

2021 Editorial Calendar

Demand Gen Report (DGR) has tapped into the pulse of the B2B marketing industry since its launch in 2007. Our website, newsletters and in-depth reports cover the latest trends, capture insights from top industry executives and offer a close-up look at best practices for demand generation professionals.

SOME OF OUR FEATURED TOPICS INCLUDE:

- ▶ Account-Based Marketing
- ▶ Content Marketing
- ▶ Database Strategies
- ▶ Engagement Data & Strategies
- ▶ Integrated Marketing
- ▶ Intent & Signal Data
- ▶ Interactive Content
- ▶ Lead Scoring & Nurturing
- ▶ Marketing/Sales Operations
- ▶ Measurement & Analytics
- ▶ Performance & Growth Marketing
- ▶ Retargeting Strategies
- ▶ Sales & Marketing Alignment
- ▶ Sales Enablement
- ▶ Social Media Marketing & Selling
- ▶ Tactile Marketing
- ▶ Video Marketing

Demand Gen Report Editorial Opportunities

Demand Gen Report offers a number of opportunities for contributors to submit story ideas and content for publication on our website and in our newsletters. Featured editorial opportunities include:

- ▶ **DEMANDING VIEWS COLUMN:** B2B marketing executives and thought leaders are invited to share their opinions and insights by contributing 600-800-word bylined articles. Demanding Views contributions should take a prescriptive approach to B2B marketing challenges, combining strong opinions with a practical, first-person point of view.
- ▶ **SOLUTION SPOTLIGHT:** Solution Spotlight gives vendors a powerful platform to introduce their products and services to *Demand Gen Report* subscribers. Each Spotlight includes information about the vendor, details about their product or service, key customers and other supporting information.
- ▶ **CASE IN POINT:** Our case studies demonstrate the value of your company’s B2B marketing solution or service. Each case study, written by DGR editors, features a detailed analysis of the solution and how it’s being used by a key customer. The case study includes a focus on the provider’s business model, implementation challenges and customer success.
- ▶ **CXO CONVERSATIONS:** This video interview series provides our audience with insider access to C-suite executives from some of the top B2B brands, as well as the hottest companies in the martech community.

Demand Gen Report also welcomes story ideas and contributed article proposals. Sponsorships are also available for special reports, specific features and benchmark research, in addition to sponsorship opportunities within our newsletters and on our website.

To suggest story ideas or contributed articles, contact Editor Klaudia Tirico at klaudia@demandgenreport.com.

The ‘What’s Working’ Series

Throughout the year, *Demand Gen Report* will produce guides highlighting the tactics and formats B2B businesses are seeing success with across various topics and channels. Topics will include, but not be limited to, the following:

- ▶ B2B Advertising
- ▶ Content Marketing
- ▶ Conversational Marketing
- ▶ Demand Generation
- ▶ Digital Experiences
- ▶ Direct Mail
- ▶ Email Marketing
- ▶ Intent-Based Strategies
- ▶ Modern Analytics
- ▶ Personalization
- ▶ Revenue Operations

For more information about sponsorship opportunities, Contact us at dgrprograms@demandgenreport.com.

Q1

January



- **Feature:**
 - Engaging With The C-Suite
- **Special Report:** B2B Marketing Automation Guide
- **What’s Working:** Revenue Operations
- **Research:** Demand Generation Benchmark Survey

February



- **Features:**
 - Making Intent Data Tactical & Actionable
 - Chat-Based Engagement
- **Special Report:** State of Lead Scoring
- **What’s Working:** Demand Generation
- **Research:** Channel/Indirect Marketing Benchmark Survey (First Annual)
- **Online Experience:** **2021 B2B Marketing Exchange (Feb. 22-24)**

March

- **Features:**
 - New Wave Sales Enablement
 - Top Tools Fueling 2021
- **What’s Working:** Modern Analytics
- **Special Report:** State of ABM
- **Research:** Content Preferences Benchmark Survey

Q2

April



- **Features:**
 - SEO Priorities
 - The New Demand Funnel
- **What’s Working:** Intent-Based Strategies

May

- **Feature:**
 - Global Demand Generation Trends
- **Special Report:** State of Virtual Events 2021
- **What’s Working:** Digital Experiences
- **Research:** Marketing Measurement & Attribution Benchmark Survey
- **Digital Event:** **2021 Campaign Optimization Series (May 10-14)**

June



- **Features:**
 - Getting Attribution Right For The Digital Age
 - Channel Data Management
- **Special Report:** State of Marketing Technology
- **Research:** B2B Buyer Behavior Benchmark Study
- **Event:** **B2B Marketing Exchange (June 6-9)**

Q3

July



- **Features:**
 - The ABM/Demand Gen Balancing Act
 - Emerging Data Sets Fueling GTM Strategies
- **Special Report:**
 - State of Integrated Marketing
 - 2021 Killer Content Awards
- **What’s Working:** Direct Mail
- **Digital Event:** **2021 Buyer Insights & Intelligence Series (July 19-23)**

August

- **Features:**
 - Paid/Earned Media Best Practices
 - Optimizing Digital Channels
- **Special Report:** State of Growth Marketing
- **What’s Working:**
 - Conversational Marketing
 - Content Marketing
- **Research:** Lead Nurturing & Acceleration Benchmark Survey
- **Event:** **B2B Sales & Marketing Exchange (Aug 9-11)**

September



- **Features:**
 - Trends In Channel Incentives
- **Special Report:**
 - State of Database Quality & Accuracy
 - 2021 B2B Innovator Awards
 - State of Video Marketing
- **What’s Working:** ABM
- **Digital Event:** **Virtual Event: Best of #B2BMX (Sept. 27-29)**

Q4

October



- **Feature:**
 - Budgeting Best Practices
- **Special Report:** State of Content Curation & Repurposing
- **Research:** ABM Benchmark Survey
- **What’s Working:** B2B Advertising

November

- **Features:**
 - SDR/BDR Enablement Strategies
 - Direct Mail Strategies
- **Special Report:** State of Sales Technology
- **What’s Working:** Email Marketing
- **Digital Event:** **2021 Strategy & Planning Series (Nov. 1-5)**

December

- **Features:**
 - Top Trends of 2021
 - Best ABM Plays of 2021
- **Special Report:** State of Intent Data
- **What’s Working:** Personalization
- **Research:** Database Strategies & Contact Acquisition Survey

For more Channel/Partner Marketing editorial opportunities, check out our sister publication [Channel Marketer Report’s Editorial Calendar.](#)



Special Channel Marketing/ABM coverage; sponsorship opportunities available

DGR PROVIDES EXCLUSIVE AWARD PROGRAMS, BENCHMARK REPORTS, GUIDES AND SPECIAL REPORTS THROUGHOUT THE YEAR.

SAMPLES

MEDIA KIT