Effective Content Syndication Strategies

A Marketing Guide for Successful Campaigns

What is content syndication?

Content syndication is the process of sharing content from one platform on another. You may have a ton of great content already on your site, but it's not likely that all of it will engage your target audience. Through content syndication, you can take your content and share it on someone else’s platform, increasing your audience and ultimately leading more of your ideal customers to your site.

There are many benefits to doing this. First, you get exposure to the audience of the syndication platform. This can help build your brand and credibility as your content appears on a trusted site. Second, by sharing your content on other platforms, you can reach a wider audience. This can help you attract new customers and increase your website traffic. Lastly, content syndication allows you to leverage the SEO power of the syndication platform, helping your content rank higher in search results.

How to get started

1. Define your target audience.
2. Choose the right partner.
3. Select the right content.
4. Develop your targeting strategy.
5. Launch your campaign.
6. Monitor and optimize your results.

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The buyers’ journey is not linear, so account for this with the following considerations and build flexibility.

- **exactly what they’re looking for—or they simply may not be ready to buy.** Even with a thoughtful nurture strategy, it’s important to have a backup plan to solve for whatever their problem may be. They may take longer on their sales journey, but that doesn’t mean they are out of market.

- **Testing opportunities:** If you see that people are engaging with your content on one channel but not another, consider reengaging them through a different channel. For example, if you’re finding that your visitors are regularly downloading your white paper, but fewer are downloading your white paper, try following up with more video content. This will ensure you can meet them where they are in the sales cycle.

- **Optimize based on engagement:** What job titles are most engaged? Are you seeing multiple contacts from the same company? Which asset is performing best (if you’re running more than one)? The content could have left the reader dissatisfied. Are you seeing leads that aren’t even responding? They may need more personalized content that addresses their specific pain points.

- **Be timely:** Timing is everything. Work with your provider right away to identify any issues and take steps to address them. They may be able to adjust their targeting or slightly modify the content to better reach your audience! More touchpoints mean they’re more likely to see, take interest and reengage with your brand.

- **Evaluate your program:** After your program ends, you should reengage your new contacts through the channel you first reached them on. This could mean email, display ads, social media—whatever channel make sense for your audience?

- **Keep an eye on your content:** You’ve been hard at work running content syndication and identifying potential buyers. The leads you’ve identified through this strategy are your foot in the door to a new market. Even with a thoughtfully constructed nurture stream, you need to adjust it as customer needs change.

- **Make sure you’re double-checking your leads:** You should be getting high-quality contacts from content syndication as part of your overall marketing strategy. Confirm your leads are in-target. Are you able to reach them for follow-up? How are they responding to your content? How can you solve problems (or create more)?

- **Overall messaging:** Overall messaging – Test new approaches to your messaging. Get creative with personalization, segmentation and channel of different touchpoints along their buying journey. You can test for different calls to action that correspond to different stages of the buyer’s journey, and how you position your organization to solve your customer’s problem.

- **Testing opportunities:** When you send an email, you want to test everything you can. Try testing different times of the day and days of the week for your email deliverability. You can also test for different calls to action that correspond to different stages of the buyer’s journey.

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Best practices for handing leads off to sales

When your leads move through your nurture stream and show signs that they are nearing a buying decision, you'll hand these leads off to your sales team. It's important to have a strategy in place for how you'll monitor their engagement to decide when they're ready for the handoff.

You'll touch these leads several times during your nurture program and can see how they're engaging and this information is important to share with your sellers. Equipped with this information, they can understand the journey of each lead, what they're interested in, how they respond to different messaging, and tailor their sales approach to fit.

Do they understand the program? Are they well-versed in the content you're promoting? It's important that you work hand-in-hand with your sales team.

They should be up to speed on how your program works and what content you're promoting along the way. Their communications with the leads should pick up where you left off, so the transition is seamless. You want the first sales outreach to feel natural – not an abrupt shift from the nurture communications your leads have been receiving to this point.

5 tips for sales follow-up

A lot of the same best practices you applied to your nurture messaging can be applied to person-to-person follow-up. Share these 5 tips with your sales team to help them ace their first engagement with nurtured leads:

1. Be prepared – These nurtured leads aren’t cold. And you have a treasure trove of information on what they’ve already engaged with through the nurture stream. Before you reach out, use this information to anticipate what your lead’s needs may be. What pain points have caused them to interact with your content? From there, you’ll have a better base of understanding why they should be interested in what your organization offers.

2. Be intentional – Sending a blanket email to any lead that comes across your desk isn’t going to cut it. Nurtured leads from content syndication campaigns have engaged for a specific reason. Use the content they’ve shown interest in to tailor your message.

3. Be helpful – Show how your organization can add value. Offer an idea, asset or solution that addresses your lead’s pain points. Be empathetic and show them you understand their challenge.

4. Personalize outreach – Keep the focus on your lead. You want to help them solve their challenges and, to effectively do so, you need to understand what makes them unique. In the first engagement, don’t focus on your company or products. Communicate based on things like the prospect’s role, industry and preferences. Use details you have about their content interests. Couple that with insights you have from social media and other data sources.

5. Think ahead – Before you make initial contact, have a conversion step in mind. Maybe you’ll send another piece of relevant content or share a webinar. If you aren’t sure where to start you can use information from the touchpoints along their sales journey to inform this conversion step.

Go further with content syndication

Our goal is to push campaigns as far as they can go. We have the technology and data to make that happen. Anteriad delivers content and ad campaigns to the right audiences by leveraging intent coupled with multiple targeting strategies and advanced data analysis.

Fill your pipeline with in-market leads. Anteriad guarantees your content syndication leads. We put our TripleCheck® validation process to work and combine precise algorithms, human tele-verification and social media to verify that the lead contact information is accurate.

Learn more about content syndication in How to Get the Most ROI from Content Syndication. Ready to take your campaigns further? See how we can put content syndication to work for you with our full-service data-driven demand generation and performance marketing solutions and take the guesswork out of your next campaign.

Ready to continue the conversation?

Let’s talk