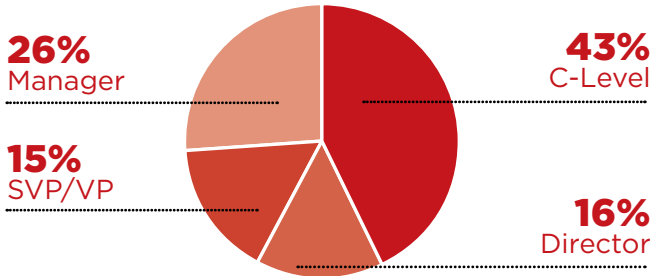
AUDIENCE

DEMOGRAPHICS

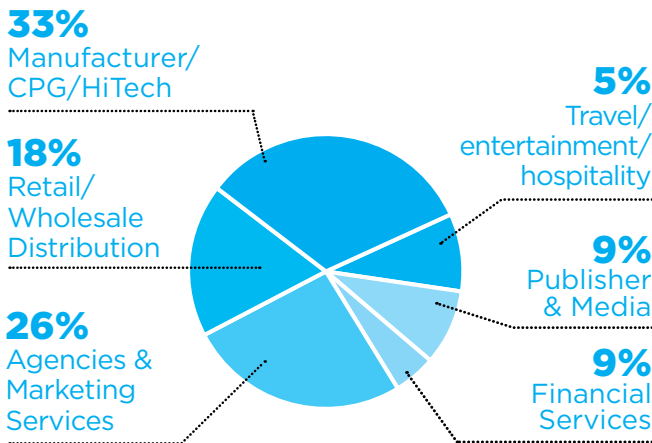
Chief! Marketer

The Chief Marketer Network Community
Chief Marketer Coverage

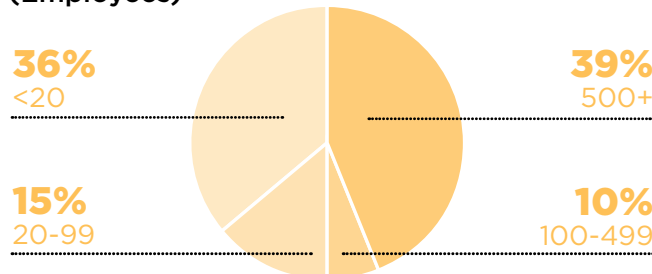
By Job Level



By Industry



By Company Size (Employees)



Unlike other marketing media brands, *The Chief Marketer Network* isn't for anyone with a passing interest in marketing

It's targeted exclusively to senior marketing executives (and their direct reports) at leading companies and their agencies that are seeking fresh, measurable approaches to advertising, direct marketing, events, research, PR and promotional marketing.

Audience Engagement

Page views are +121% compared to 2011

Total Reach

130,000

Website Visitors

85,000+
visitors per month

94% recommend/approve/influence the purchase of a wide variety of products & services

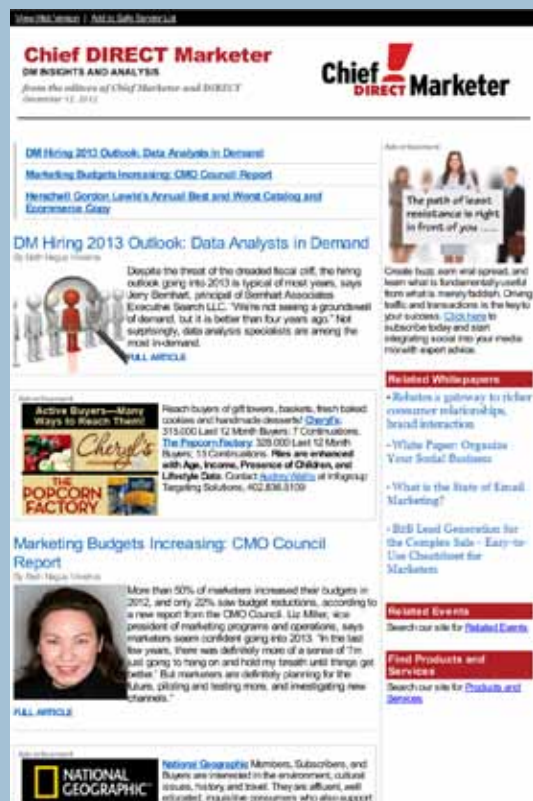
The Chief Marketer Network PRODUCTS & SERVICES

chiefmarketer.com

Follow visitors on our website everywhere they turn with run of site ads in our Leaderboard and Boom Box positions. Ads surrounding our Blogs allow you to leverage one of the most popular places for reader engagement on our site. And our interstitial sponsorship opportunities allow you to enjoy exclusive, premium positioning that reaches our audience as they first enter our site to search for content.



Enewsletters



Enewsletters

Chief Marketer's Tech Talk The latest trends and revolutions in marketing technology. From email and social media optimization to ecommerce and conferencing and beyond. Learn where tech investments should be made for a better bottom line, not only for the technology itself, but staffing and skill sets needed to make the most of the investment. **Frequency: Monthly**

Chief Business Marketer Actionable ideas from the leading practitioners and experts on ways you can improve your B2B marketing results. Offering case study examples and experts analysis on B2B campaigns, creative, technology trends, lead generation, data, metrics and more that B2B marketers can use to improve their own strategies and initiatives. **Frequency: Monthly**

Chief PROMO Marketer Keeps promotional marketers ahead of the curve by uncovering the metrics and meanings behind the most innovative campaign rollouts. Readers will get insight from Q&As with the marketing elite, full discussions of the most innovative and effective promotional channels, and sound expert advice on testing the new promotional tactics or mastering the tried and true. Learn how brands are employing everything from social games and couponing to samples, live events and loyalty programs to connect with consumers and convert them to advocates. **Frequency: Monthly**

Chief Marketer—This Week Cut through clutter with Chief Marketer—This Week. A weekly wrap-up, curated from around the web, of the week's most inspiring content about measurable marketing. Chief Marketer's seasoned editorial team ferrets out the most relevant stories of the week on marketing ROI and adds color commentary on why you should care. Don't have time to scour all the sources out there? Stop feeling guilty—just add Chief Marketer—This Week to your safe sender list and catch up every Friday. **Frequency: Weekly**

Chief Data Marketer The key ingredient behind every successful direct marketing campaign: data and data analytics. Employing data modeling, mining, demo and segmentation techniques to enhance campaign impact and improve ROI. Learn not only about the top new files on the market but how to make the most of the information already at your fingertips, with coverage of the latest database modeling, data mining, demographics and segmentation techniques. Real-world cases will show how to get a better picture of your customer, enhance your campaign impact and improve ROI. **Frequency: Weekly**

Chief DIRECT Marketer helps direct marketers respond to emerging opportunities fast. The most seasoned team of direct marketing journalists in the business offers readers analysis of trends and developments impacting the DM world, with emphasis on case examples, best practices and measurement-based tactics that can assist any direct-response marketer. Read the latest commentary from industry experts and our editors on topics as vital to DM success as direct mail, telemarketing, ecommerce, database/CRM, social media and email. **Frequency: Weekly**

Chief Data Marketer LISTFLASH is our email promotion covering postal, email and telemarketing lists. Each edition includes detailed information on the lists—and who to contact to get more information.

Print & Digital



Chief Marketer

SPRING: Marketing Integration/Once Voice: Creating a unified message positioning your brand across channels is essential. We explore the best ways to attribute results; technology supporting integration and showcase successful multichannel strategies.

SUMMER: Social/Mobile/Locale: Social and mobile have taken marketing to a new level. Discover best practices; case histories of brands doing it well; org structures to bring it all together; the tech to support campaigns and the metrics to measure your success.

FALL: The Connected Customer: Understand how consumers are using technology to evaluate and make buying decisions. Learn what you need to know before buying and what skill sets are needed to leverage that investment.

WINTER: The Idea Book: Marketing Innovation—Brands that are rocking it with new approaches to drive brand interest, leads, conversion and loyalty. The ideas, trends, winning campaigns and people you need to watch.

Frequency: 4 times a year with a circulation of 55,000 (25,000 print edition and 30,000 digital edition).

Buyers Guide

PROMO Sourcebook

Use the PROMO Sourcebook to reach senior-level marketers at leading consumer product companies, *Fortune 500* firms, retailers, service organizations, and top promotional agencies wherever and whenever they're searching for your products and services throughout the entire year in our online and print edition. The PROMO Sourcebook also includes The PRO Awards winners and The PROMO 100 annual list of the top 100 U.S. promotion agencies.

The Chief Marketer Network PRODUCTS & SERVICES

Lead Generation— Content Sponsorship

Feature Reports

These special reports from the editors of Chief Marketer go in detail on the hottest marketing topics, featuring interviews with industry experts and end-user marketers. Learn what's working and how you can apply these tactics to your own initiatives.

TipSheet Series

Every month, we dive into a different marketing topic and collate the best tips, tricks and trends from our regular coverage. Our TipSheets are the place to find ideas to jump start your marketing inspiration.

Technology Round-Up Report

We go in-depth on a particular marketing technology category. Find out everything you need to know before you allocate precious budget dollars, from the latest trends in the market, to the newest systems available, who are the key players, the staffing and equipment needs, system requirements and more.

Proprietary Research Reports

Get an up-to-the-minute snapshot of the latest marketing trends with Chief Marketer's proprietary reader research. Find out what your peers are doing, where they're spending money and what their plans are for the future.

Lead Gen

Epostcards (Whitepapers, events & more)

Think of this as direct mail meets the Web—by sending your online direct mail piece to our targeted audience. Your creative will appear above the fold in recipients mail boxes and will include a front-to-back feature to post additional sponsor details.

Solo-sponsored Webinars

Webinars are 60-minute online-sponsored events moderate by our editors. Content typically focuses on best practices, research data and trends, and the expert insights of panelists. Audiences have real-time interaction with panelists.

Awards & Ranking Program

The PRO Awards

The PROMO PRO Awards is the most prestigious promotion marketing program of its kind, representing the brightest strategies and most innovative ideas for engaging customers.

The PROMO 100

The PROMO 100 is our annual ranking of the industry's top promotion and integrated marketing services, recognizing the best and brightest agencies in the promotional industry overall—as well as by specialty—allowing agencies to weigh themselves against competitors while showcasing their strengths to existing and potential clients.

The Chief Marketer Network

PRODUCTS & SERVICES

Custom Content

Leverage our content experts and community base to produce new and authoritative content that generates leads and brings recognition to your brand and products.

Custom Digital/Print Content

Whether you're looking to create white papers, special supplements, press releases, great sales collateral, educational materials or show dailies—or even your own print for digital publication—our experienced staff of industry-savvy content experts and graphics specialists can help you develop professional sales and marketing materials.

Custom Video Services

Deliver a richer more compelling story about your company and products. Effective marketing campaigns are increasingly including a strong video component. Video is a great tool for product demonstrations, customer testimonials, educating clients and employees, and reporting market information. In addition, throughout the year our editors will be attending major industry conferences where they'll be conducting "live from the show floor" video interviews that you can participate in.

We have the audience and the market expertise to get your question answered. Our team of highly accredited research experts can customize a study designed to address your specific objectives and needs.

Pulse of the market polls: Gives you quick feedback on a single question or a series of questions presented in consecutive monthly polls. Ideal when you need a quick answer to a hot topic.

Full Service research: Each project begins with a consultative intake of your goals, immersion into your target audiences and discussion of how the data will be used (and by whom). We then develop a research methodology designed to turn data into insights.

Custom Newsletter Development


Education is a successor to business purchasing decisions and a key ingredient to our newsletters. The Chief Marketer Network is widely recognized as the leading independent authority on measurable marketing and operations. Now you can take advantage of our extensive experience producing well-respected newsletters by allowing us to help you publish one of your own. Custom newsletters add credibility to your marketing programs, resulting in greater, more qualified leads.

Lead Lifecycling

Our lead lifecycling program goes beyond demographics by using behavioral data to pinpoint hot leads.

Ways to use lead lifecycling...

- **Lead generation:** Webinars, white papers or other educational product used to create a pool of leads
- **Lead nurturing:** Warming leads through ongoing education to advance leads closer to a purchase
- **Lead scoring:** Scores lead's readiness to buy using A (hot), B (warm), C (interested) system



For more info,
contact your
marketing specialist

MEET THE STAFF

**Beth
Negus**



Beth Negus Viveiros is the managing editor of Chief Marketer. A business and marketing journalist for almost 20 years, Beth's current core beats include email, business-to-business, ecommerce and marketing operations. She oversees the Big Fat Marketing Blog, where she has been known to reveal her passion for the geekier side of entertainment marketing. Beth is based in the Boston area.

Patty Odell



Senior editor **Patricia Odell** has written about marketing and the sometimes wacky (but fun) world of promotions for 15 years. Her current beats include events, loyalty, retail and experiential marketing. Patty helps oversee the PROMO 100 ranking of promotion agencies and the annual PRO Awards. Based in Stamford, CT, she is a graduate of New York University's Journalism School.

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