

A GUIDE ON CONTENT SYNDICATION



Activate the Power of Intent

What is Content Syndication?

A form of 3rd-party demand generation in which marketing teams leverage media partners to distribute your branded content via a variety of channels to reach broader audiences.

Why is it important?

Inbound marketing tactics plateau. It's increasingly critical to leverage external media outlets to get your messages in front of target audiences while acquiring privacy-compliant prospect contact information.

Foundations of a Successful CONTENT SYNDICATION PROGRAM

1 Build A Strong Target-Account List (TAL)

The companies you're targeting should...

A

Fit your ideal customer profile (ICP)

- Firmographic data
- Technographic data

B

Be actively researching intent topics and keywords related to your products and solutions

TIP: Refine your ICPs using intent data to maximize program success

70% of B2B marketers using intent data rate their digital marketing strategies as very successful vs. 33% of non-users (Ascend2 Research Report)

2

Set Strong Persona Targets

Persona selection Do's and Don'ts of high-performing programs:

- **DO** provide multiple job titles for similar roles
- **DON'T** only target executive titles
- **DO** target decision-influencers (not just decision-makers)
- **DO** set geographic targets matching intent-signal origin

3

Select The Right Content

The content assets you use should:

- Be educational
- Provide actionable guidance
- Briefly introduce your brand's approach to solving a problem

When providing content to media partners:

- Send 3-5 assets per campaign
- Provide abstracts for each asset

TIP: Learn how to align content with target accounts' interests

4

Verify Leads & Nurture to Sales-Ready

Before sending leads to sales for follow-up:

- Establish lead verification processes to avoid dumping duplicate, inaccurate, or poor-quality leads into your database
- Use integrations to directly inject leads into your marketing automation system
- Email nurture contacts to further introduce them to your brand and solutions:
 - Follow email "best practices"
 - Limit batch emails to 20-30 contacts at a time to avoid spam folders
 - Optimize email messaging based on intent signals
 - Score leads based on a combination of email engagement and most recent intent signals

TIP: Use intent data to select the right follow-up messages/nurture tracks

5

Analyze Campaign Performance

- Track best-performing content and optimize campaigns accordingly
- Adjust caps on leads generated from accounts—consider accepting more leads from highly-engaged accounts
- Run a programmatic ad campaign in tandem that targets accounts you've generated leads from—to improve conversion rates



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