

Editorial Calendar 2017

The Singapore Marketer

Jan-Mar'17	Apr-Jun'17	Jul-Sep'17	Oct-Dec'17
Themes:			
BIG DATA & ANALYTICS	MARKETING COMMUNICATIONS IN SOCIAL MEDIA	NEUROMARKETING	BRAND STORYTELLING
Possible Topics:			
<ul style="list-style-type: none"> • How data analytics will shape your company. • Where big data is heading in 2017. • Data analytics in cloud computing. • Data analytics and optimisation. • Does data analytics help deliver superior customer experiences? • Mobile marketing and data analytics. 	<ul style="list-style-type: none"> • Integrated marketing communications plan with social media. • How social media influence marketing communications? • Advertising in Social Media. • Public Relations in Social Media. • Direct selling using Social Media. • Integrating social media on your website. 	<ul style="list-style-type: none"> • Has the era of neuromarketing finally arrived? • Neuromarketing: How retailers get in your head? • Neuromarketing: Smart marketing or mind control tricks? • The prospects and limitations of neuromarketing. • Influence and manipulation. 	<ul style="list-style-type: none"> • How to use narrative to sell? • Brand storytelling to drive business results. • Effective brand storytelling using emotions. • Use storytelling to elevate your corporate brand in social media. • The impact of storytelling on consumer brand experience.
Submission deadlines:			
Title/ Synopsis – 15 Sep 2016 Article – 15 Oct 2016	Title/ Synopsis – 15 Dec 2016 Article – 15 Jan 2017	Title/ Synopsis – 15 Mar 2017 Article – 15 Apr 2017	Title/ Synopsis – 15 Jun 2017 Article – 15 Aug 2017