

MULTICHANNEL MERCHANT Webinars



Targeted. Interactive. ROI Driven. Unbeatable Value.

GENERATE QUALIFIED SALES LEADS WITH A UNIQUE MARKETING SOLUTION

Multichannel Merchant Webinars are online events that cover a wide variety of multichannel topics and are broadcast live on the Web with streaming audio. Audiences have real-time interaction with senior executives and key industry leaders to discuss new solutions, best practices, and actual case studies.

REACH KEY MARKETING PROFESSIONALS

Leverage the strength of the **MULTICHANNEL MERCHANT** franchise—your Webinar is targeted to and attended by senior level decision makers with purchasing authority. In fact, **97% of MULTICHANNEL MERCHANT subscribers are involved in the purchase of promotion-related products and services¹**. As the Webinar sponsor, you receive contact information for all registrants.

In addition, through our more than 70 business-to-business publications, 130 Websites, 100+ newsletters, 20 trade shows, and 450 books and directories, you can target more than 20 market sectors to generate a wider audience for your Webinar.

Source: 1. Publisher's Own Data, 11/06.

MULTICHANNEL MERCHANT produces, markets and broadcasts the Webinar.

Your sponsorship includes:

- Aggressive marketing campaign (see page 2 for details)
- Recognized editorial representative to oversee/moderate the session
- Complete production crew
- Real-time polling and Q&A
- Attendee registration, monitoring and reporting
- Event archiving and online posting for 24/7, on-demand viewing

Sponsor provides: Suggested webinar topics, title and description, (to be finalized/approved by Multichannel Merchant editorial); logo and banner ads for promotion; and qualification questions for attendee registration page. Sponsor may provide a representative for the presentation, and is encouraged to arrange for an additional speaker such as an analyst or industry expert. MULTICHANNEL MERCHANT's editorial panel reserves the right to review all content and to approve all speakers. Contact your sales representative for more details.



FOR MORE INFORMATION ON

MULTICHANNEL MERCHANT WEBINARS, CONTACT:

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MULTICHANNEL MERCHANT Webinar Marketing Program

Sample Webinar Landing Page

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mcm live A Multichannel Integration Seminar... REGISTER NOW for only \$445!

We know Do you know who is who? experian

PRINT CHANNEL | WEB CHANNEL | CROSS CHANNEL | OPS & FULFILLMENT | RETAIL CHANNEL | BUYER'S GUIDE | TOOLBOX | EVENTS

Sponsored by: experian

Multichannel Merchant Webinar Series

Engineering Loyalty:
Your roadmap to customer-centric retail marketing

Live Webinar:
Thursday, August 17, 2006
2:00 PM Eastern / 11:00 AM Pacific
Sponsored by: Experian Marketing Solutions

[Register Now](#)

Today's consumers demand a seamless shopping experience, across all channels, all products, and all geographies. We know that retailers who can deliver on this demand are building an expressway to loyal customers. So why are so many retailers missing the on-ramp?


Join Multichannel Merchant and sponsor Experian Marketing Solutions and we'll show you how to generate your roadmap to a customer-centric model for retail marketing.


Optimizing your efforts for loyalty
Creating long-term customer loyalty requires changing your operations to support a customer-centric marketing model. Building on the previous session in which we covered the foundational steps of the roadmap to customer centric retail marketing, we'll discuss how to use insight to customer behaviors and attitudes to optimize your marketing efforts. This level of optimization impacts customer loyalty by ensuring the highest level of communication relevance in all of your marketing efforts.


During this session we'll continue our discussion of the five steps to a customer-centric retail marketing plan, focusing on:


- Determining your optimal channel investment using a trade area analysis.
- Showing the value of segmentation-driven contact strategies.
- Applying household level segmentation to your media planning strategies.

Our Panel


John Hayes
Independent Marketing Consultant


Alex Schumacher
Director Retail and Catalog
Experian Marketing Solutions


Maro C. Fanelli
Vice President
Business Strategies Group
Experian Marketing Solutions


Sherry Chiger
Editorial Director
Multichannel Merchant

[Register Now](#)

experian
We know
How to use insights into multichannel consumer behavior to build customer loyalty.
[To learn more](#)

Webinar Landing Page

- Site and newsletter traffic is directed to this Web page that features a description of your Webinar, "what you will learn" bullet points, speaker information and links to register. Links to additional material supplied by Sponsor (white papers, research, handouts, etc.) also appear on this page.

- Exclusive sponsorship space: banner ads (728x90 and 160x600) and logo with links to Sponsor's Website.

3 Solo Emails to MULTICHANNEL MERCHANT List(s)

- All emails include the same information as the Webinar Landing Page and link directly to the Webinar registration page. Each email includes Sponsor's name and/or logo.

Website Advertising

- Run-of-Site banner ads (created by MULTICHANNEL MERCHANT) promote the Webinar and link to the Webinar Landing Page during the 30 days prior to the event.

3 Newsletter sponsorships MULTICHANNEL MERCHANT Weekly

- Text and banner ads (created by MULTICHANNEL MERCHANT) promote the Webinar and encourage registration. Each ad includes Sponsor's name and/or logo.

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