



The premier destination for over 25 years for contact center and CX leaders to find current information and solutions to enrich their organization's customer experience.

## 2023 Media Kit



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**A History of Innovation With an Eye on the Future** - Since its inception in 1995, CrmXchange has consistently proven its leadership as the first and foremost website serving the information needs of the CX/contact center professional while providing an online platform for industry suppliers.

CrmXchange has built its reputation by anticipating the direction of the market and meeting it head-on with trailblazing information products:

- ▶ **FIRST** website to sponsor vendor-hosted webcasts
- ▶ **FIRST** to develop dedicated virtual conferences for the CX/Contact Center Industry
- ▶ **FIRST** to present online vendor roundtables
- ▶ **FIRST** to use social media strategies to attract an audience

FOUR Key Benefits of Becoming a CrmXchange Sponsor

1. **PROMOTION** of your company's solutions
2. **CUSTOMIZATION** of your approach
3. **CONNECTING** with top prospects
4. **DELIVERY** of your message

***“CUSTOMER LOYALTY” IS MORE THAN JUST A SLOGAN.....It’s the watchword we live by! We are honored and proud that the average client relationship at CrmXchange is 12 years, with many extending for 20 years or longer.***



CrmXchange offers its audience compelling information that generates return visits. As a sponsor, your company is featured in the industry's most informative environment.

### Present Your Solutions to Potential Customers In Your Own Words

CrmXchange is a powerful information conduit between suppliers and CX/contact center decision makers. Our roster of industry-leading companies offers unparalleled credibility: 85% of the information on our site is authored by our sponsors. Present your views and express your ideas your way.

### Event-Driven Marketing Generates Leads

Increase your visibility with a customized marketing program to fit your budget through:

- **Webcasts** (pg 5)
- **Technology Innovation Showcases** (pg 5)
- **Multi-Sponsor Roundtables** (pg 7)
- **Packaged Programs** (pg 9)
- **Content Distribution** (pg 10)
- **Virtual Conferences** (pg 11)

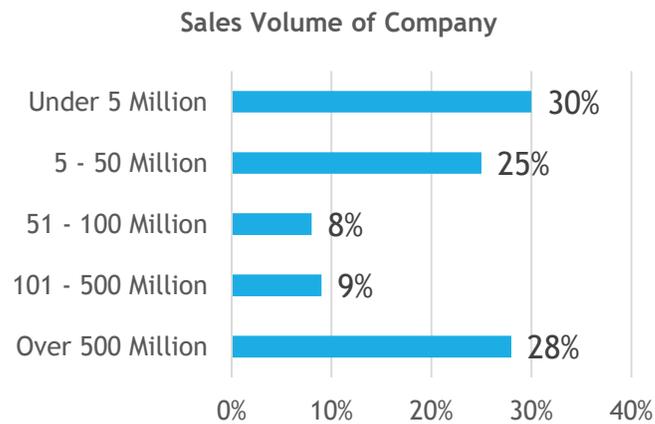
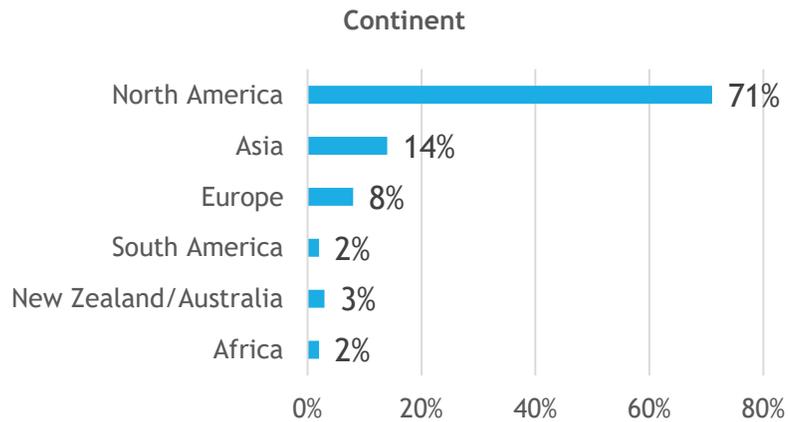
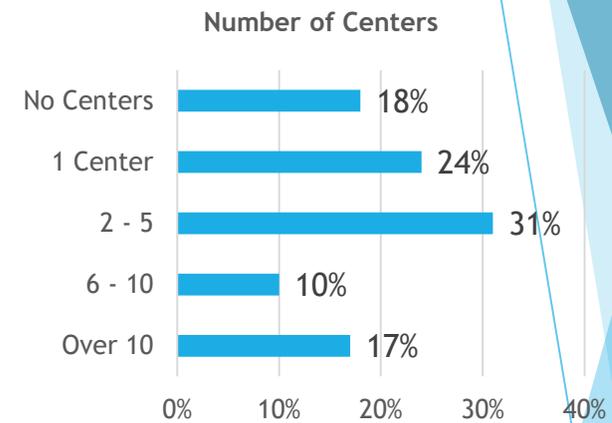
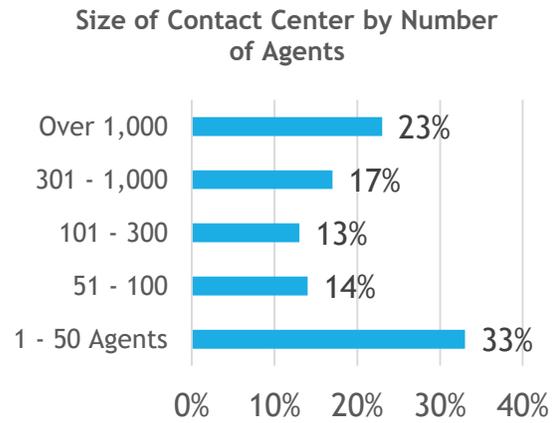
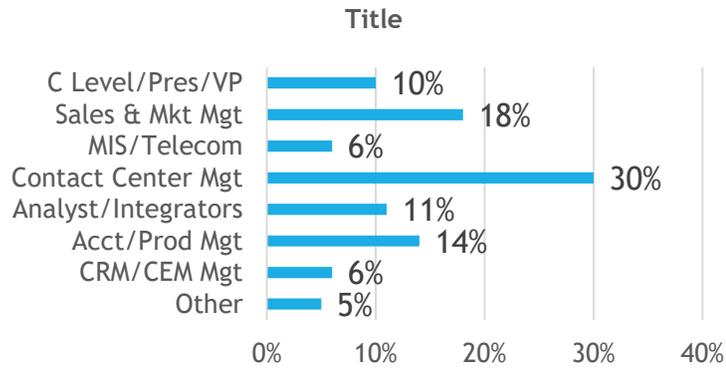
### Amplify Your Market Reach

CrmXchange engages in a broad range of programs, activities, and industry-wide promotion using:

- ▶ **Co-marketing agreements** with other leading Contact Center/CX organizations, events, publications and websites
- ▶ **Press release distribution**
- ▶ **Email newsletters** sent to more than 36,000 contact center/CX professionals
- ▶ **Reciprocal links** to and from related business sites
- ▶ **Ongoing trade organization involvement**
- ▶ **Active social media participation**

# Demographics

70% of the site visitors are at the managerial or executive level





# Webcast Options

## THE TRIED AND TRUE

CrmXchange provides support: Management will work closely with you to help you create the most effective webcast for your target audience. Benefit from our extensive experience and proven expertise in shaping events that will attract maximum participation. **Plus an Optional Editorial Promotion:** Executive Interview or a Product Review will be posted on the CrmXchange home page for 30 days prior to the live event.

## 'GOT PARTNERS?' PROGRAM

For a flat fee bring in up to 3 additional organizations of your choosing. This is a great way to generate leads and tell your story for a fraction of the cost of a traditional webcast.

## 'MVP' CUSTOMER CHRONICLE PROGRAM

Attendees want to hear the challenges strategies, and outcomes of your solution. CrmXchange management will work closely with you and your customer to help craft the messaging and discuss the best way to get your message across in a factual, fun manner.

## TECHNOLOGY SHOWCASE

The CrmXchange audience is constantly looking for new applications that can help them operate more efficiently and improve the customer experience. The Technology Showcase enables you to promote your solution in a 30-minute demo webcast with plenty of time for a Q&A.

## BUILD IT! SERIES

With the large number of choices available, companies must select from a vast and confusing array of solutions; including those offered by your direct competitors. By providing organizations with a roadmap, you are also demonstrating why your specific solution is the one they need. The Build It! webcast helps you create champions who will actively advocate working with your company.

## WEBCAST PROMOTION ONLY

If you are planning to produce your own webcast, we can help boost registration.

The promotional package includes:

- ▶ 2 email promotions
- ▶ Listing on the CrmXchange webcast page
- ▶ Your own landing page for 6 months
- ▶ Listings on Twitter, Facebook and LinkedIn



# Webcast Marketing Promotion

## All Webcast Options include the following:

**Multi-Stage Marketing Campaign** - Promotion begins 4-6 weeks prior to event.

### Sponsorship includes:

- Four solo emails distributed to more than 36,000 opt-in recipients. Subject line and body content tested to ensure the highest level registration.
- Promoted in the CrmXchange monthly newsletters.
- Spotlighted in the “Featured Webcast” section at the top of CrmXchange home page.
- Landing page with your webcast description and speaker bios.
- **Plus Social Media Promotion:**
  - CrmXchange promote your webcast on Twitter, Facebook and LinkedIn.
  - To add impact, CrmXchange staff will collaborate with your company to produce 4 tweets to be sent out during the webcast.

### Also Included:

- |                                    |                                  |
|------------------------------------|----------------------------------|
| + Customized Registration Form     | + Professional CrmXchange Host   |
| + Webcast Follow-Up to Registrants | + Post Webcast Survey            |
| + Webcast Practice Session         | + Webcast Archiving for One Year |

#### + Webcast Reporting:

- *All registrants and attendees*
- *Polling Responses*
- *Q & A during the event*
- *Survey Responses*



# Multi-Sponsor Roundtables

Online forums where suppliers share their expertise in a fast paced interactive environment. Bring your biggest and best ideas to the forum.

Let us arrange for you to be with the right company to create a successful webcast.

**Access to a powerful audience:** The roundtable format enables you to reach key personnel who may not have the time or resources to attend “face-to-face” industry conferences and trade shows.

**Experienced event coordination:** CrmXchange is the leader in creating educational events that deliver results for vendors - producing over 60 events per year.

**High quality lead generation:** Receive actionable leads from both the live event and archived recording.

**Ease of participation:** A turnkey process. We provide all technology for the event. All registrants will receive a link to the roundtable recording within 24 hours of the presentation.

**Convenience and cost-effectiveness:** Build awareness and generate leads while incurring no travel costs or time away from the office.

## What We Do

**The Ringleader:** CrmXchange moderator introduces sponsors/presenters, facilitates interaction between sponsors and conducts an audience Q&A.

**Lead delivery:** Provide a list of all roundtable registrants

**Post-event feedback:** Post roundtable survey

**Recorded event link:** A follow-up email to all registrants.

**Ongoing exposure:** Twelve month archive of the webcast

**Extensive Promotion** -To ensure the success of your roundtable, CrmXchange will co-market the event, giving your company maximum visibility to our audience.

- ▶ Four email invitations to the CrmXchange database
- ▶ In the CrmXchange Newsletter
- ▶ On the CrmXchange home page under the prominent “Featured Webcasts” section
- ▶ On social media with posts to appropriate LinkedIn groups and on Twitter



# 2023 Roundtables

## Selection of Roundtables

### 2023 Technology Webisode 30 Minutes

Present the benefits of your solution through a demo or slides in our bi-monthly webcast mini with up to 3 vendors.

### Best Practice Informational Roundtable 60 Minutes

An informative Q&A format provides for a lively exchange of ideas, strategies and best practices from participating sponsors.

### Tech Tank Roundtable 60 Minutes

Up to two vendors will participate and each organization has up to 20 minutes to demonstrate the capabilities of their applications.

## 2023 Roundtable Schedule

- ▶ **Tech Tank February - Preparing for the Future of WFM.** Demonstrate and discuss your tools to meet the staffing demands.
- ▶ **Best Practices July - Best Practices in WFO.** Deliver actionable insight to optimize the call center.
- ▶ **Best Practice August - Megatrends to Watch for in 2024 and Beyond.** Join our panel as we cover a variety of topics on the most important trends to follow.
- ▶ **Best Practices September - Seamless Customer Experience: Combining AI, VA with Live Agents.** Show potential clients which specific solutions provide the greatest potential to enhance customer relationships for their business.
- ▶ **Best Practices October- Contact Centers Biggest Challenges and How to Turn Them Around.** Discuss top issues affecting your customer service department expectations.
- ▶ **Best Practices December - Reduce Agent and Customer Effort.** This panel will discuss how making it easier for your agents results in happier customers.

# Packaged Programs



## Sponsor Integrated Program

HOSTING TWO OF YOUR OWN WEBCAST SESSIONS

All of the benefits of a CrmXchange webcast PLUS:

**TWO FEATURED COLUMNS** - Author your own columns and featured on CrmXchange for one month for each column. Your columns will also be featured in our newsletter.

**PARTICIPATION IN A MULTI-SPONSOR ONLINE ROUNDTABLE**

**SOLO WHITE PAPER/EBOOK** - Distributed to 36,000 recipients. Posted in the white paper section of CrmXchange for one year. You will receive the contact information for everyone who requests your content.

**EXECUTIVE INTERVIEW OR PRODUCT REVIEW** - An interview with a high-level executive from your corporation or a product review for each webcast will be featured for one month on our home page and in the CrmXchange email newsletter. The content will be archived for one year.

**LISTINGS IN VENDOR DIRECTORY** - Your company will be listed in the appropriate categories of the Vendor Directory with a description of your products and services and a link to your home page.

**WHITE PAPERS & CASE STUDIES** - Post up to 5 additional white papers or case studies on CrmXchange with a link to your home page.

# Content Distribution Options

## WHITE PAPER/EBOOK DISTRIBUTION

- ▶ Distributed 2x to more than more than 36,000 opt-in recipients.
- ▶ Promoted on CrmXchange home page including a link to the white paper and your company logo.
- ▶ After the promotional month, content is archived in the appropriate white paper section of CrmXchange for one year—giving you additional leads and exposure.
- ▶ Option to create your own landing page

## Email Campaign

You can provide the promotional HTML and landing page or CrmXchange will create the email and capture the leads.

## Social Media

Links will be posted on Twitter and Facebook.

# Virtual Conferences



While convenience, safety and cost savings are an advantage offered by any online event, CrmXchange's Virtual Conferences are proven to produce results that keep attendees and suppliers coming back!

When CrmXchange pioneered the concept of online virtual events for the CX/contact center space 16 years ago, it was in response to a changing economic model. Many issues, such as the high cost of travel, soaring conference fees and lost time from critical responsibilities are as true today as when virtual conferences started.

From its inception, we've made our online events an alternative complement to live conferences. We continually monitor what works ...and what doesn't ...to make them more engaging for our attendees and less labor-intensive for our sponsors. The goal has always been to ensure they are high-quality, educational events as well as meaningful lead-gen vehicles.

CrmXchange's experience makes a difference:

- ▶ From the moment we begin promoting our event, we start gathering solution-specific leads for our exhibitors.
- ▶ Participating sponsors receive information for those who've registered for their educational presentation.
- ▶ Exhibitors have virtual "booths" to both distribute content and develop leads for their products.

# Virtual Conferences



## Conference Schedule

**The Journey of the Connected Customer- March, 2023  
(Limited to 6 Sponsors)**

**Sample Tracks:** 1)Artificial Intelligence, 2)Customer Journey, 3)Voice of the Customer, 4) Employee and Agent Retention 5) Digital 6) Trends 7) Customer Insights and Analytics.

**Techniques for Training, Coaching and Employee Engagement - June, 2023**

In conjunction with Quality Assurance and Training Connection

**Workforce Optimization Weeks - Two Virtual Conferences—Back-to-Back for Greater Impact - November, 2023**

- **Workforce Management and Performance Optimization**

In conjunction with the Society of Workforce Planning Professionals (SWPP)

- **Quality Assurance and Analytics**

In conjunction with the Quality Assurance Training Connection (QATC)

## Conference Marketing

CrmXchange has the resources and the relationships to deliver a highly qualified audience to our exhibitors. Including:

- ▶ Email promotions to more than 36,000 professionals from CrmXchange’s email newsletter opt-in lists.
- ▶ For WFO and Training, Coaching and Employee Engagement conferences, email promotions will be sent to more than 9,000 targeted WFM professionals and QA professionals from the SWPP and QATC lists.
- ▶ A public relations campaign designed to promote the conference.
- ▶ Use of search engine optimization techniques and pay per clicks to drive prospective attendees to the conference.
- ▶ Use of social media to promote the Conference.

# Virtual Conference Sponsorship Options



## Sponsorship Options:

Sponsors will receive contact information for all those who register for your session.

- ▶ **BRONZE:** (*Workforce Optimization Weeks Conferences Only*) Participate with up to three vendors in a roundtable discussion.
- ▶ **KEYNOTE:** Your organization will introduce the speaker and provide the audience with a brief description of your organization.
- ▶ **SILVER:** Sponsor an analyst/consultant presentation. You have the option of introducing the speaker, presenting a 5-minute case study, and hosting the Q&A. As an alternative to the consultant sponsorship, you can choose to participate in a roundtable led by a moderator. (*WFO and Training conferences only*)
- ▶ **GOLD:** Your own educational presentation based around the theme of the conference.
- ▶ **PLATINUM:** (*Workforce Optimization Weeks Conferences Only*): Includes two educational webcasts - one presentation in the QA/Analytics program, one in the Workforce Management/Performance Optimization event.

## You'll Receive:

Your sponsorship includes a booth in the exhibit hall:

- ▶ The ability to distribute your white papers, case studies, press releases, videos, etc. to attendees.
- ▶ You will receive contact information for all attendees who enter your booth during the conference, including records of the downloaded documents.
- ▶ Offer a booth giveaway to increase traffic.

### Plus

- ▶ **Registration Leads.** Detailed information for all registrants who indicate they would like to speak with your company upon registering for the event.
- ▶ **Visibility.** Sponsor name on all promotions.
- ▶ **Swag Bag.** Attendees have the ability to download curated content.

For More Information and Pricing

Contact Us: 941.702.8389 / [info@CrmXchange.com](mailto:info@CrmXchange.com)

Visit: [www.CrmXchange.com](http://www.CrmXchange.com) / [www.ecrmevents.com](http://www.ecrmevents.com)