

## **Features list 2009 – 10/02/09**

Please note the following:

- All features on this list are subject to change at the editor's discretion.
- This list is not exhaustive – additional features will be scheduled and commissioned closer to the time of publication, reflecting current issues in the market.
- This will be updated on six monthly basis – see [www.b2bm.biz/forwardfeatures](http://www.b2bm.biz/forwardfeatures) to check you have the latest version.

### **March 09**

Cover story: Marketing to the public sector

Best practice: Customer loyalty

Digital marketing: Campaign microsites

Data Q&A: Buying strategies or models

Event preview: IDM B2B Conference

**Deadline for contributions:** February 3

**Event:** Social media – half day conference, March 4, Century Club

### **April 09**

**Issue theme: Email**

Cover story: The future of email marketing

Best practice: Evaluating creative

Digital marketing: Domain names

Tech review: Email marketing systems

Data Q&A: Email data

**Deadline for contributions:** March 2

### **May 09**

**Issue theme: Lead management**

Cover story: Lead management and demand generation

Best practice: Thought leadership content

Digital marketing: Engaging web content

Data Q&A: Data management

Technology: Demand generation platforms

**Deadline for contributions:** April 1

## **June 09**

### **Issue theme: Social media**

Cover story: Social media

Best practice: Using LinkedIn, Facebook etc.

Digital marketing: Understanding social media landscape

Technology: Implementing a social media platform

Data Q&A: Modelling

**Deadline for contributions:** May 1

## **July/August 09**

Cover story: The evolution of PR

Best practice: Integrated techniques

Digital marketing: WebTV

Data Q&A: Enhancement

Tech review: On demand CRM solutions

**Deadline for contributions:** June 1

## **September 09**

Best practice: Telemarketing

Digital marketing: Podcasts

Data Q&A: CRM

**Deadline for contributions:** TBC

**Event:** B2B brands (half day – date and venue TBC)

## **October 09**

Best practice: Budgeting

Digital marketing: Pay-per-click

Data Q&A: Email data

Event preview: B2B Marketing Awards

**Deadline for contributions:** TBC

## **November/December 09**

Best practice: Marketing automation

Digital marketing: Online directories

Data Q&A: Supplier selection

**Deadline for contributions:** TBC

**Events:**

B2B Marketing Conference (full day)

B2B Marketing Awards 2009 (evening)

**January 10**

Best practice: Communicating with the board

Digital marketing: Online analytics

Data Q&A: Building a database

**Deadline for contributions: TBC**