

Thank you for your interest in writing for the DemandMatrix Blog!
We regularly feature original articles by thought-leaders, marketing and sales professionals, technology experts on topics related to B2B Marketing and Sales, Data and associated matters.

Our blog is a place to share thoughts, opinions, best practices, industry analysis and other topics of value to B2B Marketing and Sales teams.

Before you contribute, there are a few simple guidelines to keep in mind:

1. Originality:

All articles/posts must be original material

For eBook submissions, please connect with our Content Team (paroma.sen@demandmatrix.com)

2. Relevance:

Blog submissions should relate to topics of interest to B2B Sales and Marketing professionals.

Suggested/recommended subjects include, but are not limited to:

Account-based marketing
B2B marketing/sales best practices
B2B content marketing practices
B2B customer experience
Challenges of big data
Cross-channel marketing Customer success
Data management
Marketing/sales analytics
MarTech

3. Length:

We prefer that articles and posts be no shorter than 550 words and preferably up to 800 words, if not more.

4. We do not publish **Promotional blogs**

5. Links:

We include a guest writer's company link and professional profile link (LinkedIn link) in the Author Bio page. Posts can be submitted with other links in them, but the DemandMatrix team reserves the right to use them / remove them.

6. Call to action:

Guest blogs may be followed by a DemandMatrix CTA when published. Third-party CTAs will not be published, unless prior arrangements have been made.

7. Podcasts:

DemandMatrix runs a podcast on B2B marketing and sales titled Sunny Side Up. To participate or recommend someone who'd like to be a guest on the show, please reach out to

paroma.sen@demandmatrix.com