

Properties

The Wise Marketer ...

is the only global voice
for the **\$200 Billion**
dollar loyalty industry.

20,000 plus web visitors per
month are high-level marketing
executives, senior directors and
managers with day-to-day
accountability for customer
strategy and loyalty.

has more than **15 years of**
experience covering, commenting
on, and educating loyalty practitioners.

has more than **11,000 active,**
engaged email subscribers
from 50 countries around
the world.

launched **Loyalty Academy**
in 2015 and is the only forum
dedicated to educating loyalty
professionals in existence.

publishes **The Loyalty**
Guide - one of the most
respected digests of loyalty
best practices and case studies.

produces the **Loyalty**
Academy Conference each
year, as the only live forum
dedicated to exchanging
high quality thought
among loyalty
practitioners.

TheWiseMarketer.com (<http://thewisemarketer.com/>)

- Industry media site that publishes content regularly on its web portal as well as a weekly newsletter distributed to over 11,000 subscribers. Newsletter subscribers represent a mix of C-Suite and Senior managers to academics from more than 50 countries worldwide.
- The newsletter has a 16+ year history of success serving the industry as a singular unbiased global source of news and research for customer loyalty and marketing professionals.
- A majority percentage of its 20,000 plus web visitors per month are high level marketing executives, senior directors and managers with day-to-day accountability for customer strategy, and avid investors searching for information in all aspects of customer loyalty and marketing.
- Eighty percent (80%) of Wise Marketer traffic comes from organic search, meaning the content published is exposed to buyers, investors, and influencers looking for information during their research phase.

The Loyalty Guide (<http://www.theloyaltyguide.com/>)

- Now in its 7th edition, The Loyalty Guide offers over 1,400 pages of unrivaled customer loyalty and marketing intelligence for marketing leaders, including research, expert advice, market data, detailed case studies and research.
- The Loyalty Guide is available for online consumption as part of a Loyalty Academy Membership, or may be licensed by enterprises for use by their associates.

The Loyalty Academy (<http://loyaltyacademy.org/>)

- The first and only professional education program for loyalty marketing practitioners and other marketers with interest in developing a successful customer-centric enterprise.
- The Loyalty Academy offers a 15-module curriculum composed of core and elective courses, leading to professional accreditation in the loyalty field as a Certified Loyalty Marketing Professional (CLMP).
- The certification may be earned via individual consumption of live online courses or through completion of an official certification workshop, next scheduled October 23-26th in Fort Lauderdale, Florida.

Loyalty Academy Conference (<https://loyaltyacademy.org/>)

- The Loyalty Academy Conference brings together the leading minds in loyalty marketing for an intimate one-day conference of insightful learning and discussion of the biggest challenges in building customer loyalty today.

Opportunities

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Content Marketing through the Wise Marketer

TheWiseMarketer.com offers sponsors the most cutting-edge, response-generating approach by enabling you to sponsor content directly related to topics of interest to your audience. Business content readers are far more likely to click on useful or authoritative content than they are on ads, and are more likely to connect with organizations that provide useful content.

Website Channel Sponsors

20,000 monthly visits (and growing) can bring the right kind of awareness to the right people. WiseMarketer channel sponsors can claim topic, category and geographic exclusivity.

Webinar Presentation & Sponsorships

As a WiseMarketer partner your organization can become the presenting sponsor for one of our ongoing series of topical webinars. Or, if you have appropriate, proprietary content we can work with your team to facilitate your presentation to the WiseMarketer audience.

Co-sponsored Research & White Papers

Well researched, well written and well edited for The Wise Marketer's unique audience, co-sponsored reports and white papers represent powerful opportunities to put your brand, your opportunity squarely in the middle of their decision-making processes.

eBlast (Sponsored)

Reach worldwide C-suite executives, loyalty and customer experience practitioners who have each opted-in to receive our partner and sponsor messaging. We'll work with you to develop a unique, one-time campaign that creates awareness and engagement to these valuable and hard-to-reach decision-makers.

Email Banners

Limited and exclusive banner placements are available to our partners and sponsors. Get seen right along side of the high-quality content our email subscribers receive each week, digested from our daily posts.

Loyalty Academy Guest Lectures

The Loyalty Academy has created the first-ever certification program for Loyalty Marketers, designed to provide organizations and individuals with a thorough education in loyalty marketing theory and practice. Sponsors can co-create courses on a specific subject with Loyalty Academy faculty.

Sponsorship of the Loyalty Academy 2018 Conference

The annual Loyalty Academy Conference, hosted by the Wise Marketer Group, brings together the best minds in loyalty marketing for an intimate, one-day session of learning, sharing, and networking. The Loyalty Academy Conference forgoes the usual death-by-PowerPoint format of most conferences for open lanes of collaborative discussion. No sales pitches, no trade show gauntlet – just open, in-depth exploration of the biggest issues facing loyalty marketers today.