

22/10/09

Features list 2010

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 and news analysis articles will be scheduled and commissioned closer to the time of publication, reflecting current issues in the market.
- This list will be updated on six monthly basis – see www.b2bm.biz/forwardfeatures to check you have the latest version.
- A synopsis of features in the upcoming issue will be available online the month prior to publication date.

January 2010

Cover story: Online communities
Best practice: Board communication
Digital marketing: Online analytics
Data Q&A: Building a database

Deadline for contributions: November 20, 2009

Event: Email marketing – seminar, January 27, Century Club, London

February 2010

Cover story: Pull marketing
Digital marketing: New job titles
Best practice: Brand guidelines for the digital age
Data Q&A: Online data gathering

Deadline for contributions: December 24, 2009

Event: Social media – seminar, date TBC, Century Club, London

March 2010

Cover story: Marketing automation
Digital marketing: Crowd sourcing
Best practice: Online lead generation
Data Q&A: Using personas

Deadline for contributions: January 29, 2010

April 2010

Cover story: Content marketing

Digital marketing: Twitter

Best practice: Online video

Data Q&A: Social media for data enhancement

Deadline for contributions: March 1

May 2010

Cover story: Exhibitions (TBC)

Digital marketing: Trigger campaigns

Best practice: Customer experience

Data Q&A: Identifying goneaways

Deadline for contributions: April 1

June 2010

Cover story: TBC

Digital marketing: Word of Mouth marketing

Best practice: Honing traditional channels

Data Q&A: Channel data

Deadline for contributions: April 30

July/August 2010

Cover story: TBC

Digital marketing: Integrated marketing

Best practice: Defining leads

Data Q&A: Financial data

Deadline for contributions: TBC

September 2010

Cover story: TBC

Digital marketing: Facebook

Best practice: Market research

Data Q&A: Lead qualification

Deadline for contributions: TBC

October 2010

Cover story: TBC

Digital marketing: Events – integrating online and digital

Best practice: Channel marketing

Data Q&A: Data legislation

Deadline for contributions: TBC

November/December 2010

Cover story: TBC

Digital marketing: CRM

Best practice: Telemarketing

Data Q&A: Personalisation data

Deadline for contributions: TBC

Events: B2B Marketing Awards, date and venue TBC; B2B Marketing Conference, date and venue TBC

January 2010

Cover story: TBC

Digital marketing: Advanced campaign metrics

Best practice: SEO

Data Q&A: Data cleansing

Deadline for contributions: TBC