A look behind the data in this report
In Q4 2016, SalesBox conducted an online survey about B2B Content Syndication Programs. We reached out to Demand Gen marketers and quizzed them on a series of questions related to Content Syndication Program outcomes and expectations for 2017.

740 Demand Gen Marketers

82% Manager and above

86% companies from North America
Key Takeaways for 2017

- 65% Uses content syndication as core lead gen tactic
- 85% Uses whitepaper for content syndication
- 71% See interactive content delivery & personalization as the driving factors in 2017
- 47% Plan to increase their allocation for content syndication in 2017

2017 Content Syndication Survey Summary
Is B2B Content Syndication a core part of Strategy?

- Yes: 65%
- No: 30%
- Unsure: 5%

Key Insight: Content Syndication is currently a key part of marketing mix
What are your Top 6 Content Syndication Goals?

- Generate Leads: 76%
- Nurture Leads: 48%
- Generate Sales: 34%
- Traffic: 40%
- Brand Advocacy: 31%
- Customer Engagement: 28%

Key Insight: Primary goal is to Generate “Marketing Qualified Leads”
What are the Top 4 types of Content being used?

- **85%** Whitepaper
- **60%** Webcast
- **50%** Infographic
- **35%** Articles

**Key Insight #** Whitepaper continues to be the primary content choice
Top 8 preferred content distribution channels

1. Email
2. Web
3. Social
4. 3rd Party Publishers
5. Search
6. Events
7. Mobile
8. Others

Key Insight: Multi-channel approach to amplify your message
Top 5 content syndication metrics used to track effectiveness

1. **Lead Quality**
   - Needs to match lead qualification criteria

2. **Lead Volume**
   - Needs to generate enough volume of Leads

3. **ROI**
   - Revenue versus cost per lead

4. **Brand Lift**
   - Brand Recall in Target Accounts

5. **Traffic**
   - Additional volume of visits to company website

**Key Insight**

Right leads + Right volume = Success
Top 5 emerging content types

1. **Interactive Content**
   - Content such as tests and quizzes, keeps users hooked

2. **Personalized Content**
   - Content tailored to each user persona

3. **Streaming Content**
   - Content streamed over the internet

4. **Rich Media Content**
   - Rich media like videos, games...etc

5. **AI based Content**
   - Content generated on the fly by intelligent AI bots

**Key Insight**

‘Static is passé...Dynamic is King’ when it comes to content
Top 8 challenges with Content Syndication

01 Resource Constraint
02 Content Personalization
03 Dynamic Intent/Behavior based Content
04 Buying Stage based Content
05 Cost/Budget
06 Variety
07 Measuring Effectiveness
08 Content Creation

Key Insight: Leverage inhouse + external expertise to get to goal
What % of your budget is allocated for Content Syndication

- 38% Less than 10%
- 22% 10 to 20%
- 11% 20 to 40%
- 5% Above 40%
- 24% Not yet

Key Insight# Content Syndication is a key tactic to add MQL leads to pipeline
How do you expect your budget to change in 2017?

Key Insight# Budget allocations set to rise for 2017
Which of the following holds true for your organization

**Expert**
Already executing a well crafted content syndication strategy and reaping rich dividends

**Pro**
Understand content syndication but looking to amplify reach by adding additional channels

**Beginner**
Just started aligning content strategy with our marketing goals and planning to launch shortly

**Curious**
Looks interesting but assessing fit for their company & marketing goals

**Skeptic**
Doesn’t believe it adds much value to their demand gen objectives

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Key Insight# Adoption rate expected to rise in 2017 & beyond
Key Recommendations for 2017

Amplify your Reach
Leverage the power of your organization’s full network by using your website, social channels, content syndication vendors/publishers as part of an effective content syndication strategy.

#1

Lead Quality
Ensure high quality of leads by constantly monitoring all lead sources.

#2

Lead Progression/Velcoity
Monitor the progression & velocity of leads through your funnel on an ongoing basis and refine lead nurturing process.

#3
SalesBox helps enterprises to accelerate sales traction through our award winning AI powered lead generation technology and services. Our fully managed lead generation program has been specifically designed to help technology firms and agency partners maximize reach and generate leads all along the sales funnel.

If you’re interested in improving your sales pipeline and/or want to know about our B2B audience discovery engine, do write to us at sales@salesboxinc.com or call us at 415.361.4080. Learn more at salesboxinc.com.