

JANUARY

- » **Chief Marketer's Future CMOs:** In-depth profiles of the industry's rising stars, as nominated by their peers. Inside their standout programs.

FEBRUARY

- » **Working Together:** Ideas for improved sales and marketing integration.
- » **Marketers Most Wanted—Gen Z:** An in-depth snapshot of one of the most coveted demographics with tips on how to engage, plus who's doing it best.

MARCH

- » **Beyond the Inbox:** The latest trends in using email to connect with B2B prospects at every stage in the funnel.
- » **The Art of Storytelling:** How to transform your marketing message into a great story that will resonate with consumers and move them to action.

APRIL

- » **Masters of Measurement:** The brands and marketers who have standout measurement and data strategies—who they are and how they do it.
- » **Smart Product Sampling:** How to minimize packaging and mailing costs, deploy smart delivery channels, digitize samples, measure ROI and other tips.

MAY

- » **Influencer Marketing:** How to decide which influencers are best for your brand, plus how to prep contracts, create content and measure ROI.
- » **Mobile Mania:** The tech and tactics you need to successfully integrate mobile into a successful B2B sales/marketing strategy.
- » **Shopper Marketing 2.0:** Modern shopper marketing impacts consumers in real-time, using state-of-the-art technologies. The changes marketers need to know.



JUNE

- » **Masters of Martech:** Our picks for the year's sharpest marketing technology professionals. Inside their playbooks, programs and strategic thinking.
- » **B2B Social Trends:** What's working now in B2B social media—how marketers are engaging B2B customers and prospects and creating strong ROI.
- » **Next Gen Sweeps:** Gamification, in-mobile and social have transformed the way sweepstakes go to market. How brands can capitalize on the new potential.
- » **B2C Survey:** Exclusive research and insights on the trends and challenges facing consumer marketers.

JULY

- » **2018 PRO Awards:** Comprehensive recaps of the winners of the 2018 PRO Awards, the industry's best promotional marketing campaigns.
- » **Event Watch:** Our step-by-step guide to producing cutting edge B2B events, by the marketers making them happen.
- » **Going 'Glocal':** That local campaign doesn't need to stay local. How to move your winning promotion from a local play to a national phenom.
- » **Marketing Automation All-Stars:** Behind the scenes with ten B2B brands making the most of their marketing automation investments.



AUGUST

- » **AR/VR Watch:** Tips and best practices for creating engagement with new technologies.
- » **Social Media:** We take a deep dive into the latest emerging social platforms; what they are, who they reach and how you can maximize each.

SEPTEMBER

- » **Next Gen P-O-P:** Martech has given a much-needed update to P-O-P materials. Here's the latest on cutting-edge technologies improving response to P-O-P.
- » **Cutting-Edge Coupons:** The latest research on coupon marketing and an update on the latest distribution methods, what's working and what's not.
- » **B2B Connect To Convert:** From the top of the funnel to the bottom, learn what's moving the needle in lead nurturing and conversion now for top B2B marketers.

OCTOBER

- » **Killer Content Strategies:** How to develop, create and distribute fresh, relevant content consumers will respond to.
- » **B2B Lead Gen Survey:** Exclusive research and insights on the challenges and opportunities B2B marketers are facing in lead gen.

NOVEMBER

- » **The CM200:** The industry's first and only comprehensive list of the top *non*-advertising agencies. Offers in-depth profiles of the best engagement and activation agencies across 11 categories and specialties serving the U.S.
- » **Sports Marketing Trends:** From high-tech fan experiences to innovative sporting event engagements, what's moving the needle today in sports marketing.
- » **B2B AgencyNext:** Our annual look at the world of B2B agencies, featuring the top challenges and opportunities facing B2B marketers, and trends for 2018.

DECEMBER

- » **CMO Roundtables:** A panel of top B2B and B2C CMOs sound off on the challenges—and opportunities—facing their brands and markets.
- » **Turbo Charged ABM:** B2B brands share what works (and what doesn't) in account-based marketing.
- » **Loyalty Marketing:** Enrollment may be up, but participation is down. How loyalty marketers are rejiggering programs to keep up with digital customers.