



## EDITORIAL CALENDAR

X Company

October 3, 2018

## X Company Editorial Calendar

### Approach

While creating this editorial calendar, our team has taken into account several factors associated with your company's content marketing initiatives:

- X Company budget and subscription level
- X Company content and posting frequency
- X Company content strategy

In addition, we've conducted in-depth research into current industry trends, events and industry-specific best practices. We've incorporated these factors into our content marketing best practices to create the 20 detailed outlines below.

### Recommendation

Based on your current subscription with Tempesta Media, we recommend that you two content pieces per week.

X Company has taken the first step in developing an effective content strategy: consistency.

Eventually, for maximizing both your company's lead/traffic numbers and optimizing your ROI, Tempesta Media and HubSpot recommend that you increase your posting frequency to 4 posts per week. Below is a link to research, which supports this recommendation.

<https://blog.hubspot.com/marketing/blogging-frequency-benchmarks>

## Suggested calendar

This editorial calendar will serve as a roadmap for X Company content marketing strategy. Detailed content outlines—complete with suggested word counts, resources, and SEO keywords—are located on the following pages.

October '18						
	1	2	3	4	5	6
						6
7	8	9	10	11	12	13
	Topic 1-2					
14	15	16	17	18	19	20
	Topic 3-4					
21	22	23	24	25	26	27
	Topic 5-6					
28	29	30	31			
	Topic 7-8					

November '18						
				1	2	3
						3
4	5	6	7	8	9	10
	Topic 9-10					
11	12	13	14	15	16	17
	Topic 11-12					
18	19	20	21	22	23	24
	Topic 13-14					
25	26	27	28	29	30	
	Topic 15-16					

December '18						
						1
						1
2	3	4	5	6	7	8
	Topic 17-18					
9	10	11	12	13	14	15
	Topic 19-20					
16	17	18	19	20	21	22
						22
23	24	25	26	27	28	29
						29
30	31					

## Next steps and performance expectations

### Writer Team Optimization

To help optimize X Company's writing team and content, the first approved topic will be assigned to 3 different writers. The cost of one version is deducted from your account balance and the other two versions are complimentary. Each writer will then submit a draft for your review on Article Document. Your feedback will allow us to optimize your writing team and Voice Profile, and steadily reduce your content revision rate.

### Turnaround Times

For pieces under 1,000 words, the expected turnaround time is 5-6 business days. For each additional 500 words of an assignment's length, please add 1-2 business days to this turnaround time.

You can monitor the entire content development process within your Article Document account, from assignment status to estimated completion dates. Once content is completed, it can be instantly converted into one of several formats:

- PDF
- MS DOCX
- HTML
- RTF

### Revisions

You will have up to 7 days to review all completed assignments and submit any necessary revisions (How to Request Revisions in Article Document). After 7 days, the assignment will auto-approve. All revisions will be completed within 2-3 business days.

It is important to remember that even after we lock in your writing team, you may have a couple of rounds of revisions with the first few assignments — this is completely normal and to be expected. As we continue to optimize your team, Voice Profile and editorial calendar, your revision rate will steadily decline to our platform's average of 0.37 revisions per content piece.

### Editorial Calendar Approval

Please review the following topics and provide feedback to your dedicated account manager. Once the following topics are approved, our team will schedule your assignments in advance. All you will need to do is review all completed assignments within Article Document and submit any revisions as necessary.

We look forward to your company's success with Tempesta Media!

## Topic 1

**Title:** How AI is shifting industries across the globe

**Suggested word length:** 800 words

**Content type:** Blog

Artificial intelligence has been a big buzzword for companies of all sectors. It has helped improve sales, efficiency and business processes. Here are some of the ways AI has shifted industries ranging from construction to e-commerce.

- Oil and gas companies are using AI for analyzing oil and gas permit applications.
- From a business perspective, AI can help determine the right questions to ask when it comes to business intelligence.
- Construction companies are using AI software to enable predictive maintenance.
- A group of researchers at Rutgers University is developing a system that can detect forgeries in artworks.
- AI is helping improve customer and merchant experience throughout the entire journey.

**Resources:**

<https://www.forbes.com/sites/cognitiveworld/2018/08/05/4-powerful-ways-artificial-intelligence-is-molding-e-commerce/#7098fd6e4b11>

<https://www.technologyreview.com/s/609524/this-ai-can-spot-art-forgeries-by-looking-at-one-brushstroke/>

<https://www.constructionequipment.com/ways-artificial-intelligence-will-change-construction>

<https://www.forbes.com/sites/quora/2018/07/31/how-is-artificial-intelligence-changing-the-business-landscape/#33a7307275f4>

<https://safehaven.com/tech/tech-other/How-Artificial-Intelligence-Is-Taking-Over-Oil-And-Gas.html>

## Topic 2

**Title:** Top threats of mobile cybersecurity

**Suggested word length:** 800 words

**Content type:** Blog

More than 1.5 million incidents of mobile malware have been reported by McAfee Labs last 2017, and the number is still growing today. Top threats include enterprise-class spyware, mobile botnets, ad and click fraud, “internet of things” malware and dead apps.

- Enterprise-class spyware
  - Pegasus spyware
- Mobile botnets
  - Viking Horde
- Ad and click fraud
  - Automatic versus manual click fraud
- IoT malware
  - Mirai and Brickerbot

**Resources:**

<https://boingboing.net/2018/05/09/boot-persistence.html>

<https://www.lotame.com/putting-end-targeting-bots-click-fraud-prevent/>

<https://www.mcafee.com/enterprise/en-us/assets/reports/rp-quarterly-threats-jun-2017.pdf>

<https://www.csoonline.com/article/2157785/data-protection/five-new-threats-to-your-mobile-security.html>

## Topic 3

**Title:** Do we need blockchain regulations?

**Suggested word length:** 800 words

**Content type:** Blog

The Blockchain Research Institute recently released a report that calls for regulatory clarity on blockchain. With the blockchain sector experiencing a rapid growth, regulations can help clear up issues in terms of taxation and oversights in initial coin offering and crypto-exchange.

- An overview of the current blockchain regulations in the U.S.
- Taxation on cryptocurrency investments
- Regulations on ICO emphasizes investor protection and regulatory compliance
- Handling the exchange of private keys in crypto-exchange safer

**Resources:**

<https://coincentral.com/how-blockchain-needs-regulation-to-mature/>

<http://fortune.com/2018/06/25/blockchain-cryptocurrency-technology-regulation-bitcoin-ethereum/>

<https://www.theverge.com/2018/3/29/17176596/blockchain-bitcoin-cryptocurrency-state-law-legislation>

<https://www.coindesk.com/blockchain-research-institute-report-calls-for-crypto-regulation-clarity/>

## Topic 4

**Title:** Understanding the four Vs of big data

**Suggested word length:** 800 words

**Content type:** Blog

IBM has broken down big data into four dimensions: volume (scale of data), variety (different forms of data), velocity (analysis of streaming data) and veracity (uncertainty of data). Here's the rundown on each one.

- Volume
  - Continuous growth in many forms: text, videos, music and images
  - How the increasing millennial population affects the volume of data (social media, increasing number of mobile users)
- Variety
  - Ways to integrate data
- Velocity
  - How cyberattacks affect the transfer of data
- Veracity
  - How to incorporate data veracity in business

**Resources:**

<https://www.telegraph.co.uk/business/essential-insights/data-veracity/>

<http://www.ibmbigdatahub.com/infographic/four-vs-big-data>

<https://www.globalscape.com/blog/5-types-data-integration>

<https://sloanreview.mit.edu/article/variety-not-volume-is-driving-big-data-initiatives/>

<https://mcsweeneyricci.com/5-types-cyber-attacks-affect-business/>



## Topic 5

**Title:** Why AWS IoT is a top choice for developers

**Suggested word length:** 800 words

**Content type:** Blog

Big names such as Under Armour and GoPro have launched their products with the support from Amazon Web Services IoT platform. It's a top choice for developers because it's easy to use, has high security standards, cultivates culture within the company and more.

- Brief overview of AWS IoT
- Reasons developers prefer AWS IoT
  - Easy to use
  - High security standards
  - Serverless architecture
  - Powerful analytics
  - Strong partnership with device manufacturers

**Resources:**

<https://www.iotforall.com/aws-iot-platform-benefits/>

<https://aws.amazon.com/iot-core/features/>

<https://aws.amazon.com/iot-core/>

## Topic 6

**Title:** Artificial intelligence: Helping to create jobs and make them better, not take them away

**Suggested word length:** 2000 words

**Content type:** White paper

As we enter Industry 4.0, there is the looming fear that artificial intelligence will take our jobs in the future. New technologies do not aim to replace humans; they make our lives easier by helping us be more productive, efficient and more knowledgeable.

- Challenges faced by companies
  - Huge amounts of workload, affecting SLAs
  - Lack of tools to perform tasks efficiently and correctly
  - Not being able to keep up with their competitors in the digital age
- Entering the Fourth Industrial Revolution
  - How companies should prepare for Industry 4.0
- How AI has shifted industries
  - Automation
  - Decision-making through machine learning
  - Cybersecurity
  - Data analytics

**Resources:**

[https://www.brookings.edu/research/how-artificial-intelligence-is-transforming-the-world/#\\_edn2](https://www.brookings.edu/research/how-artificial-intelligence-is-transforming-the-world/#_edn2)

<https://venturebeat.com/2018/01/20/a-candid-take-on-the-future-of-ai-and-job-automation/>

<https://www.forbes.com/sites/williamarruda/2018/05/13/embracing-ai-and-automation-can-make-your-job-better/#a9cf3b8fa3e1>

<https://www.digitalistmag.com/digital-supply-networks/2017/12/27/4-steps-to-prepare-for-industry-4-0-05670554>

## Topic 7

**Title:** Building a better business through cyber resilience

**Suggested word length:** 2000 words

**Content type:** White paper

The State of Cybersecurity 2018 study stated that cyberattacks are increasing, but companies are investing more in terms of cybersecurity. Building a cyber-resilient business ensures that your company can operate continuously without any disruptions from cyber threats.

- A look back at companies that have been cyber attacked
  - Yahoo, eBay and Equifax
- Motives behind cyberattacks
  - Monetary
  - Political
  - Curiosity
  - Ideology
- Building a cyber-resilient environment
  - Why it matters
  - A shift to a data-centric security
  - Ways to build cyber-resilient business
    - Looking for the right leaders
    - Making employees part of the solution
    - Being an advocate

**Resources:**

<https://www.csoonline.com/article/2130877/data-breach/the-biggest-data-breaches-of-the-21st-century.html>

<https://www.forbes.com/sites/laurencebradford/2018/03/30/why-people-should-learn-about-cybersecurity-in-2018/#5f4da9b95d00>

<https://www.accenture.com/ph-en/insights/security/securing-future-enterprise-today>

<https://www.accenture.com/us-en/insight-what-if-there-was-security-breach-nobody-cared>

<https://www.cgsinc.com/blog/what-are-motives-behind-cyber-attackers>

<https://cybersecurity.isaca.org/state-of-cybersecurity#3-part-2-june>

<https://www.csoonline.com/article/3293898/business-continuity/digital-resilience-a-step-up-from-cybersecurity.html>

## Topic 8

**Title:** Artificial trends to watch out for in 2018

**Suggested word length:** 800 words

**Content type:** Blog

Technology in the Industry 4.0 space is continuously evolving, and many companies such as Alphabet is investing billions in developing AI technologies. Here are the recent trends that you should look out for.

- Robotics for logistic solutions (Amazon Robotics)
- Tesla's self-driving cars
- DARPA's robo-warriors
- AI creating content
- Simplified human-machine interactions
- Smart cities

**Resources:**

<https://dzone.com/articles/5-major-ai-trends-of-2018>

<https://www.cio.com/article/3250839/artificial-intelligence/5-artificial-intelligence-trends-that-will-dominate-2018.html>

<https://www.entrepreneur.com/article/307589>

<https://www.geospatialworld.net/blogs/13-artificial-intelligence-trends-2018/>

## Topic 9

**Title:** Deep dive on ransomware

**Suggested word length:** 800 words

**Content type:** Blog

The PGA of America has recently been hit by ransomware infection by BitPaymer, asking 53 Bitcoins in exchange for restoring the files. Ransomware can hit anyone – it even hit a golf organization's files. Here's what you need to do when your company is attacked by ransomware.

- Ransomware 101
  - Types of ransomware
    - Screen-locking ransomware
    - Encrypting ransomware3
  - How it works
- What to do when hit by ransomware
  - How to remove screen-locking ransomware
  - How to remove encrypting ransomware
- Preventing ransomware

**Resources:**

<https://www.techradar.com/news/hit-by-ransomware-this-is-what-you-need-to-do-now>

<https://howtoremove.guide/how-to-decrypt-ransomware/>

<https://www.csoonline.com/article/3236183/ransomware/what-is-ransomware-how-it-works-and-how-to-remove-it.html>

<https://www.cbronline.com/opinion/5-things-to-do-before-ransomware-strikes>

## Topic 10

**Title:** Public versus private blockchain

**Suggested word length:** 800 words

**Content type:** Blog

Blockchain users find applications that will fall outside p2p money use case, and these applications typically fall into two categories: private and public blockchain protocols. Here's what you need to know.

- Public blockchain
  - What is it
  - Samples of public blockchain
- Private blockchain
  - What is it
  - Samples of private blockchain
- How are they similar?
- Why are different blockchains needed?

**Resources:**

<https://hackernoon.com/public-vs-private-blockchain-4b4aa9326168>

<https://medium.com/iryo-network/public-vs-permissioned-private-blockchains-99c04eb722e5>

<https://www.ibm.com/blogs/blockchain/2017/05/the-difference-between-public-and-private-blockchain/>

<https://bravenewcoin.com/news/public-vs-private-blockchain-protocols-whats-the-difference/>

## Topic 11

**Title:** Agile software development and big data go hand in hand

**Suggested word length:** 800 words

**Content type:** Blog

As big data tools bring together large amounts of data for business strategy planning, agile software development can help companies focus on what matters to the company first. Agile development allows for early validation and learning throughout the project.

- Brief overview of big data
- Brief overview of agile development
- How the two work together to:
  - Promote learning from feedback
  - Early validation of software
  - Ensure continuous improvement

**Resources:**

<https://www.theserverside.com/tip/Making-big-data-projects-flexible-timely-with-Agile-software-development>

<https://www.epam.com/our-work/videos/big-data-and-agile-the-perfect-marriage>

<https://www.nexient.com/why-agile-software-development-and-big-data-are-a-good-match/>

<https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/using-agile-to-accelerate-your-data-transformation>

## Topic 12

**Title:** IoT trends to look out for in 2018

**Suggested word length:** 800 words

**Content type:** Blog

The value for the “internet of things” is projected to rise to up to \$8.9 trillion by 2020, and it’s not stopping now. The future of IoT is bright, and here are the top trends to prove it.

- Embedded sensors
- Near-universe connectivity
- Multiple stage infrastructures
- Enhanced security
- Practical mobile platforms
- More investment in machine learning
- Self-driving cars

**Resources:**

<http://customerthink.com/statistics-that-prove-iot-will-become-massive-from-2018/>

<https://www.business.com/articles/2018-iot-trends-effects-on-gdpr/>

<http://uk.businessinsider.com/8-8-2018-internet-of-things-report>

<https://www.iotforall.com/2018-iot-trends-product/>



## Topic 13

**Title:** Machine learning versus deep learning: Are they two of the same thing?

**Suggested word length:** 800 words

**Content type:** Blog

Machine learning and deep learning are two popular terms in the artificial intelligence world. However, some might say that they're two of the same thing. Here's a quick rundown of all you need to know about deep learning and machine learning.

- Machine learning
  - A quick overview of machine learning's history
  - Supervised learning
  - Unsupervised learning
  - Reinforcement learning
- Deep learning
  - A quick overview
  - How it differs from machine learning

**Resources:**

<https://becominghuman.ai/ai-machine-learning-deep-learning-explained-in-5-minutes-b88b6ee65846>

<https://blogs.nvidia.com/blog/2016/07/29/whats-difference-artificial-intelligence-machine-learning-deep-learning-ai/>

<https://www.analyticsvidhya.com/blog/2017/04/comparison-between-deep-learning-machine-learning/>

## Topic 14

**Title:** There's a new threat in town: What you need to know about cryptojacking

**Suggested word length:** 800 words

**Content type:** Blog

Ransomware was last year's popular cyberattack method, and this year, cryptojacking is slowly rising to the top. It hits crypto miners and uses their computers to mine cryptocurrency. Here's a deep dive on this rising cyber threat.

- How cryptojacking works
- Cryptojacking facts
  - It doesn't require a program to be installed.
  - It works in the background as people use their computers normally.
  - The numbers are shocking: Aduard reported a 31 percent growth rate for cryptojacking.
  - Cryptojackers are eyeing servers.
- How to prevent cryptojacking
  - Incorporating cryptojacking in security awareness program
  - Installing ad-blockers or anti-cryptomining extension
  - Keeping web filters up to date
  - Maintaining browser extensions

**Resources:**

<https://www.forbes.com/sites/jasonbloomberg/2018/07/29/cryptojacking-displaces-ransomware-as-most-popular-cyberthreat/#565eecab86e9>

<https://www.csoonline.com/article/3253572/internet/what-is-cryptojacking-how-to-prevent-detect-and-recover-from-it.html>

<https://hackerbits.com/programming/what-is-cryptojacking/>

<https://www.finextra.com/newsarticle/32399/ransomware-is-so-last-year-cryptomining-is-where-its-at-in-2018>

<https://www.computerweekly.com/opinion/Security-Think-Tank-Use-awareness-education-and-controls-to-halt-cryptojacking>

## Topic 15

**Title:** IBM's Watson: Making efficient decisions through AI

**Suggested word length:** 500 words

**Content type:** Case study

IBM Watson was the first supercomputer to beat a contestant in Jeopardy. It learns from small data sets and embeds into your workflow so you can get AI when and where you need it. Many organizations are using IBM Watson to solve various business challenges.

- An overview of IBM Watson
- How companies are using IBM Watson in their processes
  - Macy's OnCall customer service
  - H&R Block used it for client communications
  - Staples' Easy button
  - Autodesk's Ava chatbot support
  - Analysis of Chevrolet's Facebook and Twitter posts
  - Making decisions for North Face
  - Watson Ads

**Resources:**

<https://www.computerworlduk.com/galleries/it-vendors/innovative-ways-companies-are-using-ibm-watson-3585847/>

<https://www.topbots.com/10-major-fortune-500-brands-using-ibm-watson/>

## Topic 16

**Title:** What happened to the Google Doc's phishing scam?

**Suggested word length:** 500 words

**Content type:** Case study

Even a big name such as Google fell victim to phishing scams. Last May 2017, a hacker was able to build a "Google Docs" app and registered it with Google. It reached about a million users before Google was able to stop the attack after 30 minutes. This shows that even if the attack was in a short period, precious data can still be stolen from multiple users.

- What happened
  - The creation of "Google Docs"
  - Emails were sent to users, including a link to a shared document
  - Google was able to detect the attack within 30 minutes
- Google's next move
  - The company said that there wasn't too much damage; only less than 0.1 percent of users were affected.
  - Google used machine learning-based detection, safe browsing, email attachment scanning and additional security measures to prevent the same thing from happening.

**Resources:**

<https://www.engadget.com/2017/05/06/google-explains-phishing-scam-defense/>

<https://www.snopes.com/news/2017/05/03/google-docs-phishing/>

<https://gizmodo.com/everything-you-need-to-know-about-this-weeks-massive-ph-1794914151>

<https://www.bbc.co.uk/news/business-39798022>

## Topic 17

**Title:** Is there such a thing as anonymous data?

**Suggested word length:** 800 words

**Content type:** Blog

We fill out some kind of form online once in a while, whether for hospital records or a simple Facebook survey. We assume that our data is safe and anonymous, but once it's out there, is it, really?

- Sample cases
  - The Cambridge Analytica case
  - New York City Taxi and Limousine Commission dataset release
- The hard truths
  - It's easy to re-identify people by combining bits and pieces of data.
  - Location data is an easy identifier.
  - Even if it couldn't identify your name, data can tell where you work or, worse, where your home is.
  - Once data is out there, it's there forever.
- How do we remain "anonymous"?
  - The GDPR: A right step toward proper enforcement
  - Regulations should focus also on custodians of data other than consumers.

**Resources:**

<https://www.theguardian.com/world/2018/jul/13/anonymous-browsing-data-medical-records-identity-privacy>

<https://www.bellingcat.com/resources/articles/2018/07/08/strava-polar-revealing-homes-soldiers-spies/>

<https://research.neustar.biz/2014/09/15/riding-with-the-stars-passenger-privacy-in-the-nyc-taxicab-dataset/>

<https://www.lifelock.com/education/what-is-data-privacy-and-why-is-it-important/>

## Topic 18

**Title:** How a distributed ledger differs from blockchain

**Suggested word length:** 800 words

**Content type:** Blog

Blockchain and distributed ledger are often interchanged terms. They are synonymous, but they do have their differences. Here's what you need to know.

- Distributed ledger
  - What is it?
  - What are the features?
- Blockchain technology
  - What is it?
  - What are the features?
- Similarities and differences of the two

**Resources:**

<https://www.worldbank.org/en/topic/financialsector/brief/blockchain-dlt>

<https://medium.com/nakamo-to/whats-the-difference-between-blockchain-and-dlt-e4b9312c75dd>

<https://towardsdatascience.com/the-difference-between-blockchains-distributed-ledger-technology-42715a0fa92>

<https://www.mangoresearch.co/blockchain-vs-distributed-ledger-technology-dlt/>

## Topic 19

**Title:** Security and privacy in IoT

**Suggested word length:** 800 words

**Content type:** Blog

Security and privacy are top concerns when it comes to the “internet of things.” Too many IoT devices lose precious customer data, but organizations are doing their best to bring their security programs up to date.

- What are the security and privacy issues in IoT devices?
- Have there been IoT security hacking incidents?
- How are companies dealing with consumer fear?

**Resources:**

<https://www.embitel.com/blog/embedded-blog/security-challenges-faced-by-iot-based-industries>

<https://www.pcworld.com/article/2866372/iot-companies-should-ensure-consumer-privacy-warns-us-regulator.html>

<https://iot-analytics.com/5-things-to-know-about-iot-security/>

<https://www.zdnet.com/article/what-is-the-internet-of-things-everything-you-need-to-know-about-the-iot-right-now/>

## Topic 20

**Title:** Smart tech is upon us: The power of deep learning

**Suggested word length:** 800 words

**Content type:** Blog

Big companies such as Google, Netflix and Amazon use deep learning technology to understand consumer needs. With deep learning, we now have smart technology solutions that aid us in our day to day lives.

- Deep learning
  - A quick overview
  - How it works
  - Types of neural networks
  - Benefits of deep learning
- Sample smart tech solutions that deep learning has offered
  - In finance
  - In health care
  - In day-to-day activities (such as self-driving cars)
  - Others
  - Google's AlphaGo and AlphaZero

**Resources:**

<https://www.zendesk.com/blog/machine-learning-and-deep-learning/>

<https://becominghuman.ai/ai-machine-learning-deep-learning-explained-in-5-minutes-b88b6ee65846>

<https://medium.com/@vratulmittal/top-15-deep-learning-applications-that-will-rule-the-world-in-2018-and-beyond-7c6130c43b01>

<https://medium.com/@vratulmittal/top-15-deep-learning-applications-that-will-rule-the-world-in-2018-and-beyond-7c6130c43b01>