

# RETAIL TOUCHPOINTS EDITORIAL OPPORTUNITIES

Retail TouchPoints (RTP) is the go-to source for coverage of all aspects of the retail industry. Feature articles reveal top tactics and success stories from industry-leading retail innovators. RTP's niche is a focus on the customer-facing touch points of retail strategy, which help merchants deliver the best cross-channel customer service to current and future shoppers. Specific editorial opportunities include:

- ▶ **Retail TouchPoints Case Study:** Retailers look to their peers for help in choosing solution providers. Case study reports can help demonstrate the value of a solution or service. Retail TouchPoints publishes customer case studies in one of the e-newsletters and as part of Daily News online at [www.retailtouchpoints.com](http://www.retailtouchpoints.com). Each RTP case study features a detailed analysis of the solution and how it's being used by the customer, looking at the business model, implementation challenges and how the customer achieved success through ROI, increased sales or other specific metrics.
- ▶ **Solution Spotlight:** One of the primary goals of Retail TouchPoints is to provide retailers with cutting-edge insight into how to address some of their biggest challenges. The RTP Solution Spotlight showcases retail solutions in detail that can be accessed by more than 50,000 subscribers who may be looking to acquire new solutions or services. Each 200-300-word Solution Spotlight article includes relevant information about solution implementation, challenges, successes and metrics.

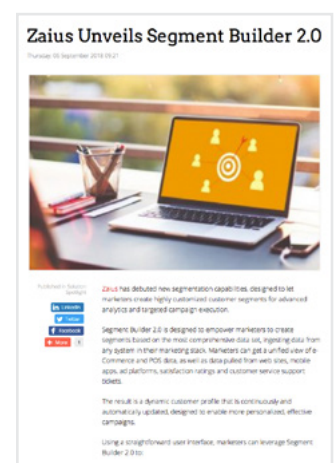
Solution Spotlight articles may include the following information:

- Name of product/service
- Product launch date
- Company name
- Product/service features
- Product's value to retailers
- Planned upgrades (optional)
- List of retail customers using the product (if available)
- Quote from one or more retail customers using the product (optional)
- Quote from provider executive (optional)

Solution providers are asked to complete a brief Solution Spotlight form by visiting [www.retailtouchpoints.com/features/solution-spotlight](http://www.retailtouchpoints.com/features/solution-spotlight). After the form is submitted, the RTP editorial team will review the submission and, if approved, will schedule the article for publication in one of the RTP weekly e-newsletters and on the RTP web site.



CASE STUDY



SOLUTION SPOTLIGHT

▶ **Executive ViewPoints:** Retail thought leaders are invited share their insights through a bylined article, which includes a brief author bio, headshot and company link. Accepted columns appear in one of the *Retail TouchPoints* e-newsletters and are featured on the RTP web site. Authors are asked to take a prescriptive approach, offering key strategies, recommendations and takeaways to help retailers optimize a particular area of the customer experience. ViewPoints is a rolling opportunity at RTP; we may be scheduling articles for publication weeks or months in advance. Submit ideas as early as possible to Adam Blair: [Adam@retailtouchpoints.com](mailto:Adam@retailtouchpoints.com) or Glenn Taylor: [Glenn@retailtouchpoints.com](mailto:Glenn@retailtouchpoints.com).

▶ **News and Press Announcements:** *Retail TouchPoints* publishes relevant retail industry news each week in the Tuesday e-newsletter and throughout the week as Daily News items, News Briefs and the Weekly News Roundup on the RTP web site, also via Twitter, LinkedIn and Facebook.

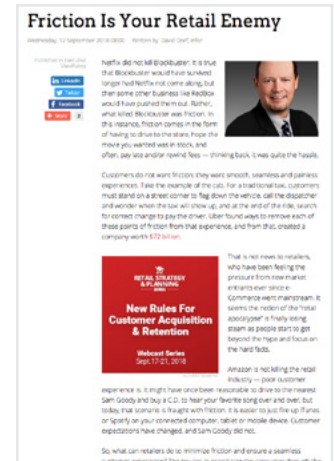
Note: Please submit editorial ideas at least one week in advance of desired publication date.

▶ **TouchPoints TV:** Retailers, industry analysts and solution providers are invited to join RTP editors for video and audio interviews, either in our New Jersey studio, via Skype or off site at a store location or during an industry event. These multi-media presentations cover key industry topics and trends and are archived on the RTP site for continuous viewing. Contact one of the editors to propose a topic and schedule an interview.

▶ **Features and Special Reports:** RTP publishes articles related to the hottest industry trends in selected newsletters during the year. Opportunities are available for editorial contributions to these articles. Review the 2019 *Retail TouchPoints Editorial Calendar* for more information, and reach out to the editorial staff with suggestions approximately 4-6 weeks prior to publication.

▶ **Retail TouchPoints Awards Programs:** Retail executives, PR reps and solution providers are invited to nominate retail companies and individuals for the following awards programs throughout the year:

- **May: Retail Innovator Awards**  
For individual retail executives disrupting the industry
- **Store Operations Superstar Awards**  
For retail companies succeeding with new strategies inside the store
- **Customer Engagement Awards**  
For retail companies achieving strides with new approaches to customer relationships



EXECUTIVE VIEWPOINT



- ▶ **Retail TouchPoints Contributing Blog Posts:** Retail thought leaders are invited to share their insights on high-level trends through the RTP blog: [www.retailtouchpoints.tumblr.com](http://www.retailtouchpoints.tumblr.com).

Criteria for the pieces are as follows:

- Word count: 300-600 words
- Industry trend focused, not sales or product oriented
- Include author head shot and brief bio with submission
- Casual, first-person blog style

Contributing blog posts are published on Mondays and will be scheduled in advance. Topic suggestions will be considered by the *Retail TouchPoints* editorial staff in the order received.

Send topic and author suggestions to Adam Blair: [Adam@retailtouchpoints.com](mailto:Adam@retailtouchpoints.com) or Glenn Taylor: [Glenn@retailtouchpoints.com](mailto:Glenn@retailtouchpoints.com).

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