

Chief Marketer Editorial Calendar

February/March

Ad Close Date: January 6
Ad Materials: January 13

Bonus Distribution: DMA
 Email Evolution, eTail West,
 NEMOA's directxchange,
 Ad:tech San Francisco,
 PMA Annual Conference



Chief Marketer Lead Gen/Lead Nurturing Survey 2012: CM looks at the new tactics for uncovering prospects and tracks progress in answering the question: Once we find leads, how well are we managing them to conversion?



How to Use Social Media for Prospecting: What you can (and can't) do to target B2C and B2B prospects inside Facebook, LinkedIn, Twitter and other social networks.

Email Frequency—When is too much: Email is an affordable and efficient way to reach your audience. But how often should you be in their inbox? Learn best practices for using email to build your brand and your ROI.

Checking Out Check-In Sites: Marketers are using check-in sites like Foursquare and GetGlue to try and connect with consumers. But is there a real solid ROI to these efforts? How do check-ins need to evolve to drive the bottom line?



Marketing Ops:

The latest trends in tracking web analytics

Tip Sheet Highlights: Direct Response TV/Radio, Email

April/May

Ad Close Date: March 2
Ad Materials: March 9

Bonus Distribution: Bazaar
 Voice Commerce Summit,
 Real Time NY



Chief Marketer Interactive Marketing Survey 2012: CM asks what marketers are doing in digital channels to find influencers, target in-market customers, measure Web impact, and offer site visitors reasons to stay in closer, more frequent touch with their online content.

Building Bridges with Cross-Channel Integration: How tools such as QR codes, video and mobile email are helping marketers reach their target customers across multiple platforms—and with measurably improved results.



The ABCs of B-to-B Lead Generation: Where are B-to-B marketers finding new customers? Learn the media and tactics that are getting business buyers in the door.

Games and Sweeps: Learn how social and viral platforms have created a gaming revolution for marketers. Discover the new rules for building and marketing sweeps, and the technologies to implement them.

Incentives & Loyalty Programs: What's Hot in Gift Cards



Marketing Ops:

What you need to know about marketing automation

Tip Sheet Highlights: Public Relations, Direct Mail

June/July

Ad Close Date: May 4
Ad Materials: May 11

Bonus Distribution: All for
 One Marketing Summit,
 Internet Retailer



Events and Experiential Marketing: Learn how interactive media is changing the face of event marketing, and creating ondemand opportunities for marketers to connect with consumers.



Chief Marketer Mobile Marketing Survey 2012: Our annual research on the latest mobile trends for the U.S. market looks at all the ways mobile is turning into the connective tissue of integrated marketing via apps, websites, SMS, ads and mobile commerce. What are marketers really doing, and how do they view mobile ROI?



Is It Time to Try Mobile Commerce: Documenting success stories and cautionary tales as merchants increasingly market via the third screen.



Marketing Ops:

The latest in lead scoring and processing technology

Tip Sheet Highlights: Catalogs, Contests/Sweeps

Chief Marketer Editorial Calendar

August/September

Ad Close Date: July 6

Ad Materials: July 13

Bonus Distribution:

BlogHer Annual eTail East,
 NEMOA, Real Time SF

Chief Marketer Pricing and Offer Survey 2012: This new research looks at new industry attitudes about reaching price sensitive customers with rebates, when it doesn't pay to discount, and the strategic benefits of specific offer platforms such as mobile coupons and daily deals.

Tracking Channel Attribution: You've got sales, but who gets the credit? How does a marketer avoid over-crediting search as an influencer medium, to the detriment of other channels?



Is Facebook the New Google: Just as the search giant became an online force to be reckoned with by the mass of users it delivered, Facebook now sells more display ads and commands more user time than any other entity on the Web—and has plans for more. The limits of what marketers can do to use that engagement to benefit their bottom line.

Incentives & Loyalty Programs: What's Hot in Merchandise.



Marketing Ops: Trends and tools for managing your social monitoring, content creation and media interactions.

Tip Sheet Highlights: Incentives, CRM

October/November

Ad Close Date: September 14

Ad Materials: September 21

Bonus Distribution:

DMA
 Annual, The Motivation
 Show, Ad:tech New York



Chief Marketer Social Marketing Survey 2012: The most social-savvy marketers still face decisions about how to allot time and resources in social media, and how to measure campaign results. CM's fourth social survey asks marketers, "What do you expect from social marketing, and what are you doing to get it?"

Retargeting: How It Works, and How Well: Showing ads based on users' past purchases and content views may reactivate customers stopped short of a purchase. But does its ROI justify the extra expense of re-engaging that customer?

Making Mail Matter: Sure, everyone is online. But if done properly, direct mail can still be an integral part of your marketing plans in 2012. Learn the new technologies and trends that will help you make the most of the post.

Corporate Gift Guide: Roundup of What's New & What's Popular this Season.



Marketing Ops: Email—technology to manage your email communications.

Tip Sheet Highlights: Loyalty, In-Store Marketing

December/January

Ad Close Date: November 2

Ad Materials: November 9

Bonus Distribution:

National Conference for
 Database Marketing,
 National Retail Federation

CM Power 25: Our editors pick the 25 individuals and events that shaped the face of 2012—and will change the game in 2013.

Impact at the Point of Purchase: How retailers and manufacturers are using technology and data to influence consumers and grow their brands.

Lights, Camera, Engagement: Cost-effective ways to build the user-engagement and search benefits of video into a website without breaking the budget. And the benefits some of the big names, such as Nordstrom's and Lowe's, are seeing from adding lots of video to their sites.

Marketing Ops: Update on dashboard trends and best practices

Tip Sheet Highlight: Event Marketing, Personalization



Tip Sheet

Chief Marketer Tip Sheet shares tips, trends and practical advice from the editors of *Chief Marketer* on a variety of marketing tactics and disciplines.

January 6: Direct Mail

January 20: Social Media

February 3: Web Analytics

February 17: Point-of-Purchase

March 2: Email Creative

March 16: Games/Sweeps

April 6: Mobile Marketing

April 20: Data Mining

May 4: Social Media

May 18: Event Marketing

June 1: B-to-B

June 15: Incentives

July 6: Direct Mail

July 20: Loyalty

August 3: Email Engagement

August 17: Online Video

September 7: Mobile Marketing

September 21: Lead Generation

October 5:
Cross Channel Marketing

October 19: Web Analytics

November 2:
Marketing Operations

November 16: Social Media

December 7: B-to-B

December 21: Data Mining

Web Editorial Highlights

CM and Promo Special Reports: In-depth exclusive online features focused on the marketing trends and hot-button issues industry experts are talking about now in promotional, direct-response and general marketing.

Bi-monthly on the website.

Chief Marketer Tech Brief: Information marketers need to know today about tech tools and platforms that could be standard tactics tomorrow, from tag management and Tumblr to social scoring and mobile wallets. Chief Marketer will map what's available in the space, why you may need it, and what features experts recommend you look for in these new solutions.

Monthly on www.chiefmarketer.com.

Promo Master Class: The annual Pro Awards reward excellence in almost two dozen categories including email, online, instore and event marketing. Master Class offers a monthly look behind the scenes at one of these peer-reviewed winners, inclusion ding cost data, results and ROI.

Monthly.

Market to the Chief: As in 2008, this Presidential election should offer practical lessons on messaging to and motivating the largest audiences for the least cost. Chief Marketer will keep watch over the online campaigns to spot tools and metrics that can be of use to all marketers.

Monthly.

Campaign Standouts: Case studies of recent notable campaigns in any channel from ecommerce and direct mail to sampling and social marketing. Chief Marketer will put the basics of the campaign—strategic aim, target audience, content creation, execution, challenges, success metrics and ROI— at your fingertips.

Weekly on the Web site.

Video of the Week: The freshest and most effective video clip used in a recent marketing campaign, often including short commentary from the brand or the agency about the challenges involved, methods for encouraging viral spread, and early response results.

Weekly.

The Big Fat Marketing Blog: You say you want marketing news and commentary? Well, you came to the right place. The Big Fat Marketing Blog is updated daily by the editors of *Chief Marketer*, *Direct*, *Promo* and *Multichannel Merchant*. Opinions? Oh yeah, we got em'. Don't say we didn't warn ya'.