CHIEFMARKETER

2018 Editorial Calendar

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

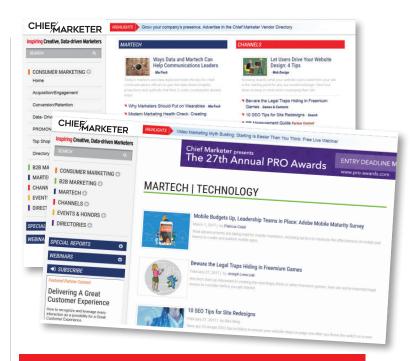
- » Beyond the Inbox: The latest trends in using email to connect with B2B prospects at every stage in the funnel.
- » The Art of Storytelling: How to transform your marketing message into a great story that will resonate with consumers and move them to action.

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

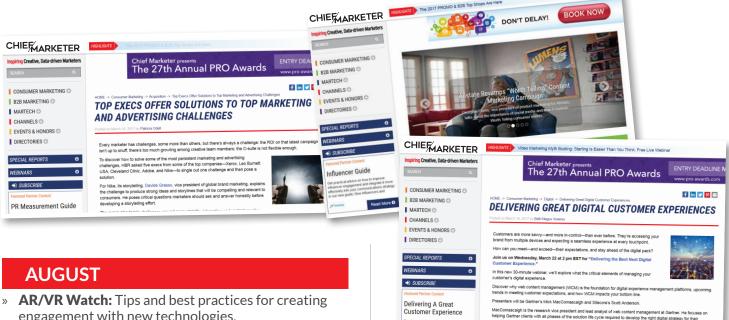
- » Masters of Martech: Our picks for the year's sharpest marketing technology professionals. Inside their playbooks, programs and strategic thinking.
- » B2B Social Trends: What's working now in B2B social media—how marketers are engaging B2B customers and prospects and creating strong ROI.
- Next Gen 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.

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- 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 cuttingedge 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.

Anderson is the CMO of Sitecore and is responsible for all aspects of the

- **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.