



STRATEGY & PLANNING

SERIES

Rethinking The B2B Playbook For 2023: Evaluating What Programs & Strategies Are Having The Biggest Impact On Evolving Business Strategies

WEBCAST SERIES

NOVEMBER 13-17, 2023

Faced with an uncertain economic outlook for 2023, many B2B marketing teams are throwing out the traditional playbook and re-evaluating which programs are producing real results. Even the results that most companies have focused on traditionally — website traffic, lead volume, pipeline creation — are being re-examined. Fueled by ABM initiatives and the business climate, many B2B brands are doubling down on their current customers and emphasizing retention and expansion metrics.

In the face off all this, B2B revenue teams are taking a fresh look at everything from the content and creative they are using, their advertising channels, their mix of inbound and outbound to the current data and insights they have to understand buyer behaviors.

Amidst this change, *Demand Gen Report's Strategy & Planning Series (SPS)* will again be one of the most popular online events for the B2B community during the critical Q4 period. Just as marketing organizations start their performance reviews for the current year and building budgets for 2024, this series will be a must-attend to benchmark their strategies against peers. The week-long online event is designed to help marketers get real-world examples of how they can optimize multiple channels and utilize new signal data from buyers.

2023 STRATEGY & PLANNING SERIES

The series — which will take place November 13-17, 2023 — is optimally timed as a sponsorship/thought leadership model for software platforms, agencies and consultancies to showcase their offerings for attribution, measurement and modeling.



1,900+
REGISTRANTS
IN 2022



PROMOTED TO
75,000+
SUBSCRIBERS



WEEK-LONG
DIGITAL EVENT



PRODUCED BY
DEMAND GEN
REPORT

- Best practices for how emerging channels like chat and social are being integrated into engagement strategies;
- New applications for using video messaging at critical touch points in the buyer's journey;
- New models and approaches to targeted B2B advertising, including CTV and social;
- Strategies for integrating ABM and demand generation across multiple channels;
- New approaches to orchestrate outreach between sales and marketing teams;
- Models for using first- and third-party data as marketers prepare for a cookie-less world and new privacy constraints;
- How intent and signal data are being used across different buying stages, strategies and go-to-market motions;
- New tools and tactics to improve lead qualification, sales handoffs and targeting initiatives;
- How interactive content is supporting the new push for experiential ABM programs;
- Optimizing messaging and content to align with buyer interests; and
- Much more!





ENGAGEMENT
REPORT FOR
YOUR SESSION



REGISTRATION
LIST FOR ALL
SESSIONS*



ALWAYS-ON ASSET
FOR **ON-DEMAND**
PROMOTION



FULL RIGHTS
TO RECORDING
OF YOUR SESSION

BENEFITS OF SPONSORSHIP

- **Custom 30-minute simu-live webcast:** DGR editor to moderate and facilitate Q&A
- **Guided content:** DGR to work with you on the title and focus of webcast
- **Custom engagement report:** Contact information of those who register and attend your session
- **Shared lead pool:** To gain access to the full registration list, sponsors are required to drive a minimum of 50 registrants to their session
- **Custom HTML invite and social image:** DGR will provide you with assets to promote your session to your database
- **Logo inclusion:** On joint promotional page
- **MP4 file of the webcast:** To host on your site, segment for lead nurturing campaigns, etc.
- **Downloadable assets:** Opportunity to post up to five (5) assets within the webinar resources list and receive download details for each
- **Solution Spotlight:** Opportunity to submit your solution to be posted on the DGR site
- **Multi-channel Promotion:** DGR will promote the series through all available channels, including our weekly newsletter (70k+ subscribers), the Demand Gen Report and ABM In Action sites, dedicated emails and social channels.

INVESTMENT: \$19,500

If your solutions are aligned with these core areas of campaign optimization and you are interested in sharing a use case or best practices as part of this series, contact us today!

GET IN TOUCH

* After reaching registration requirement



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