



# Generating demand with content syndication

A proven strategy for generating marketing qualified leads.



MyOutreach

Content Marketing.  
Digital Advertising.  
Events.

**Which of these popular strategies are you using to generate fresh leads?**

More importantly, are they quality leads that generate pipeline?

How about a strategy that 65% of B2B marketers use as a core lead generation tactic?<sup>1</sup>

## **Content Syndication!**

This popular content marketing tactic can help you generate quality leads at scale ready to be nurtured through the funnel. This guide is designed to give you practical advice on how you can use content syndication to generate demand for your tech products and services.

After reading this guide, you will have enough information to begin a content syndication campaign and start capturing new leads.

## **Here's What We're Going To Cover:**

- ✓ **Introduction**
- ✓ **What Is Content Syndication?**
- ✓ **The Content Syndication Process**
- ✓ **Types of Content to Use for Syndication**
- ✓ **Benefits of Content Syndication**
- ✓ **Different Types of Targeting**
- ✓ **How to Nurture and Convert Leads**
- ✓ **Frequently Asked Questions**
- ✓ **Content Syndication Can Work for You**

# Introduction

**As a B2B marketer, you know better than most that the marketing landscape (in the technology sector especially) is constantly evolving and you are required to adapt to ever-changing trends, purchasing behaviours and legislations.**

Once upon a time, before the Great Pandemic of 2020, marketers would get the majority of their leads from events such as tradeshow and expos. What a time to be alive! In such a short space of time, live events have become the most unreliable lead generation activity and the immediate future still remains uncertain. More than ever, marketers now recognise the importance of modern, digital marketing campaigns and the power it holds to their business. Marketers who do not find exciting and alternative ways to generate demand lag behind their competitors.

Almost all tech marketers allocate budget to their website, socials and GoogleAds. However, to get an edge over your competitors in the tech industry, you must use much more than regular

strategies. Are your websites and social pages providing valuable content for your key audience? If you do create useful content, does it reach your prospective clients? And, are you generating enough leads from your content to make it all worthwhile?

Often, businesses create quality content but only a handful of people see it because the reach is limited to the company's immediate network, i.e. website visitors, newsletter subscribers and social media connections. The content reaches the same people every time and causes an echo chamber effect. The primary solution to this visibility problem is content syndication. In this guide, we will be addressing how you can leverage content syndication to drive more demand for your business and convert more leads.

Grab a pencil and paper! There is lots to learn.



To a first-timer, Content Syndication might sound a bit strange. But, if you've ever republished your blog content on your LinkedIn page, you already have an idea of what it is. However, to maximise the opportunities that are present in content syndication, you must have more than a peripheral understanding of how content syndication works.

“Content Syndication is a marketing strategy in which you allow a third party website to republish the content you have already posted on your website, to gain access to their audience and generate more leads.”

Content syndication is very different from content promotion, even though they are both content marketing strategies. Content promotion involves publicising your content, either by sharing organically or through paid advertisements. On the other hand, content syndication is the republication of your content by third parties to reach a wider audience and draw more attention to your business.

Different types of digital content can be syndicated (republished), from blog posts, eBooks and whitepapers to webinars and podcasts. When your content gets syndicated by a prominent site with a large audience, for instance TechTarget, it becomes visible to more people who may never have subscribed to your site.

Whichever way you want to look at it, content syndication is a win-win situation for all parties involved.

As a marketer with valuable content that can be republished, you get more visibility and publicity that drives more traffic to your brand and increases the effectiveness of that particular asset for

lead generation.

The reader gets to consume valuable, educational content that will help inform their purchasing decision. As for the third party site publishing your work, they get to share quality relevant content with their audience and keep them coming back.

# The Content Syndication Process

**How do you begin the journey of generating more leads with content syndication?** Hold on! Don't start dusting off your favourite content just yet. Here's how to kick start the process to gain more from your syndication campaign.

## 1.

### Publish Valuable Content On Your Website

There will be nothing to syndicate if you do not publish content on the web. Hence, quality content publishing is the first step towards content syndication. When you want to syndicate a piece, ensure that it is valuable, and then publish it first on your website. That way, your site gets recognized as the original poster for that particular asset, which helps your SEO.

## 2.

### Work with an Industry-specific Content Syndication partner

For many reputable sites, syndication is not free. The trick is in finding a website that most of your potential buyers make up the audience. It would be financially unwise to pay for your content to be syndicated on a platform with audiences that are not your target market.



# 3.

## Make sure the process is GDPR compliant

Data is a sensitive subject. Do your due diligence with vendors to ensure that they have obtained consent for personal data to be captured for lead generation purposes. If not, you not only risk the leads underperforming, but also costly fines from the ICO.

# 4.

## Set up a nurture process

Generally speaking, leads obtained from content syndication sit towards the top of the funnel. Before your sales team begin calling on these leads, they will need to be scored and nurtured. Work with your content syndication partner to help craft a content matrix that will work best for nurturing your leads.

# Types of Content To Use For Syndication



So, what is the best form of content to use for syndication?

In these times of hyper-consumption, content truly is king. However, not all content types will help you generate leads and grow demand with content syndication. Here's a list of top three content to use:

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## Whitepapers.

These are documents that provide in-depth knowledge on particular topics. These documents can make your reader understand a problem better and examine solutions for said problems. A whitepaper requires in-depth research and reflects your authority on the subject matter. To a prospect, if there are clearly identified benefits to reading your whitepaper, they become: more inclined to share personal contact information; respect your authority in your field; and become more receptive to future communications.



## eBooks.



The friendlier, easier-to-read alternative to a whitepaper. Still providing detailed information on a subject, they allow a company to educate the reader without getting into the weeds. Having gated, downloadable eBooks on your website makes it easy to collect personal information from generated leads. communications.

## Webinars.



As the name suggests, these are quite literally web seminars. Averaging 60 minutes in length, they are the most interactive asset as they allow prospects to listen to case studies, watch product demos, or even keynote speeches. Syndicating webinars on prominent tech websites is an opportunity to get people interested in your brand and generate leads easily.

### \*Hint

Before you ask potential buyers to hand over their personal information, you have to ensure the content they are about to access is worth the trade. For instance, most people would consider an infographic or one-pager not worth giving up their details for. And, when it's too long, it will likely act as a deterrent. Ten pages is the sweet spot!

### \*Tip

Creating quality content can be difficult and time-consuming. Fast-track your content syndication campaign by partnering with a dedicated content syndication company like My Outreach to create and syndicate the right content for your audience.



# Benefits of Content Syndication

Why should you consider content syndication, as a business in the tech industry?

Here are a few benefits content syndication can offer to businesses in the IT, hardware, software, cybersecurity and telco industries.

## ✓ Saves Money

By repurposing existing content for lead generation, you increase the ROI on that asset. Additionally, distributing your content to an external audience is significantly cheaper and quicker than growing your audience from scratch. What's more, content syndication programmes usually run at a fixed cost per lead (CPL), so you only pay when a lead is generated.

## ✓ Increased Audience & Traffic Generation

Content syndication provides the opportunity to reach more people, and tap into a new client base. For instance, if your work is republished by a reputable platform like Mashable, with about 12

million subscribers, at least 20% of these subscribers will see your branding. If your content blurb is compelling enough, a respectable number of these could become leads.





## Do You Know?

Content syndication is a low risk marketing activity as it is completely performance based. You only pay for guaranteed leads!

### ✓ Security and Growth

Since content syndication is a digital strategy, it cannot be affected by pandemics, as we have seen with the COVID-19 situation that has led to the closure of many events.

Through content syndication, upper-funnel leads will be continuously generated. This means that your business will grow continually regardless of events taking place in the world.

### ✓ Credibility and Authority

When your content is republished on a reputable platform, prospects will begin to see you as an authority in your field. As

a software company, imagine the credibility that comes with your content being republished on Tech Radar or CNET.

### ✓ Ultra Targeted Audience Reach

One of the fascinating things about content syndication is how it can help you reach a coveted group of audience that you otherwise can't reach on your own. With a well-planned syndication campaign, you can be sure that your content will be seen by potential buyers, as it would be republished on a platform that exclusively caters to your target audience.

# Different Type

## Different Types Of Targeting

What are the types of audience targeting you can use in content syndication to drive more demand?

Here are some targeting strategies that can help you reach the right audience with content syndication.

### 1. Intent Targeting:

Intent data (or behavioural data) identifies which businesses are currently researching your company's solutions right now. You can target via the content they interact with, the sites they visit, the keywords they run searches on, or even the places they visit. All of this data makes reaching in-market businesses easier than ever.

### 2. ABM Targeting:

Account based marketing involves targeting specific companies that have been identified as a good fit for your business. With ABM targeting, you are

not looking to get a large number of leads. Instead, you identify key prospects and focus your marketing resources on converting them.

### 3. Firmographic Targeting:

As the name implies, firmographic targeting focuses on the structure of a firm, e.g. Company Size, Company Revenue, Industry, etc.

Demographic Targeting: This targeting focuses on the demographic of the prospect, e.g. Job Function, Seniority Level, etc.

### 4. Technographic Targeting:

With almost everyone now owning an internet-enabled device, technographic targeting helps you serve your syndicated content to people based on the devices they use. The devices could be grouped according to type, brand, or operating system.



# How to Nurture and Convert Leads

What is the point of generating leads if they don't convert to clients who make purchases?

Although the main aim of content syndication is to get more exposure and generate quality leads, if it does not translate to sales, then it's a waste of time and resources. Thus, you have to give these leads more reason to buy from you. To move them farther down the sales funnel, here are a few tips you can utilize:

- **Provide Valuable Information:**

Intent data (or behavioural data) identifies which businesses are currently researching your company's solutions right now. You can target via the content they interact with, the sites they visit, the keywords they run searches on, or even the places they visit. All of this data makes reaching in-market businesses easier than ever.

want. So, it is your job to provide more valuable information about your products and services to address any questions or hesitation they may have.

- **Send Personalized Emails:**

As much as possible, try to personalize your campaign emails. This makes your mail more appealing to the prospect and makes them feel special. Personalizing emails could be as simple as addressing prospects by their names.

- **Re-engage Prospects:**

At a point, generated leads will stop engaging your posts or giving feedback. This is a cue for you to reach out and re-engage them. While this might be only

a business strategy to you, prospects would think they are special and keep you in mind when they need the services you offer.

- **Address Problems:**

As much as possible, provide answers to frequently asked questions and solutions for commonly encountered problems. This way, prospects know that beyond you selling products and services, you

are also a problem solver who knows their onions.

- **Do Not Be a Pest:**

Nobody wants to wake up to emails, texts, and calls bugging them to buy a product; it is a huge turnoff. Do not send daily promotional emails to your prospects, as it could do more harm than good.



# Frequently Asked Questions

## **Have you run a content syndication campaign in the past, or are you presently thinking about it?**

How about some answers to some of the common concerns you may have about content syndication.

## **What content should I use?**

Content syndication is fantastic for producing upper to mid-funnel leads.

Aim to syndicate content that will help prospects at the beginning of their buyer's journey. For example, a whitepaper that helps a prospect understand their problem and shines a light on potential solutions."

## **My sales team are burning through leads. What should I do?**

The sad truth is most IT buyers will purposefully avoid or dodge conversations with any sales team. While prospects might not be receptive to those who want to sell them products and services, they are a lot more open to people wanting to have conversations about their problems. Thus, much as

possible, do not sound like someone desperate to make a sale; instead, have a conversation about how to solve their problems.

Also, according to research, most people will respond better to a salesperson if the conversation feels like a chat with a friend

or an acquaintance, rather than a commercial. In light of this, your sales team must be confident and drive conversations in a way that feels friendly. The discussion shouldn't be too lengthy, or you will lose the lead, but it also shouldn't be brief as that would be quickly forgotten after it ends.

**I only want lower-funnel leads or sales-ready leads.**

Don't we all?! It is difficult to generate sales-ready leads at scale because it takes time for them to be nurtured down the funnel. Be wary of any company who can commit to delivering SQLs at scale – ask how they can manage to do this. Just because someone can deliver a BANT lead does not make it sales ready.



# Content Syndication Can Work For You

Content Syndication Can Work For You  
With the knowledge you have gained in this guide, you're prepared to use content syndication to generate quality leads for your business. Remember that content syndication will save you money, increase your traffic, and generate quality leads only if you do it right.

So, go ahead and prepare an effective syndication plan that includes creating

Find more resource about content syndication at [My Outreach](#).



quality content, partnering with the right company, and nurturing the generated leads.

By doing these things, your content will reach a larger number of your target audience, drive more prospects to your website, and increase your sales. Are you ready to try using content syndication to generate more quality leads?

My Outreach is a lead generation company with a wealth of experience in using content syndication to generate quality leads for tech businesses. We handle all the processes involved, including content creation and lead generation. When we set up and implement your content syndication plan, the only thing your sales team would have to do is nurture and convert the quality leads we generate.

# Do you need help setting up an effective content syndication campaign?

Don't Be Overwhelmed.  
You Can Do This!  
You've Got Us!

Book a free consultation  
With My Outreach today!

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