

2017 State of B2B Content Syndication Survey Report

Survey Methodology

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



2017 Content Syndication Survey Summary



65%

Uses content syndication as core lead gen tactic

85%

Uses whitepaper for content syndication

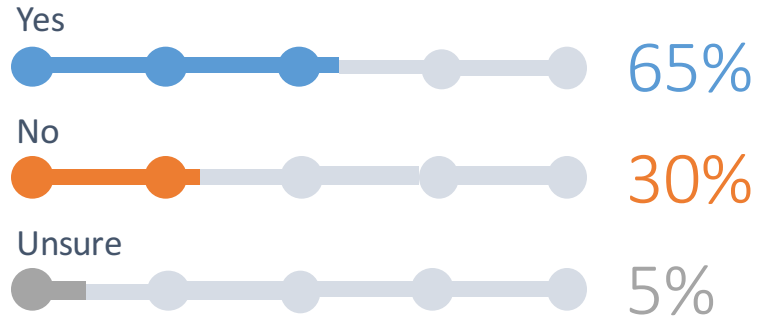
71%

See interactive content delivery & personalization as the driving factors in 2017

47%

Plan to increase their allocation for content syndication in 2017

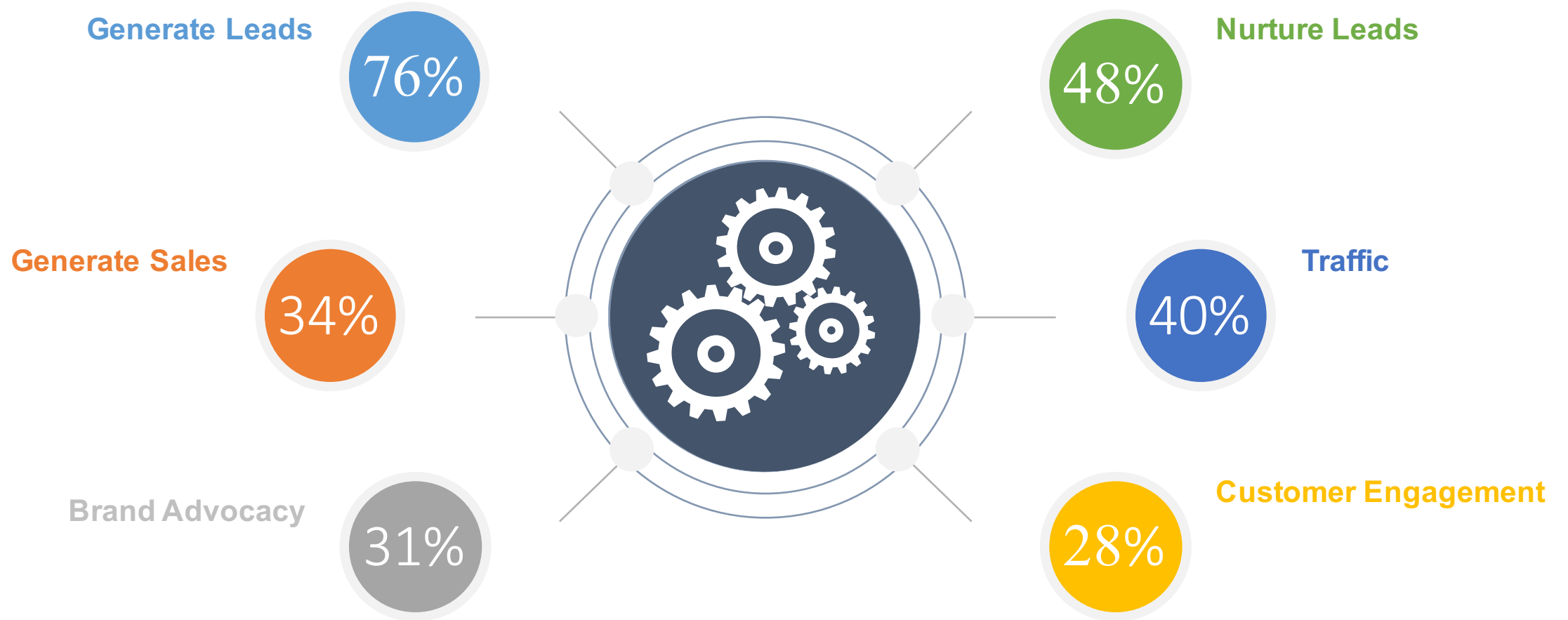
Is B2B Content Syndication a core part of Strategy?



 **Key Insight# Content Syndication is currently a key part of marketing mix**



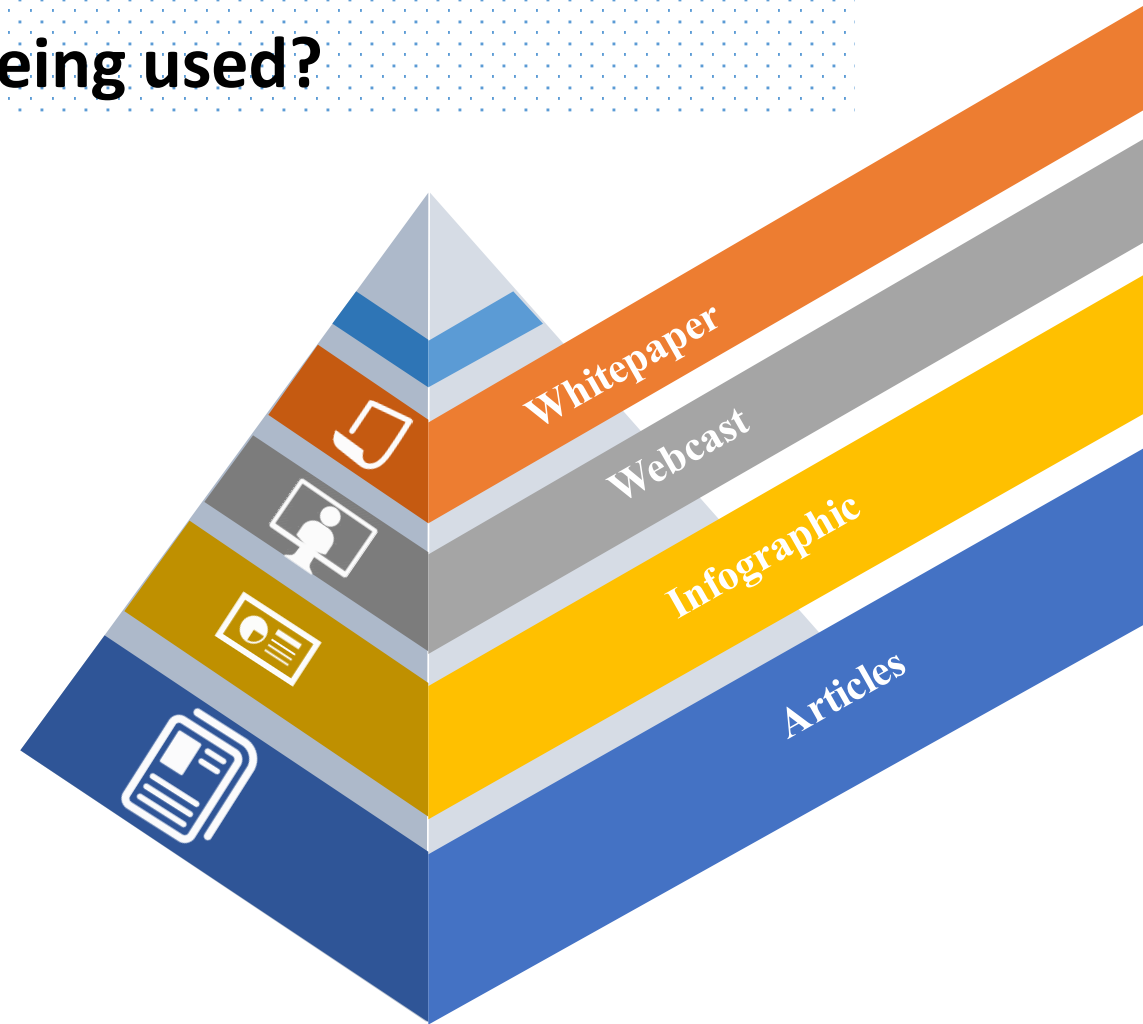
What are your Top 6 Content Syndication Goals?



 **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



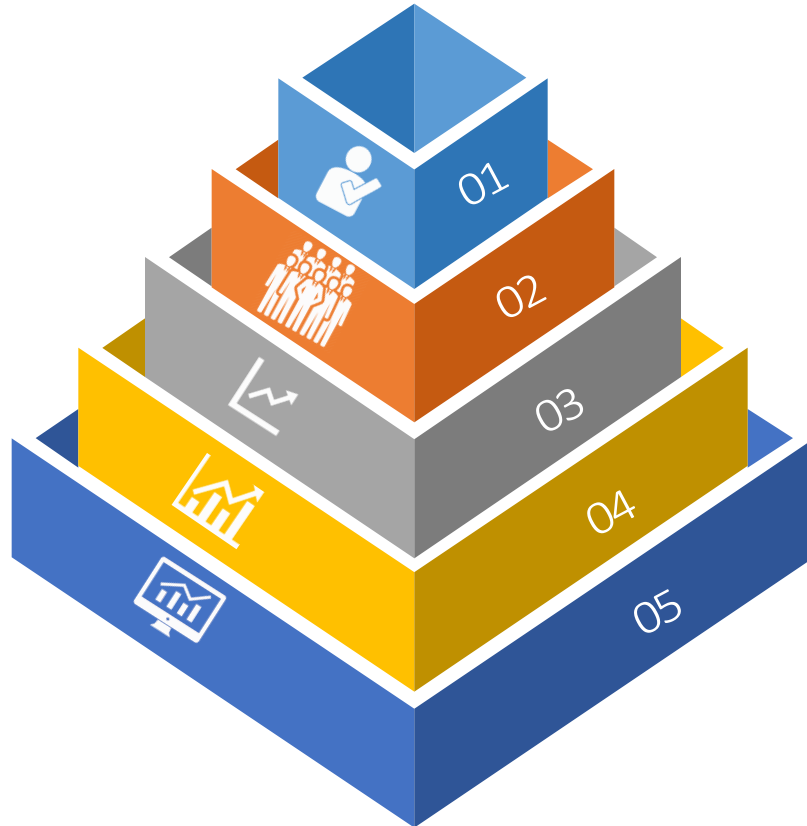
 Key Insight# Whitepaper continues to be the primary content choice

Top 8 preferred content distribution channels



 **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**

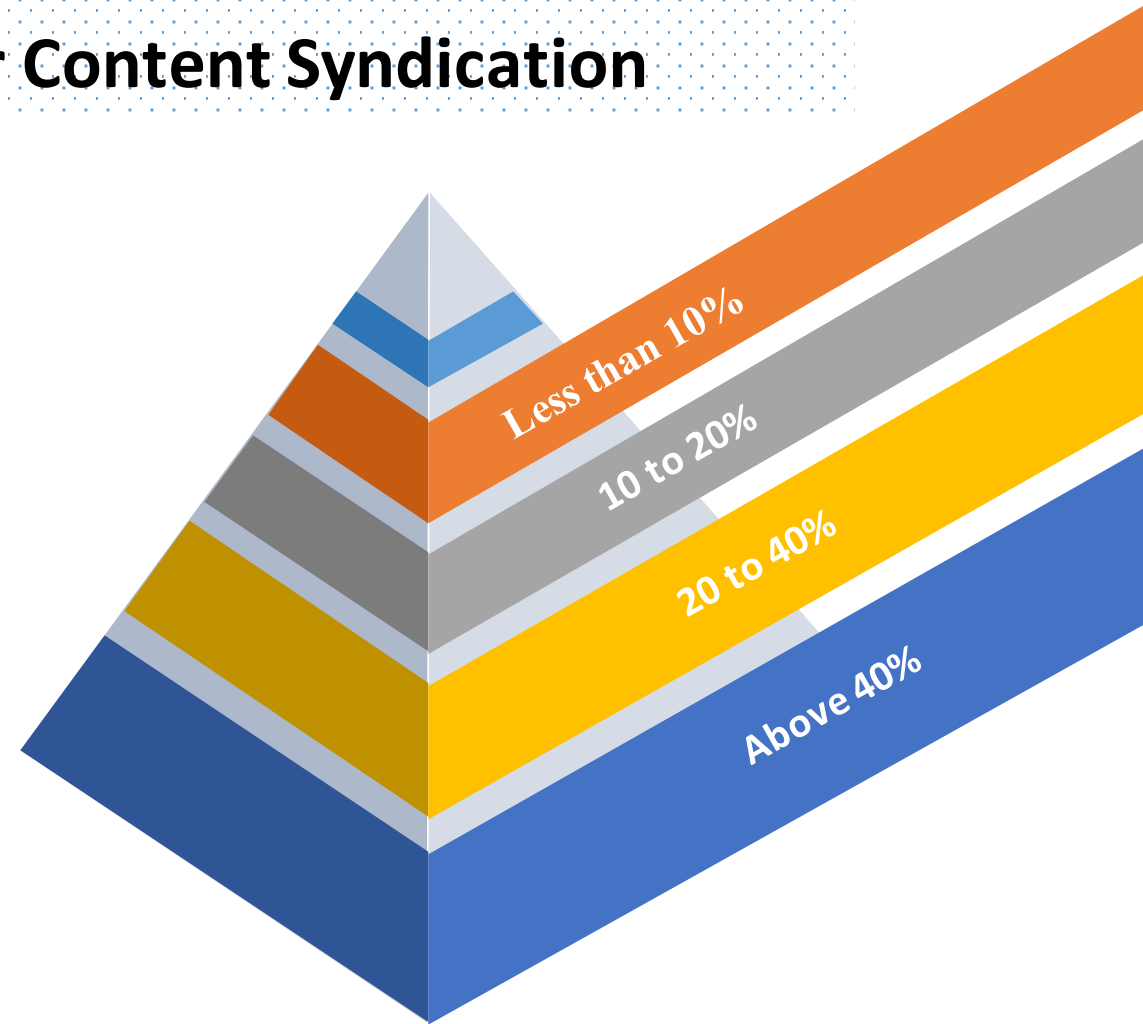
Top 8 challenges with Content Syndication



Key Insight# Leverage inhouse + external expertise to get to goal

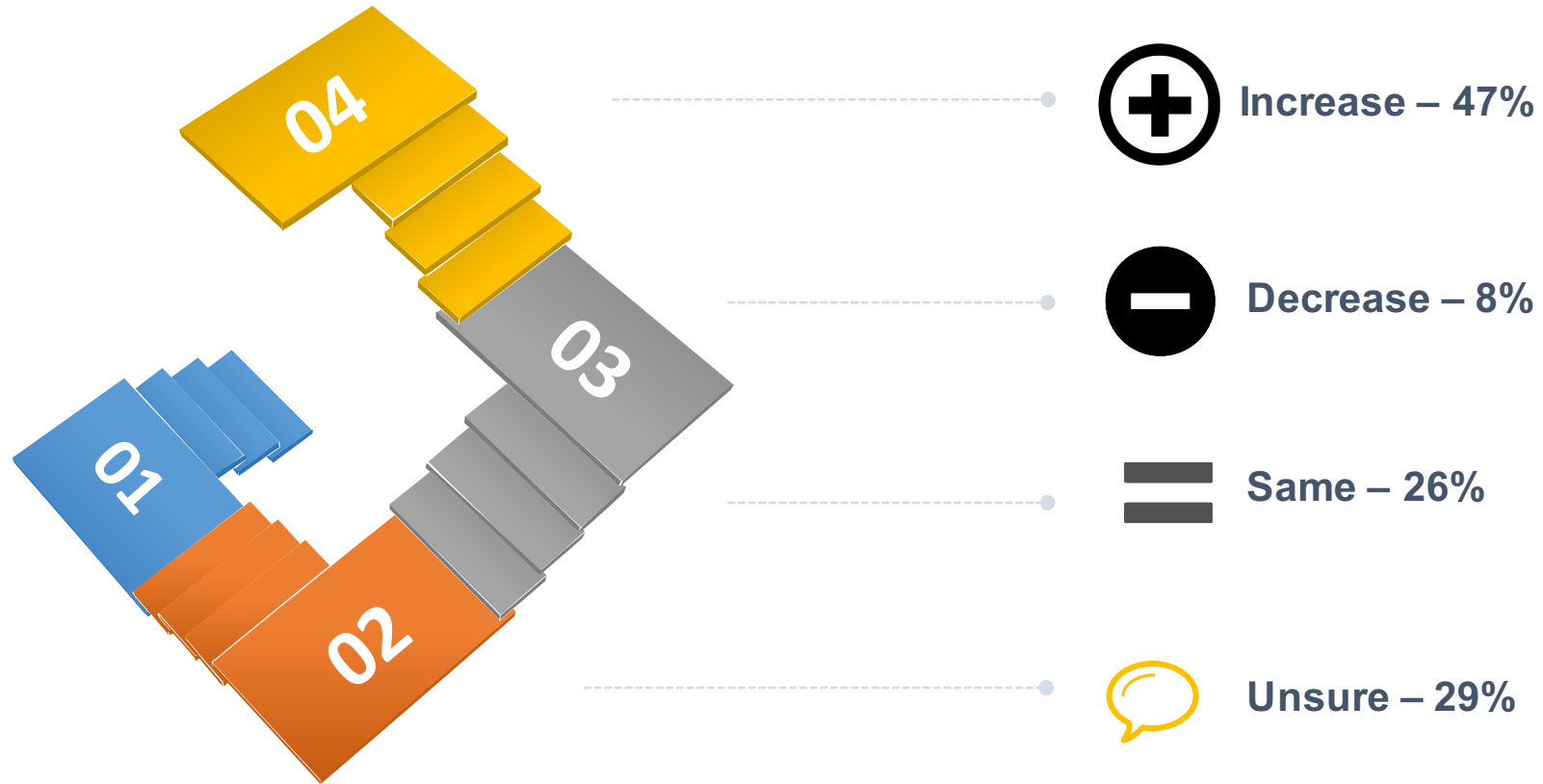
What % of your budget is allocated for Content Syndication

- 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



- 13%** **Expert**
Already executing a well crafted content syndication strategy and reaping rich dividends
- 15%** **Pro**
Understand content syndication but looking to amplify reach by adding additional channels
- 28%** **Beginner**
Just started aligning content strategy with our marketing goals and planning to launch shortly
- 32%** **Curious**
Looks interesting but assessing fit for their company & marketing goals
- 12%** **Skeptic**
Doesn't believe it adds much value to their demand gen objectives

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

SalesBox Content Syndication Recommendations for 2017



#1

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

#2

Lead Quality

Ensure high quality of leads by constantly monitoring all lead sources

#3

Lead Progression/Velocity

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

About SalesBox

[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