









THE BLOG

Made for Retail, by Retailers



2013 Editorial Calendar

Month/Theme 	Special feature	Regular features
April  International Expansion	<ul style="list-style-type: none"> Ecommerce Everywhere: Overcoming Currency, Logistics and Shipping Battles 	<ul style="list-style-type: none"> Retailer Q&A (with retailer spending time/budget on international expansion) New retailers/technology relevant to international expansion
May  Omni-Channel	<ul style="list-style-type: none"> Transitioning from Multi-Channel to Omni-Channel: how retailers will continue to evolve with an increased focus on holistic-style channel marketing 	<ul style="list-style-type: none"> One Thing I Can't Live Without Q&A (with retailer spending time/budget on email) New retailers/technology relevant to omni-channel marketing
June/July  Email Marketing	<ul style="list-style-type: none"> The Future of Email: How it will Survive & How it will Need to Change to Do So 	<ul style="list-style-type: none"> One Thing I Can't Live Without Q&A (with retailer spending time/budget on email) New retailers/technology relevant to email marketing
August  Customer Experience	<ul style="list-style-type: none"> How To Best Manage Online Reputation & Turn Customer Complaints Into Assets 	<ul style="list-style-type: none"> One Thing I Can't Live Without Q&A (with leading customer experience retailer) New retailers/technology relevant to CRM/Loyalty
September/October  Luxury	<ul style="list-style-type: none"> How to Protect the Value of your Brand Online 	<ul style="list-style-type: none"> One Thing I Can't Live Without Q&A (with Luxury retailer) New retailers/technology relevant to luxury
November  Holiday!	<ul style="list-style-type: none"> Ensuring You're Ready for the Next Two Months of Holiday Madness – if you haven't Prepared, You're Late! 	<ul style="list-style-type: none"> New retailers/technology relevant to holiday readiness in e-commerce One Thing I Can't Live Without Q&A
December  Social	<ul style="list-style-type: none"> Twitter and Facebook Commerce: Top Tactics to See Actual, REAL Success 	<ul style="list-style-type: none"> New retailers/technology relevant to Social Media/Social Commerce One Thing I Can't Live Without Q&A (new iteration of the One Thing Q&A's; with retailer innovating in the social media space)

About the eTail Blog: The eTail Blog is a source of exclusive content generated by and for the ecommerce community. Have you visited it yet? More than 4,000 people a month do, and that number's only growing.

Every week we're writing about what's happening in the industry and how we can make the most of it by educating ourselves on best practices and overcoming challenges. Most importantly, we are bringing the experts' words and advice straight to you. While we do know a thing or two about the multi-channel retail world, we prefer to look to the professionals...the Directors of Ecommerce, VP's of Marketing, Customer Experience Officers, Digital Marketing Officers...the list goes on. These are the folks who are living and breathing multi-channel marketing everyday, and we're here to share with you their advice, experiences, news and guidance. www.thetailblog.com

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