

# A Guide on Content Syndication

 Pipeline360

## What Is Content Syndication?

Content Syndication ensures the right people see your content, even if they've never heard of you, by republishing assets beyond your company's website, blog, LinkedIn, or social media accounts.

## Why Is It Important?

As inbound marketing plateaus, accessing external media platforms for message amplification becomes crucial. Content Syndication boosts brand awareness, drives more traffic to your site, and generates more leads.

## Foundations of a Successful Content Syndication Program

### 1. Build a Strong Target-Account List (TAL)

Your TAL is the backbone of your Content Syndication program, including companies that:

- **Fit Your Ideal Customer Profile (ICP)**
  - Using firmographic and technographic data
- **Research Active Intent Topics**
  - Related to your products and solutions

**TIP:** Use intent data to fine-tune your ICP.

### 2. Set Strong Persona Targets

Persona targeting requires strategy:

- **DO** consider various job roles
- **DON'T** focus solely on executive titles
- **DO** target decision-makers and influencers
- **DO** set geographic targets aligning with intent signals
- **DO target the desired function to build out your entire buying group**

### 3. Select the Right Content

Choose content that:

- **Educates, provides actionable guidance, and introduces your approach to problem-solving**
- **Is included in campaign contents:**
  - 3-5 educational content assets per campaign, with an abstract for each one

**TIP:** Align content with target accounts' interests.

### 4. Verify Leads & Nurture to Sales-Ready

Lead preparation is key:

- **Lead Verification**
  - Avoid the influx of duplicate or poor-quality entries
- **Digital Surround**
  - Run digital display ads to boost brand visibility amongst your ICP
- **Email Nurtures**
  - Leverage your marketing automation system for lead integration and run nurturing email campaigns

### 5. Analyse Campaign Performance

Regular assessment optimises future strategies:

- **Performance Tracking**
  - Monitor and adapt based on content success
- **Programmatic Ads**
  - For improved conversion rates, target accounts from which you have generated leads

### 6. Challenges in the B2B Marketing Landscape

Challenges include budget constraints (50%), economic deceleration (40%), and ambitious targets (32%). Despite 80% viewing new leads as critical, 53% miss pipeline goals.

- **Syndication Power-Up:** 49% invest in content creation, with only 23% using Content Syndication for lead gen. Syndication users hit their goals 61% of the time compared to 45% of non-users
- **Pipeline360 Future of B2B:** Combining targeted display, syndication, and a marketplace model, Pipeline360 assures compliant leads and early engagement. It provides an integrated solution with analytics and flexible efforts
- **Growing Commitment:** Over 90% plan to maintain or increase syndication investment in 2024. Pipeline360 is trusted by Salesforce, Cisco, Dell, and VMware

**Boost Your B2B Marketing with Pipeline360.**

For more insights, visit  
[The State of B2B Pipeline Growth Report](#)