

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Profile of the Integration Industry	Co-op Marketing in the Integration Industry	Email Best Practices for the Integration Industry	Targeting Integrators through Social Media	Making the Most of Integration Industry Events	Integrator Content Marketing that Delivers Results	What Results are "Good" In Integration Industry Marketing	A Look Ahead to 2022
Topic Overview Welcome to M2I	Topic Overview The ABCs of Building a Co-op Marketing Program	Topic Overview Building Email Nurture Programs that Deliver Results	Topic Overview Getting the Most out of Social Media at All Levels of the Marketing Funnel	Topic Overview Snapshot of the Leading Integration Industry Events	Topic Overview Talking Benefits Not Tech Specs	Topic Overview Marketing Analytics Best Practices	Topic Overview Bringing Integrator Marketing Into the Future: AI, Speech, VR
Marketing How To's Marketer's View of the State of the Industry	Marketing How To's How to Measure the Success of MDF or Co-op Marketing Programs	Marketing How To's How to Create an Effective Newsletter	Marketing How To's Targeting Integrators with Paid Social Programs	Marketing How To's Tips for Maximizing Integrator Trade Show Leads	Marketing How To's Steps for Creating Content that Generates Leads	Marketing How To's How to Use Your Results to Secure More Marketing Budget	Marketing How To's Maintaining a Personal Connection Amid the Tech
Case Study How this Company Revamped its Customer Personas	Case Study How this Company Built an Effective Co-op Marketing Program for Integrators	Case Study The Redesign of the DISH Newsletter	Case Study How this Company Turned Social Media into a Revenue Builder	Case Study The Change that this Company Made to Close More Deals at Shows	Case Study How this Company Used Customer Testimonial Videos to Enter a New Market	Case Study How this Company Made It Easy to Measure Results	Case Study What We Did New in 2021
Market Research Segmenting the Integration Industry	Market Research Integrators' Wish List for Co-op Marketing	Market Research Integrators' Email Habits	Market Research Integrators' Social Media Preferences	Market Research What Integrators Really Want to See at Your Booth	Market Research Reaching Integrators Through Content Marketing	Market Research Benchmark Results for Integrator Campaigns	Market Research Integrators' Expectations for 2022
Marketing Trends Customer Segmentation	Marketing Trends Co-op/Partner Marketing	Marketing Trends Email Marketing	Marketing Trends Social Media	Marketing Trends Event Marketing	Marketing Trends Content Marketing	Marketing Trends Marketing Analytics	Marketing Trends Predictions for 2022
Tools to Use Customer Profiling & Segmentation	Tools to Use Affiliate Marketing	Tools to Use Email	Tools to Use Social Media	Tools to Use Events	Tools to Use Content Marketing	Tools to Use Marketing Analytics	Tools to Use Emerging in 2022
Integrator POV Market Segmentation	Integrator POV Co-op Marketing	Integrator POV Email	Integrator POV Social Media	Integrator POV Industry Events	Integrator POV Content Marketing	Integrator POV Benchmark Results	Integrator POV Expectations for 2022
Tools to Use Guide Customer Profiling & Segmentation	Tools to Use Guide Affiliate Marketing	Tools to Use Guide Email	Tools to Use Guide Social Media	Tools to Use Guide Events	Tools to Use Guide Content Marketing	Tools to Use Guide Marketing Analytics	Tools to Use Guide 2021 Wrap Up eBook
Industry Events Takeaways from Adobe Summit 2021	Industry Events Takeaways from MozCon 2021	Industry Events CEDIA Expo Preview		Industry Events Takeaways from CEDIA Expo	Industry Events Takeaways from INBOUND 2021 and B2B Sales & Marketing Exchange		