

# MEDIA PACK

## THE WORLD'S MOST POPULAR CONTACT CENTRE PUBLICATION



MARCH 2024

callcentre   
helper.com

# OUR AUDIENCE

TOTAL 2023 STATS

2,735,280

READERS (VISITORS)

4,846,737

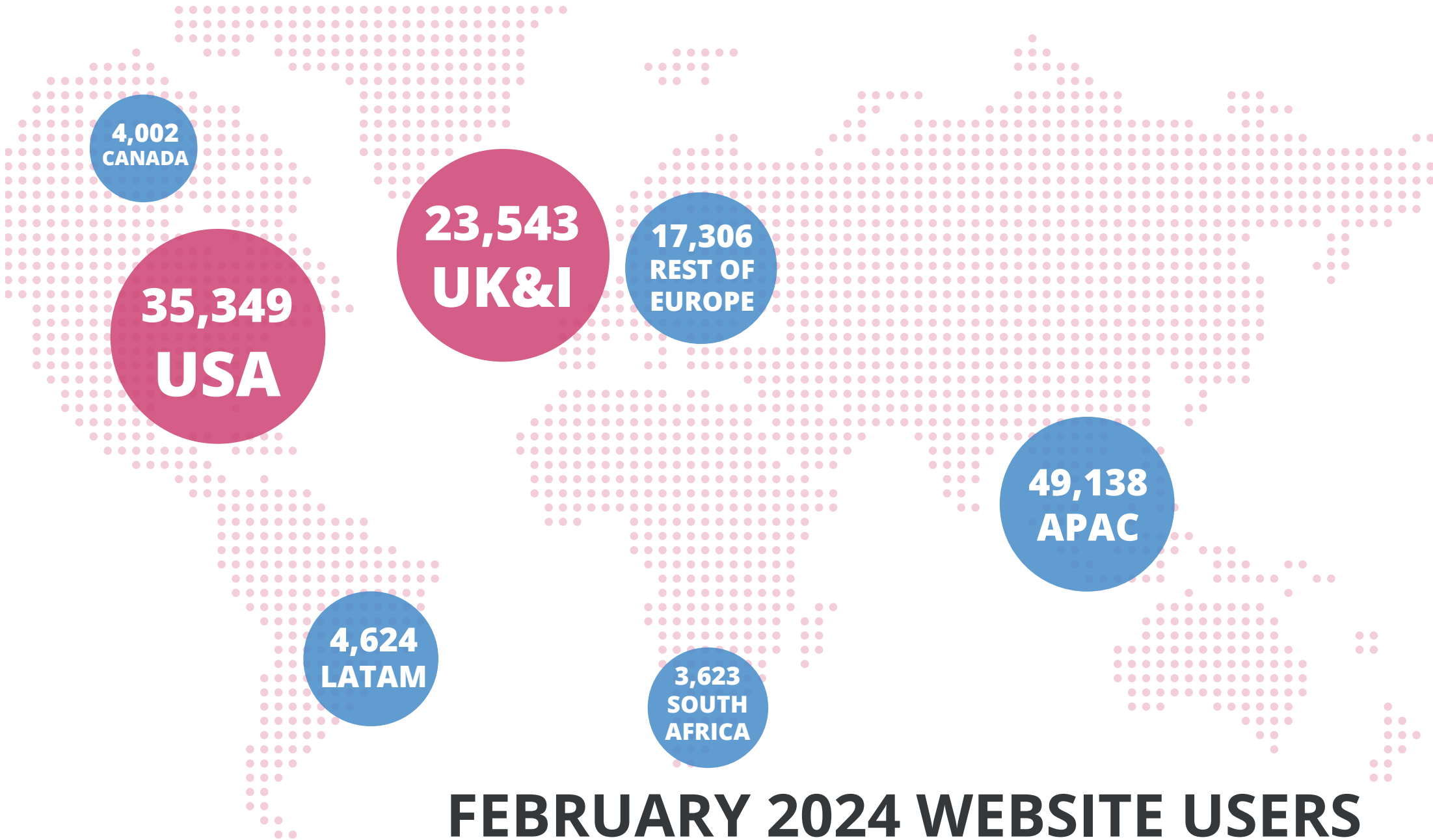
PAGE VIEWS

46,550

NEWSLETTER SUBSCRIBERS

99,211

SOCIAL MEDIA FOLLOWERS



FEBRUARY 2024 WEBSITE USERS

VISIT SITE

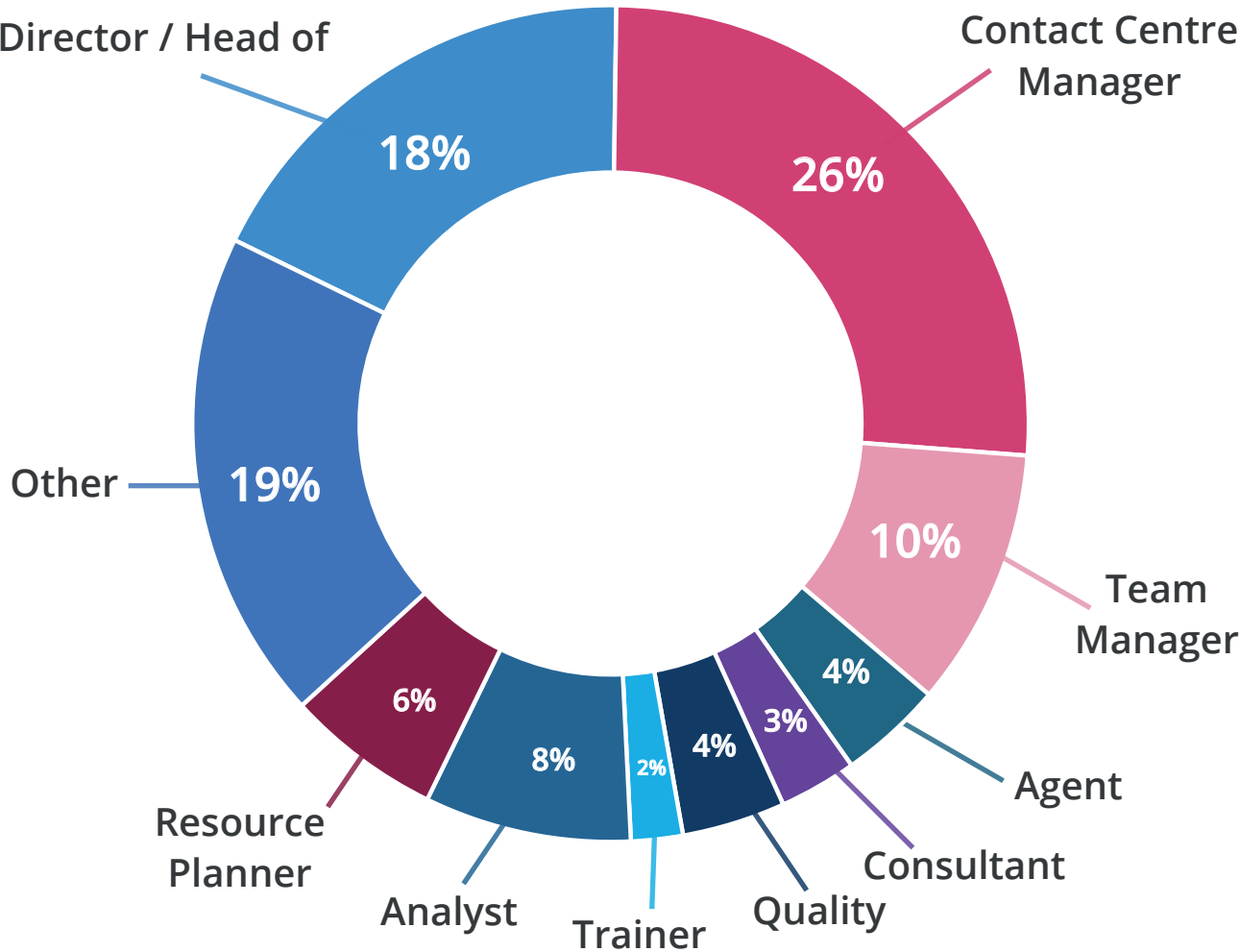
CONTACT THE TEAM

# AUDIENCE DEMOGRAPHICS

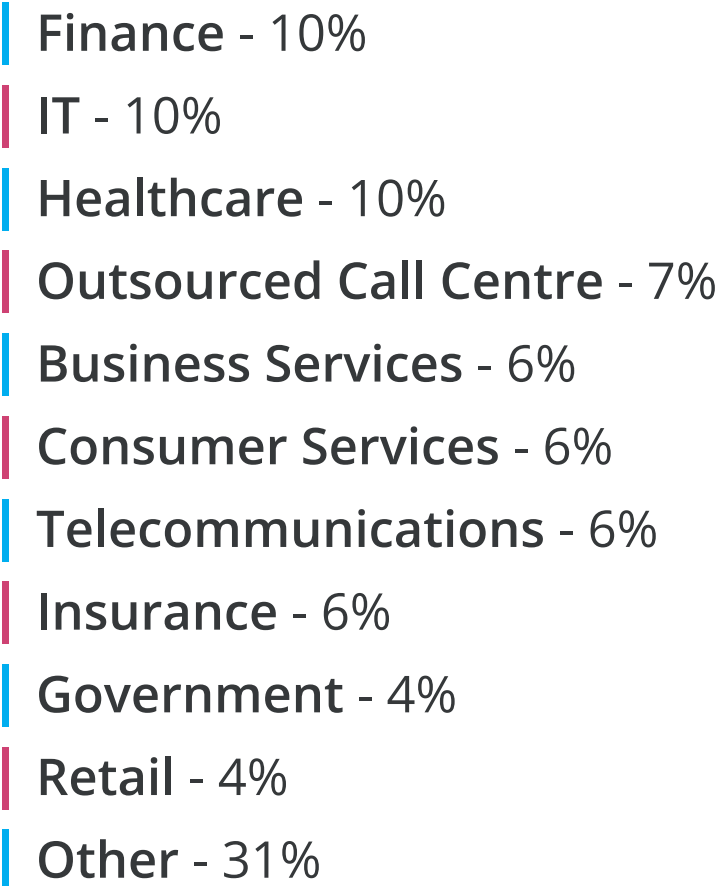


## JOB TITLES

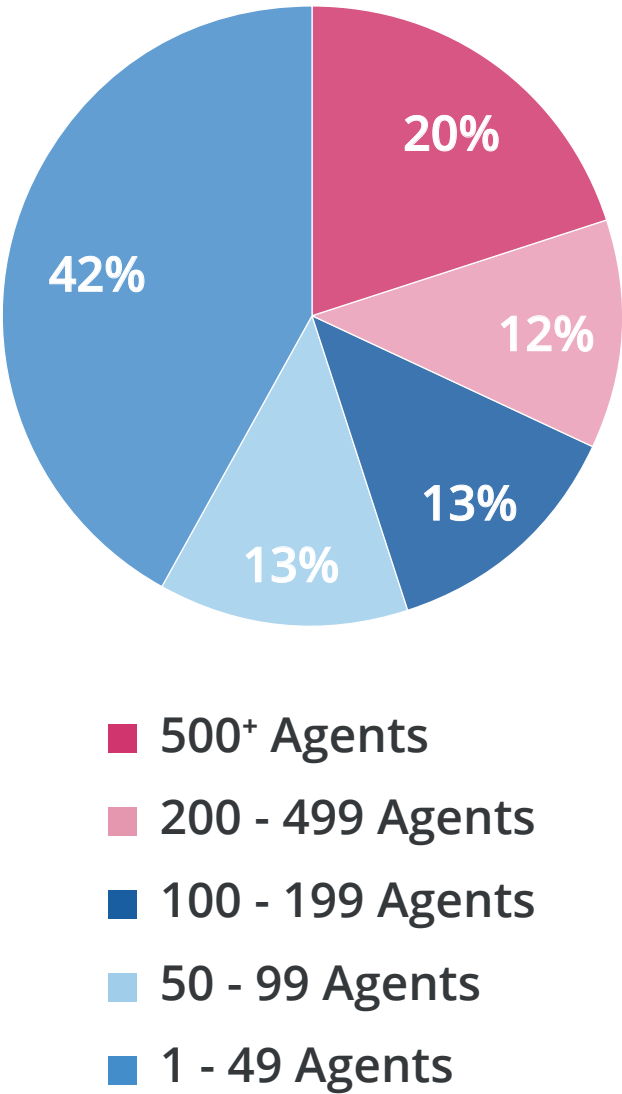
We Target Decision Makers, Senior Leaders, Contact Centre Managers and Technologists.



## INDUSTRY



## COMPANY SIZE



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[CONTACT THE TEAM](#)



# WHY WORK WITH US?

## AWARENESS



Your adverts appear across our site and in our weekly newsletter.

Want to target your adverts against certain content or try different messaging? We can do that and then provide stats showing which of your adverts have had the most clicks.

Use your adverts to promote events, eBooks and new product offerings and see analytics on how each one performed through your own customer dashboard.

## AMPLIFY



Want the chance to uplift your content to our audience?

We upload your blog posts onto our website, sharing them with 250,000+ readers a month.

We use canonical links so that your Google ranking are not affected.

Looking to build links back to your website? Each post includes links back to your site.

All posts are shared across our social channels.

## LEADS



Our Packages include the option to generate leads through the hosting of eBooks, white papers and other resources which we offer for download.

Each one appears on our website, in our newsletter and across our social media channels.

Tag your content and resources against popular search terms to improve visibility and maximise downloads.

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# PACKAGE ELEMENTS

## ADVERTS

Box adverts are included in all of our partner package options. Your advertisements will feature on every page of our website, on a rolling basis.

- Box adverts appear across the website and weekly newsletter.
- We can help with design, working with your brand guidelines.
- Related adverts appear next to targeted content.

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The screenshot displays the Call Centre Helper website homepage. At the top, the logo 'callcentre helper com' is visible. Below the header, there's a navigation bar with links like ARTICLES, TECH, TV, RESOURCES, WEBINARS, TOOLS, ERLANG, INSIGHTS, WFM, DIRECTORY, NEWS, EVENTS, and ADVERTISE. The main content area features a large pie chart titled 'How Do You Share the Call Centre With the Rest of the Company?' with segments for 'Share Voice of Customer Data' (44%), 'Company-Wide Newsletters' (23%), 'Share Departments Their Input' (27%), and 'Other' (6%). To the right of the pie chart is a large vertical text 'POLI'. Below the pie chart is a section titled 'How Call Centres Are Being Shared With the Wider Company'. To the right of the pie chart is a section titled '7 Tips for Effective Call Centre Coaching'. Below the pie chart is a section titled 'White Paper: Accelerating Agents and AI in the Post-Pandemic Contact Centre'. To the right of the pie chart is a section titled 'eBook: Building Successful Relationships in Times of Change'. Below the pie chart is a section titled 'White Paper: The Future of CX Has Arrived'. To the right of the pie chart is a section titled 'Flyer: Placing Interaction Analytics at the Heart of CX Improvement'. Below the pie chart is a section titled 'Latest Industry Insights' with four sub-sections: '7 Tips for Effective Call Centre Coaching', 'Should You DIY Your Number Reputation Management?', 'Gain Valuable Customer Insights From Contact Centres', and 'How to Map and Measure the Omnichannel Customer Journey'. Below the pie chart is a section titled 'How can we help?' with a search bar. Below the pie chart is a section titled 'Latest Events' with four sub-sections: 'Simplifying and Automating the Contact Centre' (Webinar, Thu 21st Sep 2023), 'Making a Difference: Confidence & Compliance in Healthcare Customer Service' (July 27, 2023, at 4:00 PM IST), 'Phoenix Events Presents CUSTOMER SERVICE SYMPOSIUM' (3rd & 4th August 2023), and 'FIVE9CX Summit' (August 15-17, 2023, Las Vegas, NV). Below the pie chart is a section titled 'Editor's Pick' with four sub-sections: '35 Surefire Ways to Demotivate Your Best Agents', 'The Best Call-Closing Statements - With Examples', '21 Things We Heard at the AA Contact Centre in Cheadle', and 'How to Keep Morale Up in a Short-Staffed Contact Centre'. On the right side of the page, there are three large blue boxes labeled 'ADVERT #1', 'ADVERT #2', and 'ADVERT #3'. Below these boxes is a section titled 'Upcoming Events' with two sub-sections: 'Making a Difference: Confidence & Compliance in Healthcare Customer Service' (July 27, 2023, at 4:00 PM IST) and 'Customer Service Symposium' (Thu 03 Aug 2023).

# CONTENT SYNDICATION

## EDITORIAL

Advertising via Call Centre Helper allows our partner's content to reach our dedicated audience of contact centre decision makers.

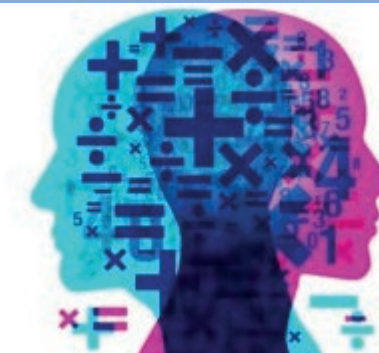
As part of our editorial package elements, we offer the following opportunities:

- | **Exclusive access to our editorial schedule.** Our expert panel pieces are where our partners are welcome to contribute towards topics that are relevant to their brand.
- | **Publication of press releases, opinion pieces and case studies.**
- | **Syndication and publication of your blog posts.** These can be sourced by our internal team, ensuring rapid turnaround on your new content.
- | **All uplifted content from your website** is shared with a canonical backlink to you, leveraging our 20 years of domain authority around contact centre related topics, and providing you with valuable backlinks for your own SEO.
- | **Automatic social sharing of all blog / news stories** with tagging of your brand.
- | **Listings on our Events Page.**

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## AMPLIFY YOUR AUDIENCE



The Right Customer Service Metrics for Success



All You Need to Know About Creating Flexible Teams



How Contact Centres Can Improve The Digital Customer Journey



# CONTENT SYNDICATION

## WHITE PAPERS / EBOOKS / REPORTS

Any white papers, eBooks or reports that you publish can be uploaded to our website, with the flexibility to host them directly on callcentrehelper.com or via your own landing page.

- Related reports hosted on our website appear next to targeted content.
- Number of hosted items in this category varies depending on choice of advertising package.
- Gated content on our website has the advantage of pre-loading required fields from first party cookies.
- Hosted white papers, eBooks and reports are guaranteed to feature in our weekly newsletters.

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### LEAD GENERATION



White Paper: The Future of CX Has Arrived



eBook: Gap Analysis for Individual Training in the Call Centre



Report: 5 Ways to Design Virtual Agents and Chatbots

# CONTENT SYNDICATION



## EVENT LISTINGS

If you are hosting any webinars or events, we'll feature them on our website and in our newsletter, ensuring they reach a broader audience and get the attention they deserve.

## DIRECTORY LISTINGS

All of our active partners receive a listing in our directory. This includes links back to your website and social channels, as well as relevant technology to your product offering.

Related reports and content are displayed alongside your directory listing.

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# CONTENT CREATION



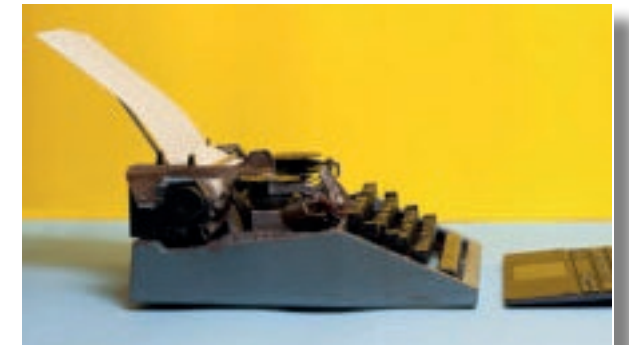
## EXPERT PANELS

Join our panel of experts! We allow our advertising partners to contribute to our popular panel pieces (typically in around 250 words). These are an excellent opportunity for your business to showcase your thought leadership in specific contact centre technologies or on other typical operational issues.

- | Topics are typically split by a technology or operational focus.
- | We allow an unlimited number of contributions from our partners.



The Best Metrics for Contact Centre Performance Tracking



17 Signs Your Contact Centre Technology is Ageing Badly

## VIDEOS

Gain access to our topic library of dedicated video content hosted on Call Centre Helper TV. These videos are digestible (under 2 minutes) and perform well within search engines and social media.



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# CONTENT CREATION



## CLIENT SITE VISITS

We now offer the opportunity for our Editor to visit your client's contact centre, and produce an article from this visit. Our site visit articles are themed around 'best practices' and include a technology section.

- Your adverts would feature heavily on site visit articles with your clients.
- Site visit articles offer excellent alternatives for showcasing your case studies in a more neutral setting.

## MANAGEMENT INTERVIEWS

From 2024 onwards, we also offer your senior management team the ability to participate in an interview with our Editor on hot industry topics. These interviews are a great opportunity to share new product developments from your business or talk in detail about various industry pain points.

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20 Ideas for Driving Success  
From The Fuel Store



10 Great Ideas Delivered Straight  
From Superdry's Contact Centre

## SURVEY SPONSORSHIP

Our detailed surveys look at a wide range of issues that are impacting customers ranging from operational issues to the technologies that contact centres use. We offer companies the opportunity to sponsor an individual chapter.

- Our annual survey is conducted during Q3, releasing in October.
- Survey sponsors receive an individual report on their chapter, which they can then use for their own promotional needs.
- Survey sponsorship is included as part of our Premium Package.

*Exclusive Access to Premium Package Partners*

# ADDITIONAL ACTIVITIES



## SOCIAL MEDIA TAKEOVER

For partners who choose our Premium Package, we offer the ability to take over all of our social channels for an entire week.

### WHAT'S INCLUDED?

- The ability to publish your content across all of our social channels.
- Changing all cover images to match your branding with a design of your choice.
- Pinned post on ALL social channels.
- Publish polls to our dedicated audience to gain first hand research and lead generation.
- Access to our dedicated LinkedIn community group of 50,000 members.
- One recommended post to our private LinkedIn community, sending a targeted email to all members.
- Optional extra to boost your content to our private group via LinkedIn adverts.

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# 99,211

SOCIAL MEDIA FOLLOWERS

# 53,714

PRIVATE LINKEDIN COMMUNITY 

# 13,087

LINKEDIN SHOWCASE FOLLOWERS 

## CONFERENCE SHOWCASE

Live events can represent a significant investment from your marketing budget. Ensure your event attracts the right audience with Call Centre Helper's conference showcase opportunities.

- Premium event listing on our website.
- Social media countdown across all channels.
- CCH in person attendance at your event.
- Live social coverage of your event, including images and videos.
- An article produced from the event highlights.

*Exclusive Access to Premium Package Partners*



# SPONSOR AN EMAIL BLAST



An eBlast allows you to send out a targeted email to our subscriber list. This can be a White Paper, eBook, Survey, Event Mailing or Benchmarking Report.

The mailing will link through to a gated landing page on Call Centre Helper, where the reader submits a pre-filled form to access the content, which we then pass on to you.

We filter out students, consultants, competitors and those not suitable to be leads, all relevant leads will then be supplied to you through your dedicated customer dashboard.

## WHAT'S INCLUDED IN AN eBLAST?

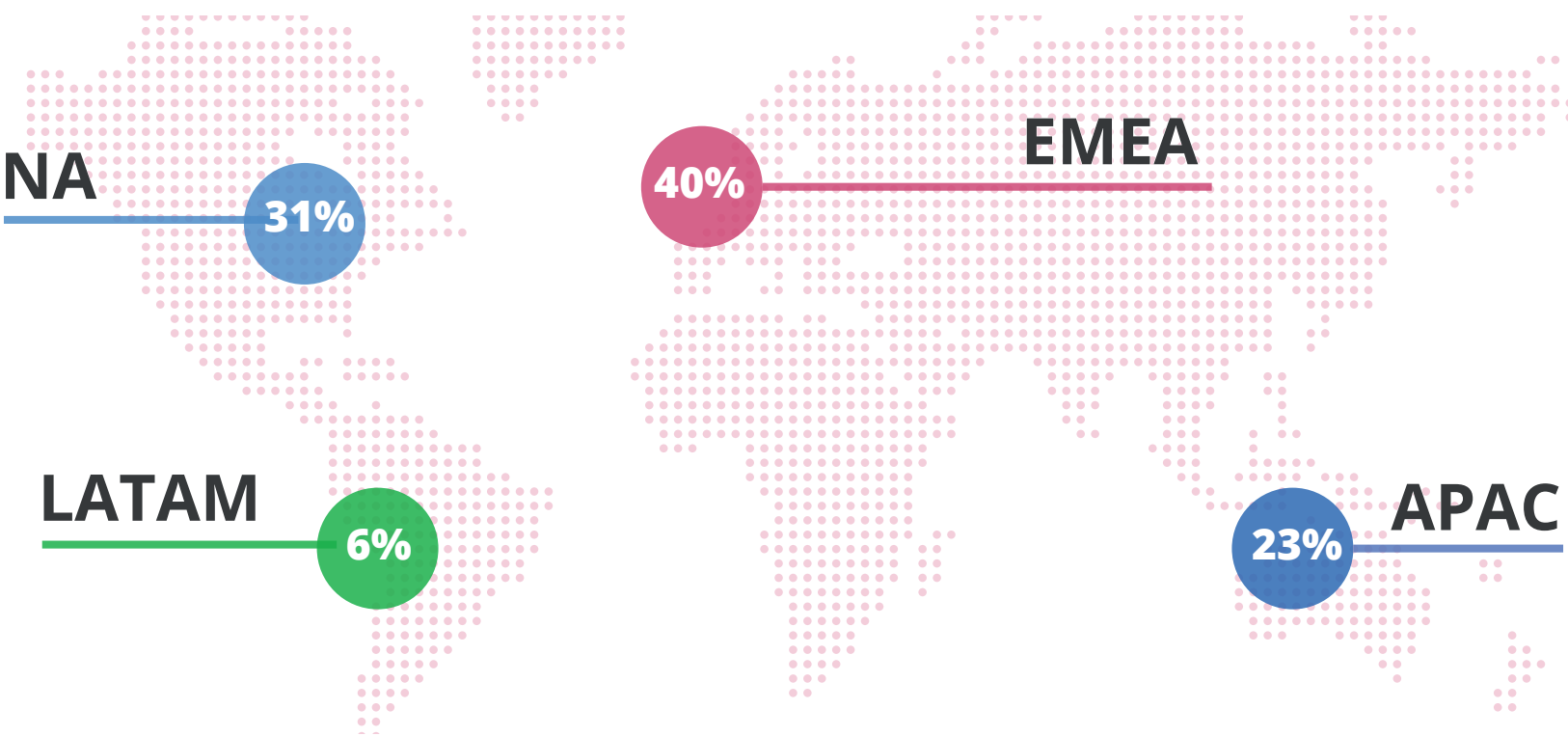
- 1 email marketing campaign to our subscribers
- The mailing can be geotargeted
- Promotional article on the Call Centre Helper website
- Appearance in our Call Centre Helper newsletter

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST
Standard	✓			✓			✓	✓			✓	✓	£4,000 + VAT
Premium		✓	✓		✓	✓			✓	✓			£6,000 + VAT

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## EMAIL DATABASE BREAKDOWN



46,550  
TOTAL SUBSCRIBERS

Not Available to Purchase as a Stand Alone Item

# CUSTOMER DASHBOARD



The Customer Dashboard allows you to view the latest stats that your content has received from adverts, editorial, white papers and any webinar recordings.

You can download any GDPR compliant contacts that have been collected from a white paper, report or webinar.

With your Customer Dashboard, you can immediately track the effectiveness of your campaigns with us and start calculating your return on investment.

**Latest Downloads/ White Paper / Webinar Recording Stats**  
Including demo requests. Customer details include Name, Job Title, Company, Email Address, Phone Number, Country, Permission Given, and Demo Request.

**Latest Advert Stats**  
Total clicks which are broken down by box, static box and related adverts.

**Latest Editorial Page Views**  
Every editorial item including your directory, blogs, press releases and experts panel are all tagged with your company name, and stats are shown in your customer dashboard each month.

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Latest Editorial Page Views - [Click to view Latest Editorial Stats](#)

Month	Tag	Total Page Views	More Detail
August 2023	Example Vendor	4,197	<a href="#">Click to view more detail</a>
July 2023	Example Vendor	2,908	<a href="#">Click to view more detail</a>
June 2023	Example Vendor	3,748	<a href="#">Click to view more detail</a>
May 2023	Example Vendor	2,900	<a href="#">Click to view more detail</a>
April 2023	Example Vendor	2,774	<a href="#">Click to view more detail</a>
March 2023	Example Vendor	3,614	<a href="#">Click to view more detail</a>
February 2023	Example Vendor	2,898	<a href="#">Click to view more detail</a>
January 2023	Example Vendor	2,884	<a href="#">Click to view more detail</a>
December 2022	Example Vendor	2,306	<a href="#">Click to view more detail</a>
November 2022	Example Vendor	3,012	<a href="#">Click to view more detail</a>
October 2022	Example Vendor	3,737	<a href="#">Click to view more detail</a>
September 2022	Example Vendor	3,656	<a href="#">Click to view more detail</a>
August 2022	Example Vendor	2,675	<a href="#">Click to view more detail</a>
<a href="#">Click to view Latest Editorial Stats</a>			

In the past 12 months you have had 38,634 Editorial Page Views

Details of the leads from all projects from the past 90 days. [Go Back to your DashBoard](#)

[Click here to download the report](#)

Activity ID	Campaign Name	Date	Name	Job Title	Company	Email Address	Phone Number	Country	State/ Province	Agent Size	Permission To Email	Permission To Phone	Requested Demo	Permission Expires
740094	Survey Report: Customer Support by the Numbers	2023-09-12 10:57:48	Sample Name	Global Head of Multichannel Contact Center Services	Healthcare Example	example@example.com	XXXXXXXX	US	NC	500	Yes	No	Yes	2025-09-12 10:57:48
739893	Download: The Modern WFM Platform RFP Template	2023-09-08 20:37:06	Sample Name	CX Manager	IT Example	example@example.com	XXXXXXXX	ZA		120	Yes	Yes	No	2025-09-08 20:37:05
739788	Download: The Modern WFM Platform RFP Template	2023-09-07 18:46:25	Sample Name	Contact Centre Operations Director	Retail Example	example@example.com	XXXXXXXX	GB		800	Yes	No	No	2025-09-07 18:46:25
739531	Survey Report: Customer Support by the Numbers	2023-09-05 13:57:34	Sample Name	Head of Strategy	Finance Example	example@example.com	XXXXXXXX	US	OH	9500	Yes	No	Yes	2025-09-05 13:57:33
739424	Download: The Modern WFM Platform RFP Template	2023-09-04 12:19:49	Sample Name	Contact Centre Manager	Telco Example	example@example.com	XXXXXXXX	GB		70	Yes	Yes	Yes	2025-09-04 12:19:48

# ADVERTISING PACKAGES



## Welcome Package

**£2,000** / Month

**£6,000 + VAT**  
**\$7,600 approx.**

## High Profile Package

**£1,500** / Month

**£18,000 + VAT**  
**\$22,800 approx.**

## Premium Package

**£2,500** / Month

**£30,000 + VAT**  
**\$38,000 approx.**

Minimum Term	3 Months	12 Months	12 Months
Adverts	Monthly Rotation	Fortnightly Rotation	Weekly Rotation
Blog Posts	1 / Week	2 / Week	Unlimited
White Papers	1 / Month	2 / Month	2 / Month
Directory	3 Categories	5 Categories	8 Categories
Event Listings	✓	✓	✓
Social Media Coverage	✓	✓	✓
Dashboard Overview	✓	✓	✓
Experts Panel	✓	✓	✓
Video	-	✓	✓
Email Blasts	-	1 Standard Email Blast Included	1 Premium Email Blast Included
Social Takeover	-	-	✓
Conference Showcase	-	-	✓
Client Site Visits	-	-	✓
Management Interviews	-	-	✓
Survey Sponsorship	-	-	✓
Webinar Programme	-	-	Exclusive Access



# WEBINARS



We are continuing our webinar series in 2024, with limited availability.

A hosted webinar allows you to interact with our audience in a real-time conversation and share audio, video and slides. Our live chat allows audience members to share questions and interact with each other alongside the discussion.

## WHAT'S INCLUDED IN OUR WEBINARS?

- | Hosted by a member of the Call Centre Helper team
- | 20 minute speaking slot for your company
- | Call Centre Helper to source an industry expert speaker
- | Share polls and ask live questions to the audience
- | Fully designed adverts on the website
- | Individual page featured in our Events and Webinars sections
- | 1 email campaign
- | Complete social coverage on all channels
- | Hosted recording and speaker slides for minimum of 6 months
- | Lead generation from all attendees
- | Continued lead generation from recording access post-webinar

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**£10,000 + VAT / approx \$12,400**

*Only Available as Additional Activity to Our Premium Package*

# PROVEN RESULTS

Industry professionals have trusted us for the past twenty years to boost the visibility of their brands, engage with our audience of end users, and deliver strong returns on their marketing investments.

**Contact Us Today To Discuss Your Marketing Requirements**



**Xander Freeman**

**Digital Content Director**

xander.freeman@callcentrehelper.com



**Jo Robinson**

**Operations Manager**

jo.robinson@callcentrehelper.com



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Many of our advertisers have been working with us for over a decade. They continue to do so because they know it gets results.



# TERMS & CONDITIONS

## The Welcome Package

The Welcome Package runs for 3 months and you can cancel at the end of that period, continue on a rolling monthly basis or upgrade to the 12 month High Profile Package.

The package is invoiced in advance. Where we don't have payment history with you then we will ask for payment before the package can start. You can start the package at any time.

The Welcome Package allows you to publish one blog post per week and one item of downloadable content per month.

## The High Profile Package

Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. Where we don't have payment history with you then we will ask for the first quarterly payment to be made before the package can start. You can start the year at any time.

The High Profile Package allows you to publish two items of content (blog post, case study or news story) per week and two items of downloadable content per month.

Customers who sign up for the 12 month High Profile Package receive an included standard email blast. Standard emails can be sent out during the months of January, April, July, August, November and December. Included email blasts need to be used within the time frame of the package and cannot be carried forward.

You can cancel your contract at any time and a cancellation fee will be charged depending on whether or not you have used your email blast. If you have used your eblast, then you may cancel at the end of the quarter plus a fee of £4,000 + VAT will be charged.

## The Premium Package

Marketing package contracts which run for 12 months are invoiced annually or quarterly in advance. Where we don't have payment history with you then we will ask for the first quarterly payment to be made before the package can start. You can start the year at any time.

The Premium Package allows you to publish unlimited content (blog post, case study or news story) per week and two items of downloadable content per month.

Customers who sign up for the 12 month Premium Package receive an included premium email blast. Premium emails can be sent out during the months of February, March, May June, Sept and October. Included email blasts need to be used within the time frame of the package and cannot be carried forward.

Included social media takeovers, survey sponsorship and conference showcases need to be used within the time frame of the package and cannot be carried forward. The social media takeover allows you to publish one post per day.

For any conferences outside the UK, we ask that you cover the travel, hotel accommodation and meal expenses of the CCH team member attending. UK conference expenses will be covered by us. If the UK conference spans more than one day, then we ask that you pay hotel accommodation and meal expenses.

For any site visits outside the UK, we ask that you cover the travel, hotel accommodation and meal expenses of the CCH team member attending. UK conference expenses will be covered by us.

You can cancel your contract at any time and pay for the number of months used @ £2,500 + VAT per month. There will also be a cancellation fee of £5,000 + VAT.

## General

All content submitted is subject to Call Centre Helper's normal editorial controls and must be written from a neutral point of view. By submitting content to Call Centre Helper, you retain copyright of the material. You also grant of Call Centre Helper Ltd an irrevocable, non-exclusive license to publish, modify (edit – subject to standard editorial procedures) or distribute the content in any way that we feel fit. We will usually credit the author.

Due to space constraints, we cannot guarantee that content will be published in the same week but we will endeavour to ensure that it is published as soon as possible.

As a rule of thumb, we do not tend to publish press releases that relate to financial results.

## Cancellation Policy

Upon cancellation, we will leave any of your editorial content (press releases, articles etc.) on the site but your white papers, adverts and directory entry will be taken down at the time of cancellation. We will also remove any links to your website.

### *Email Blasts*

Unfortunately, we cannot guarantee any number of leads.

If you cancel your email blast, then there will be a cancellation fee, applied as follows:

- More than 30 days of the mailing date – no charge
- Within 30 days of the mailing date – 50% of £4,000 (standard) or £6,000 (premium)
- Within 15 days of the mailing date – 100% of £4,000 (standard) or £6,000 (premium)

### *Survey Sponsorship*

If you cancel, then there will be a cancellation fee, applied as follows:

- More than 30 days of the activity delivery date – no charge
- Within 30 days of the activity delivery date – 50% of £5,000
- Within 15 days of the activity delivery date – 100% of £5,000

### *Webinars*

Webinars are invoiced at the start of the relevant quarter they take place in.

If you cancel your webinar, then there will be a cancellation fee, applied as follows:

- More than 90 days of the webinar date – no charge
- Within 90 days of the webinar date – 50% of £10,000
- Within 30 days of the webinar date – 100% of £10,000