

Data Driven Marketing



Using insights from data to fuel marketing decisions is a given in today's world. Everyone has more data than ever at their disposal. How can you make the most of this precious resource and optimize your marketing initiatives?

Data is the backbone of every modern marketer's strategy. Readers will learn:

- The right way to use data to personalize and customize campaigns without being intrusive
- Real-world case histories of how marketers are achieving data success
- Tips for creating a data-fitness checklist
- How to use data to create brand advocates

SPECIAL REPORTS:

- **The B2C Data View:** How Consumer and Promotional Marketers are Using Data to Reach Customers In-store, Online and Beyond
- **The B2B Data View:** Ways B2B Marketers Apply Data Insights to Connect with Prospects at Every Point in the Sales Cycle
- **Tech & Tools:** Where Marketers Should Be Investing to Create a Winning Data Strategy

Marketing Attribution



Marketers today are blessed with numerous channels to talk with—and not just talk at—customers. But how do you determine what really moved the needle? Chief Marketer's special reports will cover:

- Which metrics matter most to determine true marketing ROI
- Why multi-touch attribution is essential
- The tech and tools needed for accurate attribution
- Real world case histories from brands doing it right
- How to select the best attribution models for your size business

SPECIAL REPORTS:

- **Connecting With Consumers:** How B2C/Promotional Marketers are Gauging the Success of Audience Engagement Online and Offline
- **B2B Scorecard:** Ways B2B Marketers Connect Marketing Initiatives Throughout the Pipeline for Optimal ROI

Account Based Marketing



In account based marketing, organizations communicate with customer accounts as markets of one. Chief Marketer will explore how ABM can help marketers create a better B2B marketing strategy to connect with the customers most important to their company's bottom line throughout complex sales cycles. Readers will learn:

- Ways to create relevant conversations with accounts and align offers with content
- Ideas for creating ABM champions throughout lengthy B2B sales processes
- How to leverage technology to enable ABM
- Tips for determining the right ABM metrics for your organization

SPECIAL REPORTS:

- **Is ABM For You?** Defining Best Use Cases—and the Business Case—For ABM
- **Bringing Sales & Marketing Together:** Creating a Culture of ABM
- **Best Practices in Action:** Real World Examples of B2B Marketers Doing ABM Right

Content Marketing, Management & Delivery



Just because you have content doesn't mean you're effectively executing content marketing. The number of moving pieces in an effective content marketing strategy can be overwhelming unless a clear process is in place.

What metrics really matter when it comes to content, and how can you engage customers and prospects at every point in the buying journey? Readers will learn:

- Ideas for creating engaging content catering to specific audience needs
- Ways to manage content across multiple channels
- How top B2B and B2C brands are optimizing user experiences with their content
- The best ways to evaluate content value and engagement

SPECIAL REPORTS:

- **Maximizing B2B Content Marketing For Better ROI**
- **B2C Content Challenges & Opportunities**
- **Powering Content:** The Tech & Tools You Need Now

Video Marketing



Video is one of the most engaging ways marketers can get a prospect's attention. Video can bring a product or solution to life, illustrating benefits and uses. How can your brand optimize the impact of video in generating, nurturing and converting? In this Chief Marketer Special Report, discover:

- Ideas for crafting creative videos on a budget
- Strategies for incorporating video into social and content marketing plans
- Ways for measuring video marketing ROI
- Real world case studies showcasing successful video
- The tech and tools you need to implement a winning video strategy

SPECIAL REPORTS:

- **The Channel of Now:** Best Practices for Creating Ongoing Consumer Engagement With Video

Lead Nurturing and Engagement



The top of the funnel is a delicate time: You want your brand to factor into prospects' consideration process early enough to make an impact, but you don't want to scare them off. How can you engage prospective buyers who might not even want to talk to you until they're ready to purchase? Chief Marketer's readers will learn:

- What content resonates with prospects at each point in the funnel
- How to retain interest throughout a sales cycle
- What technology and tools are essential to manage lead nurturing
- The role of social in keeping the conversation going

SPECIAL REPORTS:

- **B2B Lead Gen Survey:** Chief Marketer's Annual Report on B2B Lead Gen, Nurturing & Conversion Trends
- **Getting Along:** Ideas for Better B2B Sales/Marketing Integration to Boost Conversion

Offline Marketing



Offline marketing and online marketing strategies are frequently used in collaboration with one another. The principle theme between the offline and online marketing partnership is to trigger an action- from driving the potential customer to the company's website, store or to engage in some way with the brand. Each report will cover—

- How to make sure you are reaching the right audience
- Creative techniques that are most successful
- Determining reach and ROI
- New techniques, tips & trends

SPECIAL REPORTS:

- **The B2C Data View:** How Consumer and Promotional Marketers are Using Data to Reach Customers In-store, Online and Beyond
- **B2B or B2C: Branded Merchandise & Incentives**
- **Programmatic Direct Mail:** Using Tech to Connect With the Right B2B/B2C Audiences in the Mailbox
- **B2B Direct Mail Tips & Trends** (Sold/June)
- **B2C: Living the Experience**—Building Brand with Experiential Marketing

MarTech in Motion



Marketers are overwhelmed by the number and variety of software available and look to Chief Marketer to provide guidance on how to 1) identify technology solutions that will simplify complex marketing campaign execution; 2) allow the marketer to be agile—testing copy, offers, channels—to achieve the best results for their investment of time & money; 3) improve conversion; and 4) calculate ROI on the investment. And they want case studies that show them how to use within their workflow.

SPECIAL REPORTS:

- **Getting Involved:** What You Need to Implement Truly Interactive Online Content
- **Putting On A Show:** The Tech Needed to Create Engaging Virtual Events & Webinars
- **Account Based Marketing:** The ABCs of ABM Solutions
- **Keeping Track:** The Latest Campaign Management Tools You Need Now
- **Fan Service:** Leveraging Customer Referral and Advocacy Solutions

Loyalty



Loyalty programs are meant to change the way consumers interact with companies and their brands that they purchase products or services from and how much they spend. Many consumers have become accustomed to the rewards and incentives. This applies to both B2C and B2B- from airlines, hotels, restaurants, car rental or credit card programs- all focused on growing and retaining existing customers through incentives.

Chief Marketer's reports will cover:

- Current trends in loyalty programs
- Calculating the ROI
- Examples of current loyalty programs
- Tips & Pitfalls to Avoid

SPECIAL REPORTS:

- **B2B:** ABM & Beyond—Creating Loyalty in Key Target Accounts
- **B2C:** What Loyal Consumers Really Value Now in the Brand Experience

Creative



Creative marketers dream up and execute campaigns for their companies or clients. These individuals primarily coordinate and create the copy and the artwork for a wide range of media- web, email, video, social, print/direct mail, television, radio. It takes a clear understanding of the brand, the product & their value to the targeted audience.

Covered in these reports—

- Copy Tips, Trends & Examples
- Design Concepts—developed with unique target audience in mind
- What's worked, What didn't—and why.

SPECIAL REPORTS:

- **B2C & B2B:** The Science Behind Creative
- **B2C:** Creative & Social Media Marketing
- **B2B:** Targeted Digital Advertising Creative
- **The Art of B2B Creative**

Demographics / Market Segmentation



Targeting your company's products and services to a particular segment of the population is one thing, speaking to them in a meaningful way—and through marketing channel/s that will reach them—is another.

SPECIAL REPORTS:

- **New Prescription:** Navigating the Complex Waters of B2B Healthcare Marketing
- **Back to School:** Targeting the Education Market from K Through College

The Editorial Content Sponsorship Package includes:

- **Chief Marketer Special Report PDF**, averages 4-6 pages
- **Chief Marketer Website Registration Download Page** with sponsor logo recognition for 90 Days
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- **Four-Chief Marketer Co-op Epromotions** to 30,000 active Chief Marketer readers
- **Four-Chief Marketer Enewsletter promotions**
- **One Week-Introstitial** on the Chief Marketer Website
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