


Supercharge Your Strategy with Content Syndication



Meet Your Speakers



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What We'll Cover

- ❑ How content syndication supports various B2B marketing objectives
- ❑ Best practices to execute effective content syndication programs
- ❑ Expert guidance on how to scale content syndication ROI

Content Syndication: The Wind Beneath Marketing's Wings

Content syndication drives several key marketing objectives all in one fell swoop.

1. Expands audience reach
2. Creates a consistent digital presence
3. Boosts web traffic
4. Educates buyers
5. Improves lead gen among in-market customers
6. Increases brand authority
7. Saves time and resources
8. Creates brand differentiation
9. Increases inbound links & SEO performance

Narrowing the Focus

Today, we'll do a deep dive on *three key marketing objectives*:



Lead
Generation



Brand
Awareness



SEO
Performance

Fast, Effective Lead Gen with Content Syndication

One of the fastest, most effective ways to increase quality lead generation

Paid syndication platforms allow you to tap into target audiences who are **interested in consuming your content.**



Content Syndication Strategy to Drive Leads

Five-Step Strategy:

1

Determine your ideal customer profiles (ICPs)

2

Pinpoint the most relevant topics for your ICPs

3

Select the most optimal paid syndication partners/platforms

4

NURTURE THE LEADS (!)

5

Track content syndication performance

Fast, Effective Brand Awareness with Content Syndication

Constant challenge for B2B marketers: **content saturation**

SO,
HOW DO YOU
STAND OUT FROM
COMPETING
BRANDS?



Double down on creating
top-quality
thought leadership content

Content Syndication Strategy to Build Brand Awareness

Simple Two-Step Plan:



But remember → you still need to be strategic about content development

What Makes for Effective, Brand-Focused Content?

Attracts and maintains the attention of target audiences/ICPs

Strengthens company/brand reputation

Adheres to guidelines/best practices of distribution channels

Has a brand narrative/identity that's consistent across all channels

Comes in a variety of formats

Has a top-funnel focus

Brand-Building Benefits of Content Syndication

By syndicating valuable, brand-focused content, B2B marketers can:

- 1 Carve out their own space in a fiercely competitive marketplace
- 2 Establish brand credibility
- 3 Increase brand visibility among larger, relevant audiences
- 4 Encourages in-market buyers to navigate their own purchase paths

Fast, Effective SEO Performance with Content Syndication

One of the **easiest, most effective** methods to improve SEO performance of your website

Theory is simple:

Drive traffic to your website from syndicated content published on third-party sites/platforms

The diagram consists of two overlapping speech bubble shapes. The left bubble is a medium blue color and contains the text 'Drive traffic to your website from syndicated content published on third-party sites/platforms'. The right bubble is a lighter blue color and contains the text 'Increased traffic lends to improved search engine rankings of your website'. The two bubbles overlap in the center, with the right bubble partially covering the right side of the left bubble.

Increased traffic lends to improved search engine rankings of your website

Content Syndication Strategy to Drive SEO Performance

Four steps to drive
SEO performance
while avoiding a
search engine penalty:

1

Use canonical tags

2

Cite the original article

3

Backlink sources

4

Make sure content stands out from the pack

Key Takeaways

- ❑ Content syndication is one of the fastest, most effective methods to drive multiple marketing objectives simultaneously.
- ❑ Paid syndication options allow marketers to be more intentional and strategic, resulting in more impactful results.
- ❑ No matter the goal, marketers should always focus on syndicating **QUALITY** content that provides clear value to target audiences.

Q&A



Thank you!

