demandscience℠

Quickstart Guide:

B2B Content Syndication

Learn how to use the content you have
to get the leads you want.

What is Content Syndication?

Like the name suggests, content syndication refers to the strategic republishing of content in more than one location. In the context of B2B marketing, that means partnering with other websites, sharing content on social platforms, and promoting content on syndication networks. Most people use content syndication to source relevant, vetted leads for their sales teams.

How It Works:



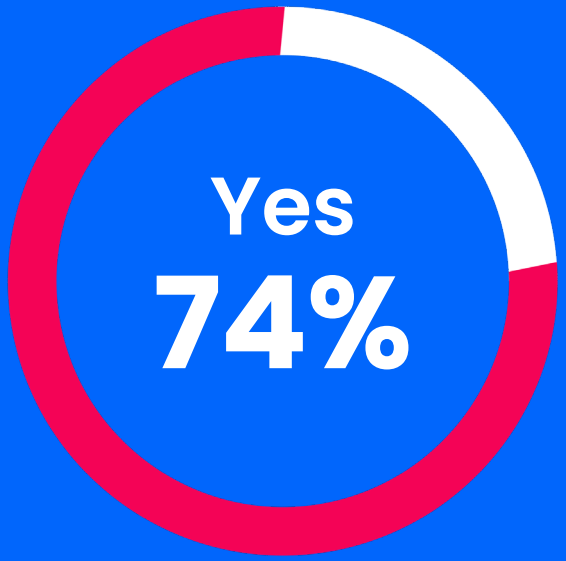
Define Your Audience → **Create Your Content** → **Pick Your Channels** → **Serve Your Content** → **Collect Leads**

Content Syndication for B2B Marketers

For B2B sales and marketing teams, content syndication isn't just a way to attract more leads, but the right kinds of leads. And according to our research[1], that's one of the biggest challenges facing B2B organizations today.



Is attracting quality leads your biggest content challenge?



1 Ethington, J. (2022). [Unpublished raw data on quality lead generation for B2B]. TrendCandy.

How to Leverage Free Content Syndication

One approach is to find the right publications, pitch your own content, and build relationships with publishers in your industry. Another way to go about it is to get started on your own:

Main Social Networks:

- LinkedIn
- twitter
- Instagram
- slideshare
- YouTube

Free Digital Networks:

- Quora
- reddit
- Medium

Free-To-Start Networks:

- Meta for Business
- Pinterest



Level Up with Paid Content Syndication Options

According to our research[2], the most successful marketing teams have some sort of content syndication program in place. The key is selecting the right vendor.

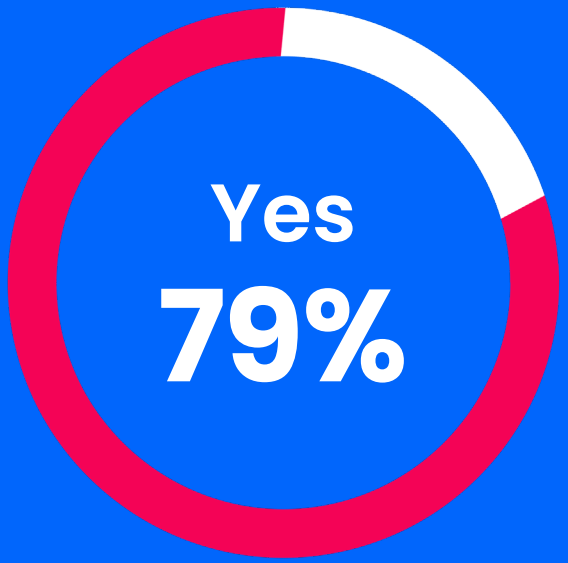
Vendors:

demandscience
Offers a syndication solution featuring top-notch customer support and guaranteed leads that match your ICP

Outbrain
Known for its partnerships with publishers, like Reuters, Wall Street Journal, and CNN, among many others

Taboola
Places and distributes content to a network of online publishers using specialized algorithms

Does your marketing team use a content syndication vendor to distribute content?



2 Ethington, J. (2022). [Unpublished raw data on quality lead generation for B2B]. TrendCandy.



Benefits of Content Syndication for Your Best MQLs Yet

- Expand brand awareness by being in all the right places.
- Reach more people in your target audience so you can nurture them later.
- Generate high-quality leads who are interested in what you have to offer.
- Expand your social media presence.
- Build organic traffic and boost backlink authority for SEO.

Getting Started with Content Syndication

Budget:

Most content syndication vendors work on a cost-per-lead (or cost-per-click) basis.

Cost-per-lead (CPL) refers to the average amount of money a marketing team spends to acquire a new prospect.

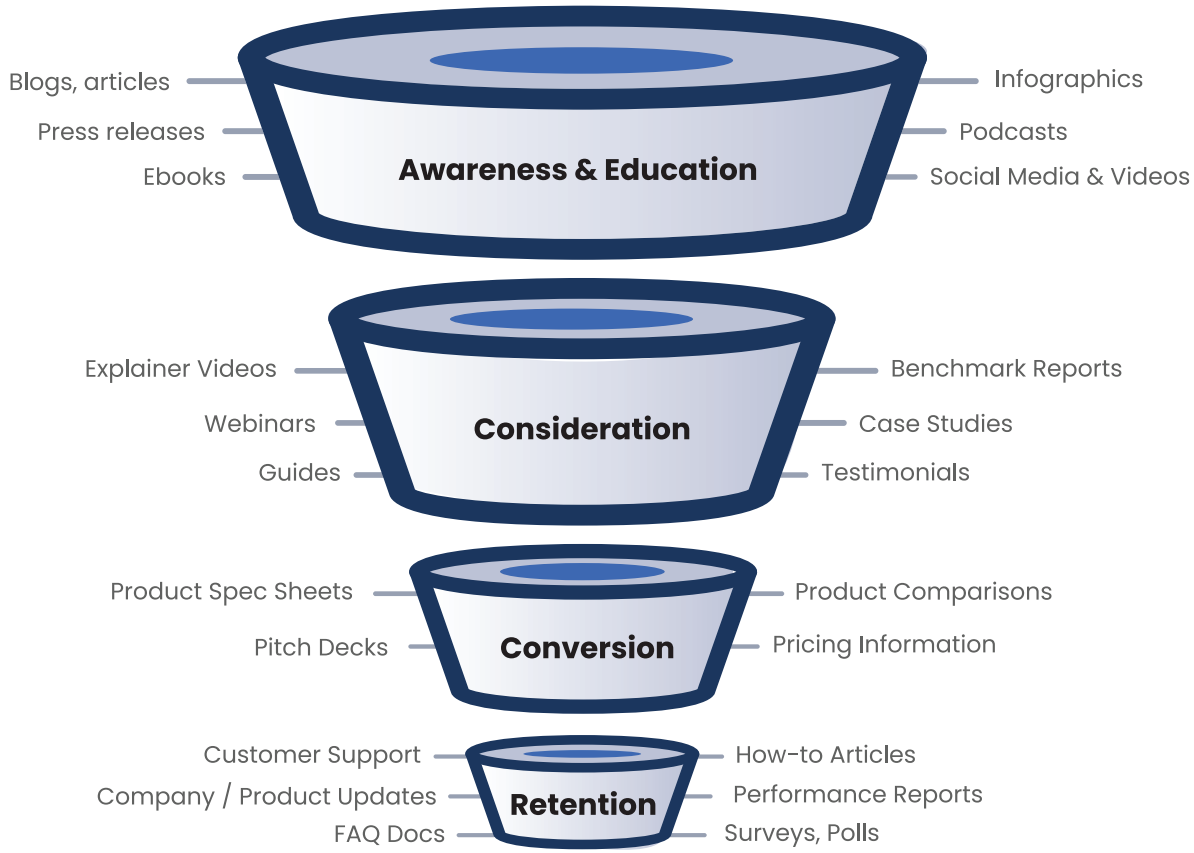
$$CPL = \left(\frac{\text{Total Ad Spend}}{\text{Total Attributed Leads}} \right)$$

Knowing your average cost-per-lead can help determine a more appropriate spend for your existing content syndication partnerships. Always pick a vendor with guaranteed CPL.



Content Formats for Syndication

Really, any type of content is eligible for content syndication. But remember, you want your assets to support prospects throughout their entire customer journey, which is why it's important to create quality content that's pertinent to specific areas of the sales funnel.



Four Strategic Guidelines to Consider

1. Set Realistic Expectations

- Track program performance to identify:
  - Strategic elements in need of improvement
  - Top-performing assets
  - Optimal platforms/networks/length for your content
- Create goals specific to where you are in your content syndication journey and adjust based on learnings.

2. Generate Quality Opt-in Leads

- Content is only as good as its ability to deliver genuine value to its audience.
- Post multiple assets delivered in various formats that touch on a wide range of topics.

3. Nurture Leads Immediately

- Funnel new leads into a structured nurturing campaign.
- This ensures leads receive a response quickly and serves to identify leads that merit a sales follow-up.

4. Establish Requisites for Sales Follow-up

- Consider minimum factors like:
  - Lead score
  - Engagement behavior
  - Third-party intent
  - A combo of all three

Get Started with Content Syndication Today.

Contact us at info@demandscience.com or click here to learn more.

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DemandScience is a global B2B data company that partners with customers to upgrade their pipeline. Our accurate data and predictive insights enable sales and marketing professionals to identify, activate, and convert the right buyers at the right time and achieve their growth goals.

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