

MULTICHANNEL MERCHANT 2009

editorial calendar

January 2009

Catalogs

- Catalog Critique
- Quarterly Paper Update

E-commerce

- Long Tail: The "nichier" the product, the better
- Web 2.0 update
- Faceted navigation and SEO

Marketing

- Nine tools merchants can't live without
- How small catalogers can enhance the customer experience
- Behaviorally triggered e-mails

List & Data Strategies: Prospecting via non catalog sources

Operations + Fulfillment

- Critical changes in the parcel marketplace
- Improving your fulfillment margin

Stores

- Store security update

B-to-B

- Getting your catalogs past the mailroom

Ad Close: December 3rd

Material Deadline: December 10th

February 2009

Catalogs

- Herschell Gordon Lewis on Copy
- Options in inks

E-commerce

- Website Critique
- Electronic content management systems
- Blogs and SEO

Marketing

- Situational circulation: When should your circ plan change?
- E-mail deliverability update. What's the latest?
- Conducting your own multichannel audit

List & Data Strategies: Marketing to ship-to/giftee names

Operations + Fulfillment

- Curt Barry on free shipping and handling offers
- Distribution center safety

Stores

- Francey Smith on going beyond loyalty and direct mail programs

Bonus Distribution: e-Tail

Ad Close: January 5th

Material Deadline: January 12th

MARCH 2009

Catalogs

- Catalog Critique
- Dos & don'ts of paper buying

E-commerce

- Helping site shoppers choose: Making the most of site search engine, sorts and filters
- Usability testing for any budget
- Optimizing for local search

Marketing

- Do more with less: Repurpose with a passion
- E-mail metrics overview
- 10 tips for improving conversions

List & Data Strategies: Segmentation for b-to-b

Operations + Fulfillment

- Shipping as a profit center?
- Strategies for a greener DC

Stores

- Managing retail kiosks

Bonus Distribution: NEMOA, Search Engine Strategies (SES)

Ad Close: January 28th

Material Deadline: February 4th

APRIL 2009

Catalogs

- Herschell Gordon Lewis on Copy
- Going greener with paper choices
- Quarterly paper update

E-commerce

- Website Critique
- Shopping for an e-commerce platform
- Usability design

Marketing

- Multichannel pricing and promotions
- 10 metrics you should be watching
- List & Data Strategies:** Matchbacks—Three different companies, three different approaches

Operations + Fulfillment

- Curt Barry on the IT vendor landscape
- Packaging products roundup
- Click-to-chat customer service.

Stores

- What's new in retail digital media

B-to-B

- Improving the b-to-b box experience

Bonus Distribution: NCOF, Ad Tech

Ad Close: February 27th

Material Deadline: March 6th

May 2009

Catalogs

- Herschell Gordon Lewis on Copy
- Catalog Critique
- Redesigning for slim-jim sizes

E-commerce

- On-site search: How to improve an integral part of your Website's navigation
- Implementing customer reviews
- Navigation that goes beyond store signage and removes obstacles to purchase
- What to do when your e-mail servers have been blacklisted

• Top online faux pas Web marketers make

Marketing

- Merchandising your brand: The power of the total story
- Square-inch analysis and your marketing/creative strategies

List & Data Strategies: Building files with user-generated content

Operations + Fulfillment

- Curt Barry on executive dashboards across the enterprise
- Mitigating the impact of fuel surcharges
- Capturing phantom demand

Stores

- Francey Smith on the idea org chart for multi-channel retailers

B-to-B

- Technology to help field service sales

Bonus Distribution: ACCM

Ad Close: April 2nd

Material Deadline: April 9th

JUNE 2009

Catalogs

- Tips for stronger pagination
- Paper weight: How low can you go

E-commerce

- Website Critique
- SEO tactics to steer clear of
- Site analytics update

Marketing

- Fighting e-mail list attrition
- Crucial components of a contact strategy

List & Data Strategies: Co-op databases

Operations + Fulfillment

- Order management software roundup
- How b-to-b telemarketers handle voice mail

Stores

- Store execution management software

Bonus Distribution: IRCE 2009

Ad Close: May 4th

Material Deadline: May 11th

MULTICHANNEL MERCHANT 2009

editorial calendar

July 2009

Catalogs

- Quarterly Paper Update
- Herschell Gordon Lewis on Copy

E-commerce

- The latest on dynamic merchandising
- Widget best practices

Marketing

- Merchandising stickiness: The nuances of packaging, pricing, promotions

List & Data Strategies: Persona marketing

SPECIAL FEATURE

MULTICHANNEL MERCHANT 100

Operations + Fulfillment

- Curt Barry on applying automation to improve fulfillment
- Inside real-life carrier contract negotiations

Stores

- Francey Smith on valuing your customers as assets

B-to-B

Ad Close: June 3rd

Material Deadline: June 10th

August 2009

Catalogs

- Catalog Critique
- Creating compelling covers

E-commerce

- Why sites should follow the Google business model
- Tools, tips and data for monitoring the competition

Marketing

- 10 powerful multichannel conversion stimulants

List & Data Strategies: Behaviorally targeted e-mail offers

Operations + Fulfillment

- Service options for residential shippers
- Material handling for maximum efficiency
- Warehouse automation technology

Stores

- Curbing returns fraud

B-to-B

- Reviews and testimonials for b-to-b

Bonus: Ad Awareness Study

Bonus Distribution: e-Tail, Search Engine Strategies

Ad Close: July 2nd

Material Deadline: July 10th

September 2009

Catalogs

- Herschell Gordon Lewis on Award-Winning Copy

E-commerce

- Site search: What you need to know
- Launching a site redesign or new platform

SPECIAL FEATURE

2009 MCM Award Winners

Marketing

List & Data Strategies: Business segmentation strategies

Operations + Fulfillment

- Curt Barry on taking a financial view of managing inventory
- Peak season planning

Bonus Distribution: Shop.org & NEMOA

Ad Close: August 4th

Material Deadline: August 11th

October 2009

Catalogs

- Herschell Gordon Lewis on Copy
- Catalog Critique
- Paper: Determining your carbon footprint
- Quarterly Paper Update

E-commerce

- Optimizing your landing page for paid search campaigns, natural search spiders, and humans
- Improving your e-commerce team's effectiveness
- E-mailing in the mobile market
- 10 ways to build up your links

Marketing

- A merchant's real world MBA
- Breaking down the silos with a strategic brand document

List & Data Strategies: Building a file from store sources

Operations + Fulfillment

- Curt Barry on outsourcing call center and fulfillment services
- Handling return shipments: the art of reverse logistics
- Contact center technology

Stores

- Francey Smith on the four levels of customer centric competency for retailers

B-to-B

- Handling the first customer contact

Bonus Distribution: DMA Annual

Ad Close: September 2nd

Material Deadline: September 10th

NOVEMBER 2009

Catalogs

- Creative challenges: Translating low budgets to big ideas
- Shopping for a printer

E-commerce

- Website Critique
- Building a faster site
- Corporate blogs

Marketing

- Inspired merchandising: Connecting customers to the soul of your brand

List & Data Strategies: 10 components of a contact strategy

Operations + Fulfillment

- International shipping options
- Making the most of DC space
- Transportation management systems (TMS)

B-to-B

- Multisourcing: Attributing complex drivers to a single order

Bonus Distribution: Ad Tech

Ad Close: October 5th

Material Deadline: October 12th

DECEMBER 2009

2010 Annual Buyers Guide

The comprehensive guide to offline & online suppliers in all categories- e-commerce, lists, fulfillment, e-mail marketing, contact centers and more.

Catalogs

- 10 rules of catalog creative
- Pros and cons of buying your own paper

E-commerce

- Using personas to help your site sell more
- Essential tools for SEO

Marketing

- Benchmark Report—Critical Issues and Trends

List & Data Strategies: Reactivation strategies

Operations + Fulfillment

- Benchmarking transportation services and rates
- Curt Barry on sharpening your e-commerce spend

Stores

- Site selections strategies

B-to-B

- Making Webinars work for you

Bonus Distribution: NCDM

Ad Close: November 2nd

Material Deadline: November 9th