



Create a B2B Content Syndication 'Power Couple'

Pairing the right content with the right vendor delivers cost-effective, high-quality leads



Peanut butter and chocolate. Wine and cheese. Cupcakes and frosting.

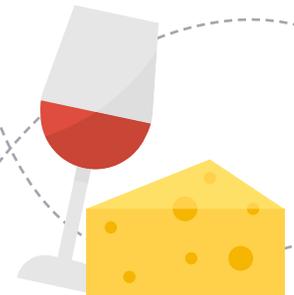
Each item is tasty on its own. But put them together, and they're irresistible.

Creating the perfect pair isn't just a must-have for your next dinner party. **It's also essential in B2B content syndication**, a proven marketing strategy that helps companies find the most qualified leads at a reasonable cost.

You can't get optimal results from B2B content syndication without pairing the right content with the right vendor. Here's why: You can create impactful and highly targeted content for your prospects, but without a best-in-class syndication provider, your content won't reach the right audience. The same is true in reverse. You can choose a top-notch syndication vendor, but if your content doesn't solve for your buyers' pain points, your campaign will fall flat.

How can you put it all together?

Read on. We're spilling the tea on why B2B marketing leaders are going all-in on content syndication, and we're giving you a two-step success formula you can use to form your own B2B content syndication power couple.

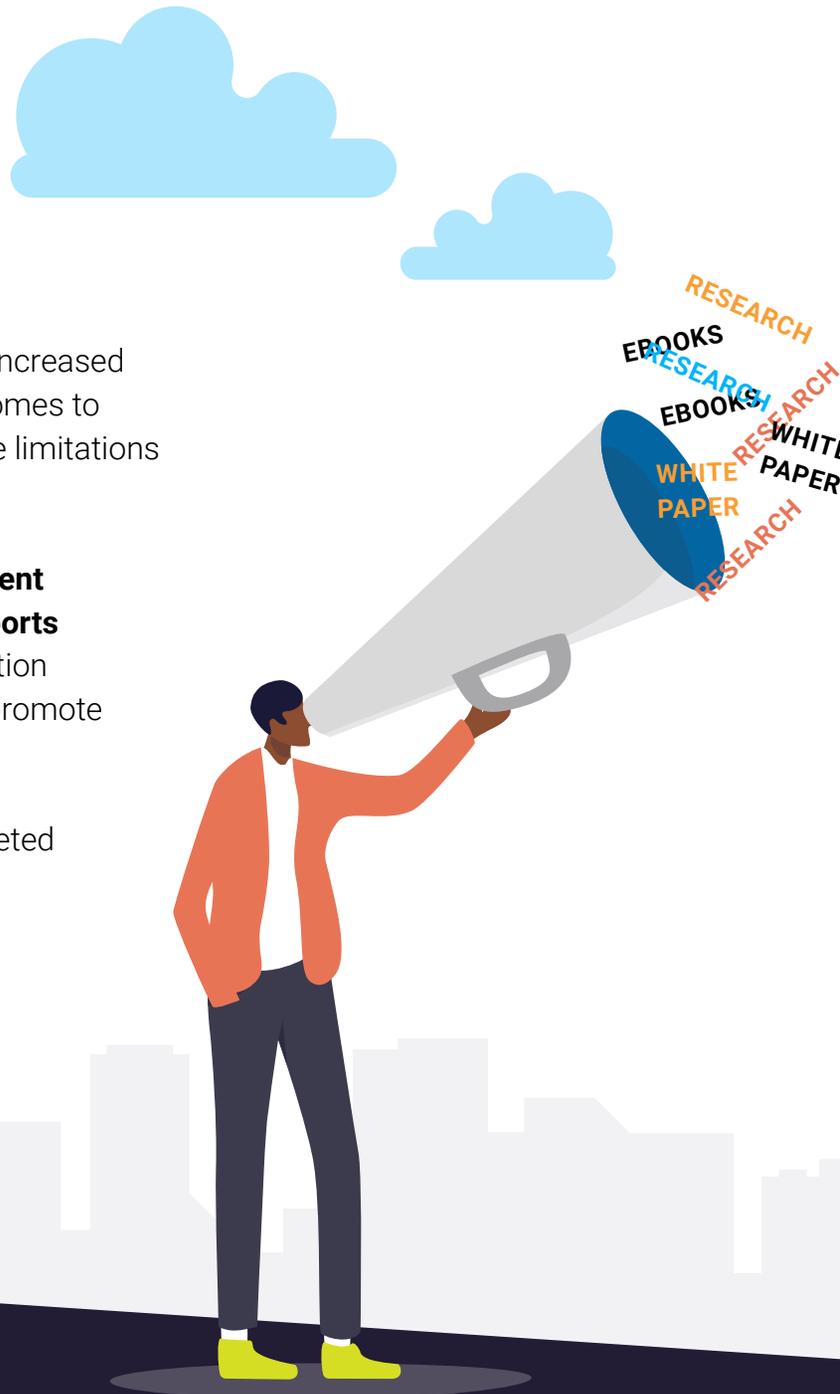


3 Reasons Why CMOs Are Embracing Content Syndication

Most CMOs already know the many benefits of content marketing, including increased brand recognition, improved customer loyalty, and larger sales. But when it comes to distributing their content, many B2B marketing leaders feel constrained by the limitations of their current email or blog subscription lists.

Content syndication lets marketers overcome this roadblock. At its core, **content syndication delivers your best content—eBooks, white papers, research reports—to a broader audience than you could reach on your own.** Content syndication vendors distribute content across third-party publications and websites and promote it to a shared list of contacts via email.

You can incorporate content syndication into a variety of initiatives, from targeted account-based marketing (ABM) strategies to brand awareness campaigns.



3 reasons why content syndication is trending:

1 Skyrocketing advertising costs

The price of reaching potential customers through online and social media ads keep rising, with 2021 bringing these year-over-year increases:

- LinkedIn ads ↑ [30%](#)
- Google programmatic display ads ↑ [75%](#)
- Meta (Facebook) ads ↑ [61%](#)
- TikTok ads ↑ [185%](#)

2 Inconsistent event attendance

In-person events cost more and draw smaller crowds than they did in past years. In addition, attendees are growing weary of virtual events post-pandemic.

- In-person events: 65% of [pre-pandemic attendance levels](#)
- Online events: 50% of attendees say they're "[significantly fatigued.](#)"

3 Tightening data restrictions

Regulations like the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR)—along with changes to iOS privacy settings by Apple—have made list purchases a non-starter.

- **\$10B revenue hit** taken by Meta due to Apple's [privacy policy changes](#)

“Content syndication is the number one way we’re driving leads right now. It’s more cost-effective than 90% of the tools in our lead generation toolbox.”

- Dana Harder, partner of B2B agency [Unreal Digital Group](#)

Creating the Perfect Pair

Step 1: Select the Right Content

Winning B2B content syndication strategies begin with creating insightful and impactful content your audience will love. The more irresistible you make your content, the more likely it is that your target buyer will download it, read it, and take further action.

“Content syndication is a value exchange,” says Dana Harder, partner of B2B agency Unreal Digital Group. “While your content is free to download, your prospects must determine quickly whether they want to pay the price of submitting their personal information on a gated landing page for the privilege of reading it.”

Go Retro Before You Move Forward

In theory, you can get a content syndication program up and running super-fast. So, it’s tempting to go to market with the content you already have. But doing so could limit your program’s effectiveness, especially if you’re using stale content that isn’t meeting your prospects where they are right now.

That’s why you should “go retro” before you move forward. Return to the basics. Take a step back and consider:

- ? **Who are your target buyers?**
- ? **What are their pain points?**
- ? **What messages will resonate with them today?**
- ? **How will I follow up with them?**



That last point may be the most important one of all. Here's why: Let's say you've created an eBook as part of your first syndication campaign. That eBook will carry your logo and your syndication partner's logo. But because your prospect downloaded it from a third-party website, they may not realize that the asset is developed in partnership with your brand.

As a result, when you follow their content download with a nurture email sequence that doesn't match the look, feel, and tone of your syndicated eBook, your prospects will feel the disconnect. **"That can ruin the relationship before it even starts,"** Harder says. By thinking through your entire syndication program first, you'll give prospects the context they need to connect the dots, and you'll create warmer leads as a result.

Choose the Best Content Formats for Syndication

The majority of B2B brands will use content syndication to develop high-level leads. That means top-of-funnel (TOFU) content assets focused on awareness are the best ones to include in a syndication program.

“*Formats that solve the pain points that keep your prospects up at night are the content pieces that deliver the highest-quality leads.*”

- Dana Harder, partner of B2B agency [Unreal Digital Group](#)



Longer-form assets such as white papers, research reports, and eBooks often make the most compelling content offers. Be sure to include data points that help frame buyers' pain points and help to validate your prospects' concerns.

While shorter-form pieces like infographics and blog posts are also TOFU assets and contain solid data, it's sometimes harder for them to stand out in a content syndication program due to their brevity and their widespread availability on other platforms. That means your potential prospect is less likely to fill out a lead generation form to get them.

TIP

How many content assets do I need per program?

The majority of content syndication platforms can be successful with between **two and four assets**. Not every prospect will download every asset, which is why it's important to include different formats and approaches.

62%

of B2B Buyers

Engage with **3 to 7 content** assets before ever talking to a salesperson.

Source: Demand Gen Report, [2022 Content Preferences Survey Report](#)



6 Tips to Create Syndication-Friendly Content

1 Know your audience. Determine which personas you want to reach. If you haven't created buyer personas, then choose which job titles you want to attract.

2 Understand your buyers' journey. A SaaS brand that offers their solutions at a relatively low price point will have a shorter buyers' journey than a brand that's selling an enterprise-focused PaaS product.

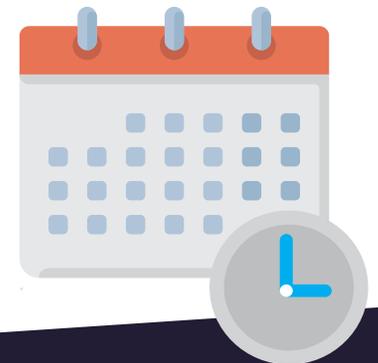
3 Set your priorities. Develop a content syndication program based on what you want to achieve. For example, you could create two or three content assets around one particular theme or pain point each quarter to narrow your focus and attract higher-quality leads.

4 Dive into the data. Include relevant third-party data points and real-life use cases in your content. Bonus tip: Include lists ("10 must-haves for ERP success") to drive downloads.

5 Get personal. A robust content syndication partner like DemandWorks offers you the opportunity to drill down on your audience in detail. The more specific you tailor your audience and your content, the better the quality of leads you'll generate.

6 Keep it evergreen. Stay away from pandemic and other references that date your content. "Evergreen content works great as both a primary piece of content you're promoting and as a secondary asset," says Alex Bauer, Digital Marketing Director at [DemandWorks Media](#), a B2B advertising services firm focused on content syndication and ABM. "This helps marketers measure engagement when prospects consume multiple content assets."

Stay away from pandemic and other references that date your content.



Creating the Perfect Pair

Step 2: Select the Right Provider

Once you've perfected your content assets, it's time to choose the right content syndication partner. "Your biggest consideration is to find a partner with a proven record of finding buyers in your specific niche," Harder says.

When weighing the pros and cons of potential vendors, ask these four crucial questions.

1. How will you help me reach my audience?

Best-in-class content syndicators will help you target audiences beyond the industry you work in. "Some vendors will use third-party data to build an audience, **but what separates leaders from laggards are those who use first-party data**, which increases your chances of hitting your precise target," Bauer says.

A content syndication partner like DemandWorks publishes dozens of opt-in email newsletters, called eBulletins, that drill down by industry, job role, job function, persona, company size, revenue, industry, tech stack and more.

CASE IN POINT



PLURALSIGHT

An industry-leading online tech workforce development company, Pluralsight needed to reach Senior Management and Director-level accounts with decision-making power and control over their departments' budgets. Using DemandWorks' IT-focused eBulletins, [Pluralsight generated net new leads](#) and accelerated its global sales pipeline.

7.1 Million
IT Professionals

Total reach of DemandWorks' IT-focused eBulletins

2. Which content distribution channels do you offer?

Content syndication providers most often offer these two channels:



Websites

Article content syndication networks distribute your content on their industry-specific affiliate sites. These articles often look like native assets, matching the overall look and feel of the platform on which they're hosted. Two considerations to achieve optimal results:

- 1 Consider the website's domain authority.** Seek a trusted source that ranks highly in organic search.
- 2 Make content easy to find.** Don't build a syndication program around a recent news event. "This can be overwhelming to an end user, because the content they find through an online search around current events won't be geared toward their job function or even the topic they're seeking at the time," Bauer says.

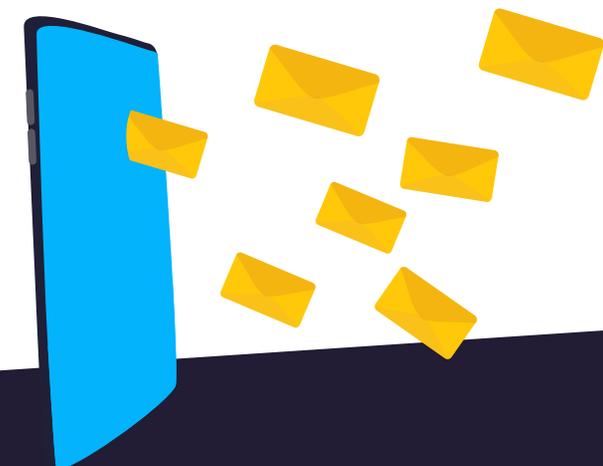
Emails

As a "push" medium, email "pushes" content directly to your specific audience when they're most receptive.



“We've found that email is the best way to cater the content we're sending to people based on what they're currently researching.”

- Alex Bauer, Digital Marketing Director, [DemandWorks Media](#)



However, users must opt into email, and if they don't remember doing so, they may mark your message as spam. E-newsletters help clear this hurdle because they arrive on a regular basis. This raises the likelihood that your prospect will remember signing up for them. E-newsletters also allow users to provide additional information to a content syndication provider. The vendor can then use that information to create tailored audience segments.

3. Do you use intent data, and how will it help me?

CMOs are gravitating toward intent data, essential metrics that provide insight into their buyers' interests based on their online activity. But you don't have to invest in an intent data solution to use it in content syndication. Instead, choose a best-in-class content syndication vendor that already leverages intent data to help you reach those leads who are ready to buy.

DemandWorks' subscriber-based platform analyzes behaviors across more than 100 unique data points. It then uses that intent data to deliver a fully customized 1:1 content experience, ultimately generating more engaged leads and driving conversion. "We've designed our content journey so **people can easily consume content that's similar to the first piece they've downloaded**," Bauer says. "This lets us know when subscribers have engaged with more than one content asset at a time."

CASE IN POINT



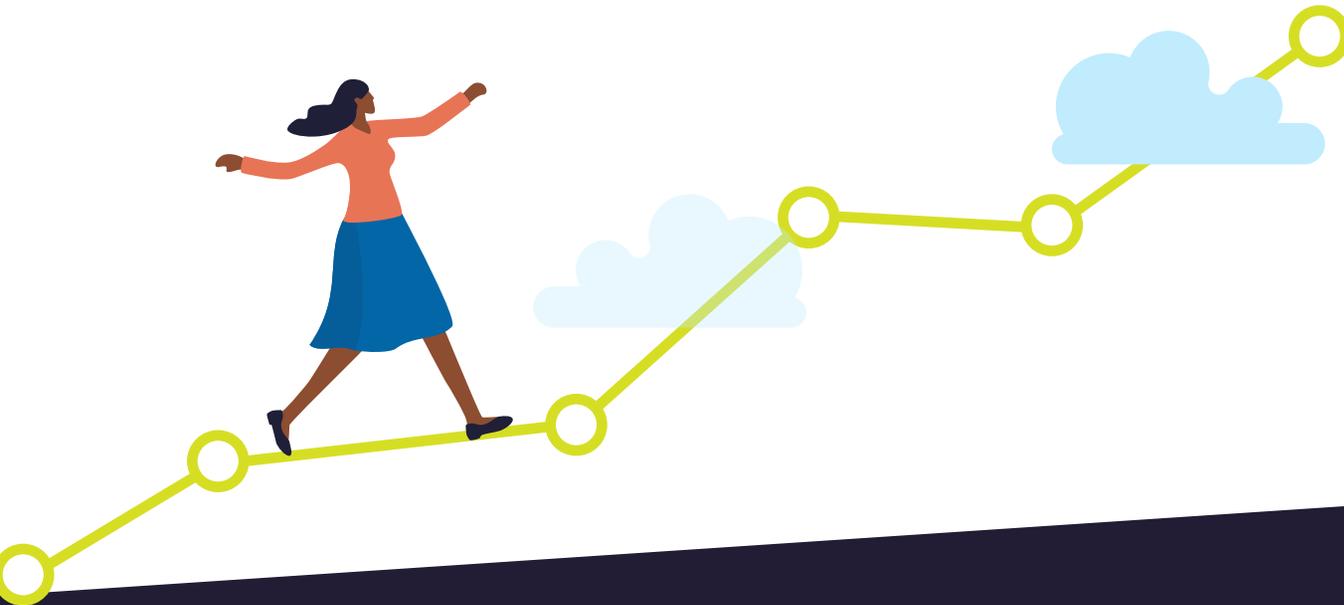
After the Petya and WannaCry ransomware attacks in 2017, [AT&T Cybersecurity](#) created rapid response guides that explained how the viruses work, how to scan for vulnerabilities, and how to monitor for intrusions. They relied on DemandWorks to place this valuable content directly in the inboxes of cybersecurity decision makers at prospect companies.

34%
**of AT&T
Cybersecurity's**
closed deals from content syndication are attributed to DemandWorks.

4. How will you measure my ROI?

To track the most accurate ROI from your content syndication efforts, you'll want to go beyond email open and click-through rates. Choose a vendor who can integrate with your systems to provide these four deeper metrics:

- **Return response rate** - The percentage of valid replies you receive from a campaign.
- **MQL rate** - The percentage of leads that met marketing's criteria for a passthrough to sales.
- **Sales-accepted lead (SAL) rate** - The percentage of MQLs the sales team deemed as worthy of pursuing.
- **Sales closing rate** - The percentage of deals closed vs. the number of formal quotes sent by your team. Consider how that rate compares to the closing rate of leads outside of your syndication campaign.



CASE IN POINT



A marketing tech company, [PathFactory](#) considers three metrics for marketing lead success: Time spent with content, propensity to “binge” on content, and funnel progress. DemandWorks used intent data to help them find a highly targeted pool of prospects. Today, content syndication is PathFactory's top driver of MQLs and SQLs.

30X
Value of
pipeline leads

from DemandWorks vs. the cost
of running the program



Experience the Power of the Perfect Pair

With event fatigue rising, online advertising costs soaring, and user data getting harder to find, CMOs are embracing B2B content syndication programs for their efficiency and cost-effectiveness.

You can drive results with content syndication by relying on a perfect pair: the B2B marketing experts at [Unreal Digital Group](#) and the best-in-class team, data and technology capabilities of [DemandWorks Media](#). Start today.

