Supercharge Your Strategy with Content Syndication

Meet Your Speakers



Abbi Tanton
Content Marketing Manager,
DemandScience



Stacy McMaster

VP, Global Customer Experience,

DemandScience

What We'll Cover

- ☐ How content syndication supports variousB2B 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.

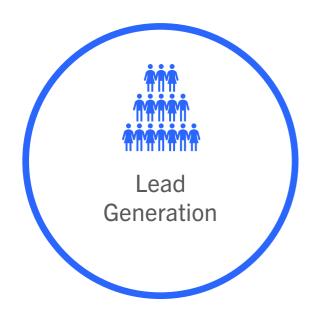
- 1. Expands audience reach
- 2. Creates a consistent digital presence
- 3. Boosts web traffic
- 4. Educates buyers
- 5. Improves lead gen among in-market customers

- 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:









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)

Pinpoint the most relevant topics for your ICPs

3 Select the most optimal paid syndication partners/platforms

4 NURTURE THE LEADS (!)

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:

Carve out their own space in a fiercely competitive marketplace

2 Establish brand credibility

Increase brand visibility among larger, relevant audiences

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

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:



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.





