

Our content focuses on providing creative, data-driven B2C & B2B marketers ways to improve their campaigns and increase ROI.

Our Mission: Charting the customer journey from acquisition and engagement through conversion and retention. We offer data driven intelligence, actionable insights, inspiring case studies and the latest on technology trends so marketers can improve their campaigns and increase ROI.

Content Formats: PDF Reports; Webcasts; Podcasts; Video; Blogs.

Content Treatments: Q&As; Profiles; Case Studies, How To; Tips & Trends; Research; Commentary.

TOPIC	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Account Based Marketing		✓		✓				✓			✓	
Content Marketing	✓				✓				✓			✓
Creative			✓			✓	✓			✓		
Data Driven Marketing	✓			✓				✓			✓	
Demographics/Marketing Segmentation		✓			✓				✓			✓
Lead Nurturing & Engagement			✓			✓	✓			✓		
Loyalty Marketing	✓			✓				✓			✓	
Marketing Attribution		✓			✓				✓			✓
MarTech in Motion			✓			✓	✓			✓		
Offline Marketing	✓			✓				✓			✓	
Social Marketing			✓			✓	✓			✓		
Activation		✓		✓					✓		✓	
Influencer Marketing	✓				✓			✓				✓

4 Enewsletters

Chief Marketer publishes four Enewsletter titles in which you can place your message – each focused on a different component of marketing. A great way to promote time sensitive events and promotions as well as build your brand.

WEEKLY

Chief Marketer
THIS WEEK
circ. 35,000

BI-WEEKLY

Chief Marketer
PROMO
circ. 25,000

Chief Marketer
TECHTALK
circ. 35,000

Chief Marketer
BUSINESS
circ. 25,000