



## **B2B Marketing magazine features list 2012**

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 periodically – see [www.b2bmarketing.net/forward-features](http://www.b2bmarketing.net/forward-features) 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, as will deadline details for contributions. Sign up to the RSS feed at [www.b2bmarketing.net/forward-features](http://www.b2bmarketing.net/forward-features) for an email notification of when the latest features are posted.
- For information on how to contribute to one of these features – or any of our other regular features – go online to [www.b2bmarketing.net/contribute](http://www.b2bmarketing.net/contribute) or email [victoria.clarke@b2bmarketing.net](mailto:victoria.clarke@b2bmarketing.net)

### **January 2012**

Cover story: Marketing through the ages

Feature: Customer centricity

Best practice: Infographics

### **February 2012**

Cover story: The role of the CRO

Feature: Courting the press

Best practice: Social media measurement

**March 2012**

Cover story: Top 20 up & coming B2B marketers

Digital marketing: Google Plus for Business

Best practice: Internal marketing

**April 2012**

Cover story: Email RIP

Feature: Awards programmes

Best practice: Sales and marketing

**May 2012**

Cover story: B2B media

Feature: The cloud

Best practice: Using research for marketing

**June 2012**

Cover story: TBC

Feature: Experiential marketing

Best practice: Facebook

**July/August 2012**

Cover story: TBC

Feature: Becoming a content provider

Best practice: Location-based marketing

**September 2012**

Cover story: TBC

Feature: Social data

Best practice: Brand reputation management

**October 2012**

Cover story: TBC

Feature: Next generation of B2B marketers

Best practice: Customer experience management

**November/December 2012**

Cover story: TBC

Feature: CSR

Best practice: Search