



# S2W MEDIA



## What is B2B Content Syndication?

### The Advantages of Outsourcing Content Syndication for Marketers.

This white paper will explore the benefits and challenges of content syndication, the different types of content that can be syndicated, how to measure success, and why marketers should consider outsourcing content syndication. By the end of this white paper, you will have a comprehensive understanding of content syndication and how to use it to achieve your marketing goals.

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# 65% of B2B marketers use content syndication as their core lead generation tactic.

B2B content syndication aims to increase the reach, visibility, and traffic of a piece of B2B content, such as an article or blog post.

It is an effective way for businesses to reach a broader audience, improve the search engine ranking of their website, and increase the perceived value of their content. You don't have to create new content for each platform, so it can generate traffic and leads cost-effectively. For promoting business-to-business (B2B) products and services, business-to-business (B2B) content is syndicated to multiple websites or platforms by publishing articles or blog posts.

It is possible to syndicate B2B content using RSS feeds, partner networks, paid placements, and social media, among other methods. Businesses can use it to reach a more extensive, targeted audience, generate leads, and improve their website's ranking on search engines. According to the SalesBox survey, [65% of B2B marketers use content syndication as their core lead generation tactic.](#)

## B2B Content Syndication: Why Marketers Should Invest

There are several reasons why marketers invest in content syndication, including:

- By distributing content on other websites and platforms, companies can reach a larger audience, increasing their visibility and chances of being seen by their target market.
- By syndicating high-quality, valuable content, companies can build trust and credibility with their target audience, establishing themselves as thought leaders.
- Content syndication is an organic way of getting your content in front of more people instead of paid advertising methods that require a large budget.
- Syndicated content can be used to generate leads and drive conversions by including calls to action and linking back to the company's website.
- A company's website can receive more organic traffic if it has inbound links from reputable websites and platforms.



- Companies can re-purpose existing content and distribute it across different platforms, getting more mileage out of their content and saving time and effort.
- Syndicating content with partners can help you build relationships with other companies in the industry and widen your reach, resulting in more opportunities for collaborations, partnerships, and future business.

As a result, marketers can reach new audiences, establish thought leadership, generate leads, and improve their search engine rankings through content syndication. It can also help to re-purpose existing content and create new opportunities for building relationships with other businesses in the industry.

# Steps to Create a Successful Content Syndication Strategy

## Step 1: Create Content

Content such as blog posts, whitepapers, case studies, infographics, and more will be generated and distributed through syndication.

As part of their content marketing strategy, companies can create and distribute many types of B2B content, including:

**Blog posts:** These can be used to share industry insights, company news, and thought leadership on various topics.

**Whitepapers:** These in-depth reports provide valuable information on a specific topic and are often used to generate leads and establish a company as a thought leader.

**Case studies:** These real-world examples of how a company's products or services have been used to solve problems for other businesses can be a powerful tool for demonstrating the value of the company's offerings.

**Infographics:** These visual aids can be used to present data and information in an easy-to-digest format.

**E-books:** These long-form content can be used to explore a topic in-depth and provide a comprehensive resource for readers.

**Webinars:** These live or pre-recorded sessions can be used to provide education and training to an audience, often in real-time, to generate leads and customer engagement.

**Research reports:** Often used to share insights and data about a specific industry or market and establish a company as an authority in the field.

**Email Newsletter:** Used to establish communication and keep the audience informed about the company's offerings and developments.

**Podcasts:** Audio content can be produced to provide insights and information in an engaging format and can be used as a powerful tool to establish thought leadership, generate leads, and increase customer engagement.

A company's specific goals, target audience, and resources for creating and distributing the content will determine what type of B2B content is appropriate.

## Pro Tip: Combine your outbound efforts with intent data

[Using Intent Data is the best way to identify warm leads.](#)

With intent data, you can discover who is visiting your website and what content they are interested in. Using intent data, you can contact prospects researching topics relevant to your company.

It is an ideal time to send a whitepaper that reinforces the benefits of your solution to a prospect who has spent time on your pricing page.



## Step 2: Partner Selection

To syndicate the company's content, the company will identify reputable and well-established partners with an audience that aligns with its target market.

Selecting the right B2B content syndication partner can significantly impact your campaign's success. Here are some things to consider:

**Audience Alignment:** Aligning the audience of your partner website or platform with your target market will ensure that your content is seen by the right people and has a higher chance of resonating with them.

**Relevance:** Partner with companies whose content is relevant to your own; this could mean that they cover similar topics or their audience is similar to yours.

**Reputation and Credibility:** It is essential to look for partners with a good reputation in the industry, a large, engaged audience, and a proven track record of providing quality content.

**SEO Benefits:** You can benefit from the SEO benefits of working with the partner if they have a high domain authority and a significant number of backlinks.

**Distribution and Promotion:** Seek partners to help you distribute and promote your content through their channels and expose you to a broader audience.

**Compatibility:** Partners should be compatible with your company's vision and mission, and their brands should not conflict with yours.

**Agreement and Flexibility:** Establish transparent and flexible agreements with your partners in which all terms are agreed upon and can be revised.

## Step 3: Distribution and Promotion

In addition to distribution agreements with the partners, the company should promote the content through its social media channels to drive traffic to the partner sites.

Following creating high-quality content and selecting the right syndication partners, distributing and promoting it is the next step.

Here are the general steps involved:

**Formatting and Preparation:** The company must format its content following the partner's requirements and preferences before distribution. These requirements include resizing images, optimizing for mobile, and adding appropriate meta tags to the content.

**Sharing the Content:** After it is formatted and prepared, your company can distribute it to partners. This can be accomplished by providing an RSS feed to share the content automatically or manually placing the content on the partner's website.

**Linking Back:** To track the results of content syndication, the company must include appropriate links to its website within the content, which will help drive traffic back to the website.

**Content Promotion:** Through its channels, such as its website, social media, and email marketing, the company can promote its content.

**Partner Promotion:** Encourage partners to promote the content on their channels, such as through their websites, social media, and email campaigns.

**Tracking and Analyzing Results:** Monitoring and analyzing results: Keep track of how the content performs across various partners and evaluate the campaign using metrics such as website traffic, engagement, lead generation, conversions, and sales.

**Revision and Optimization:** Optimize and revise the distribution and promotion strategy based on the campaign results, for example, by identifying the partners that performed better than others and continuing to work with them or by eliminating the partners that performed poorly and seeking new partners.

Content syndication is an ongoing process that involves formatting and preparing content, sharing it with partners, linking to it, promoting it through various channels, tracking the results, and revising the strategy accordingly. The company will increase brand visibility and drive relevant traffic to its website by exposing the content to a broader audience.







## Step 4: Tracking and Analysing Results

Finally, tracking the results of the syndication efforts, including traffic and engagement on the company's website, leads generated, and conversions, is crucial.

Tracking and analyzing the results of a B2B content syndication campaign is essential for assessing the campaign's effectiveness and making any necessary adjustments. Here are the general steps:

**Setting-up Tracking:** You can track the performance of the content across different channels and partners by tracking URLs or using specialized analytics tools before the campaign starts.

**Collecting Data:** Measure metrics such as website traffic, engagement, lead generation, conversions, and sales.

**Organizing the Data:** To understand the data better, organize it in a way that makes it easy to understand and analyze. This may involve creating spreadsheets, charts, or other visualizations.

**Analyzing the Data:** Identifying trends and patterns in the data will allow you to determine which partners are performing well and which are not, as well as which content pieces are resonating with the audience.

**Identifying Areas of Improvement:** Use the analysis to identify areas for improvement, such as underperforming partners or content. This can help you focus your efforts where they will be most effective.

**Reporting:** Develop regular reports to share with stakeholders and decision-makers summarizing campaign results, including future content and distribution recommendations.

**Optimizing and Revising:** To get the best results, adjust and optimize the distribution and promotion strategy based on the results. Changing underperforming partners, creating new content, or adjusting distribution schedules could be part of this process.

In summary, tracking and analyzing the results of a B2B content syndication campaign involves setting up tracking, collecting data, organizing and analyzing that data, identifying areas for improvement, creating reports, and using the results to optimize the strategy for future campaigns. Monitoring and adjusting the campaign's results is critical to ensure the company's resources are used effectively.



# Inbound Content Syndication Tactics

[Content syndication is a tactic companies use to increase visibility and drive traffic](#) to their website by distributing their content on other websites and platforms. Here are some common tactics:

**Guest Blogging:** An article is written and published on a partner website or platform in exchange for a link to the company's website.

**Influencer Outreach:** Reaching out to influencers in the company's industry and requesting that they share the company's content.

**News Outlets:** Submitting newsworthy content to relevant news outlets increases visibility and drives traffic to the company's website.

**Social Media Syndication:** Utilizing social media platforms to promote content and encourage users to share it.

**Republishing:** Republish existing content on different platforms to reach a wider audience and generate backlinks for the company's website.

**Article Submission:** Submit articles to relevant industry publications and websites.

**Paid Advertising:** Buying advertising space on relevant websites or platforms to promote a company's content and drive traffic to its website.

**Content Aggregators:** Increase visibility and reach by submitting the company's content to content aggregators, such as content curation sites and news aggregators.

Companies can expand their reach and visibility by utilizing a variety of tactics, driving more traffic to their websites, and positioning themselves as industry leaders. Some tactics may produce better results depending on the company's target audience and industry. When a user finds a piece of content they would like to consume, they directly exchange vital data points about themselves and their company in exchange for the content, thus becoming a [first-party lead](#).

## Types of B2B Content Syndication

**RSS Feed:** An RSS feed is a format that allows websites to publish their content in a standardized manner. Businesses can create RSS feeds of their content and submit them to content aggregators or other websites so that the content can be



republished with a link back to the source.

**Partner Network:** Businesses can join a partner network and have their content syndicated across the network. Partner networks are groupings of websites that have agreed to syndicate each other's content.

**Paid Placements:** Some websites and platforms offer paid placements for content, which allows businesses to have their content featured on the site for a fee.

**Social Media:** Businesses can syndicate B2B content using social media platforms like LinkedIn and Twitter. They can publish their content on their social media accounts and use hashtags and keywords to reach a wider audience.

**Email Marketing:** Businesses can syndicate their content through [email marketing](#) by sending newsletters or promotional emails to their subscribers.

**Content Aggregators:** A content aggregator is a website that collects and curates' content from various sources. Businesses can submit their content to aggregators for inclusion.

## B2B Content Syndication Techniques

**The following are some free B2B content syndication techniques:**

- To syndicate B2B content, publish your content on your own social media accounts and use hashtags and keywords to reach a wider audience.
- Send newsletters or promotional emails featuring your content to your email subscribers using email marketing.
- Look for partner networks in your industry and consider joining one. Partner networks are groups of websites that syndicate each other's content.

- Consider submitting your content to a content aggregator for inclusion in its feed. Many content aggregators collect and curate content from a variety of sources
- Check out websites in your industry that accept guest posts and consider submitting your content as a guest post. Ensure you follow each website's guidelines and provide high-quality, valuable content.
- If you have a blog or regularly publish new content on your website, consider creating an RSS feed of your content and submitting it to content aggregators or other websites. This will increase your content's visibility and drive traffic to your website.

## Paid B2B Content Syndication Techniques

Some websites and platforms offer paid placements for content, which allows businesses to have their content featured on the site in exchange for a fee. It can be an effective way to reach a large, targeted audience.

- The term "sponsored content" refers to content paid for by a business and published on a website or platform. Sponsored content is typically marked to disclose its commercial relationship.
- Businesses can pay to display their ads on relevant websites or platforms to reach their target audience through display advertising.
- Businesses can pay to feature their content as native advertising on relevant websites or platforms. Native advertising blends in with the surrounding content.
- This involves paying influencers, or individuals with a large following on social media or other platforms, to promote your content. This can be an effective way to reach a larger, more targeted audience.



# Challenges Businesses Face When Engaging in B2B Content Syndication

## Identifying the Right Platforms

It can take time to determine which platforms will most effectively reach your target audience. Researching and identifying websites and platforms with a large, engaged audience in your industry is essential.

## Negotiating Partnerships

Depending on the size and reputation of your business, it may be challenging to negotiate partnerships or paid placements with well-known websites and platforms.

## Ensuring Content Quality

For your content to be successful, it must be high-quality and relevant to your target audience. If your content needs to be better

written or valuable to your audience, it may not be accepted by syndication partners or perform poorly.

## Measuring Success

It can be challenging to measure the success of your content syndication efforts, especially if you are publishing on multiple platforms. Using analytics tools to track your content's performance and identify improvement areas is essential.

## Protecting Your Brand

When your content is syndicated, it may be republished on sites you have no control over. This can make protecting your brand challenging and ensure your content is presented as intended.

# Benefits of Outsourcing B2B Content Syndication

B2B content syndication effectively reaches a broader audience and generates leads for your business. However, it can be challenging and time-consuming, especially for businesses that need more expertise, resources, or time to execute it effectively. Outsourcing B2B content syndication to a reputable provider, like [S2W Media](#), can offer several benefits that can help boost your brand awareness and increase your ROI. This section will discuss four key benefits of outsourcing B2B content syndication.

## Expertise and Experience

B2B content syndication requires expertise and experience to execute it effectively. Outsourcing to a provider specializing in B2B content syndication can offer businesses access to a wealth of knowledge and experience in the field. Providers typically have teams of skilled professionals who understand the nuances of the B2B market and the latest trends in the industry. They

have the necessary tools and resources to develop and execute a content syndication strategy that aligns with your business goals and helps you reach your target audience. Additionally, they can leverage their experience to identify and avoid common pitfalls that can negatively impact the success of your campaign.

## Cost-Effective

Outsourcing B2B content syndication can be more cost-effective than hiring and training an in-house team to execute the same tasks. Content syndication providers have the infrastructure and resources to manage a content syndication campaign at scale. They have established relationships with publishers and distributors that allow them to negotiate better rates for the distribution of your content. They can also leverage economies of scale to reduce the cost of content development and syndication. By outsourcing B2B content syndication,





businesses can save time and money that can be reinvested into other business areas, such as product development, customer service, or marketing.

## Improved Quality of Leads

One of the primary goals of B2B content syndication is to [generate leads for your business](#). However, not all leads are created equal. Some leads may be unqualified, uninterested, or even fraudulent. Outsourcing to a B2B content syndication provider can help businesses improve the quality of their leads. Providers typically have established relationships with reputable publishers and distributors that can help them reach a broader and more relevant audience. They use advanced targeting and segmentation techniques to ensure your content is delivered to the right people at the right time. Additionally, they can use their expertise to develop content designed to attract and engage your target audience, increasing the likelihood of generating high-quality leads that are more likely to convert into customers.

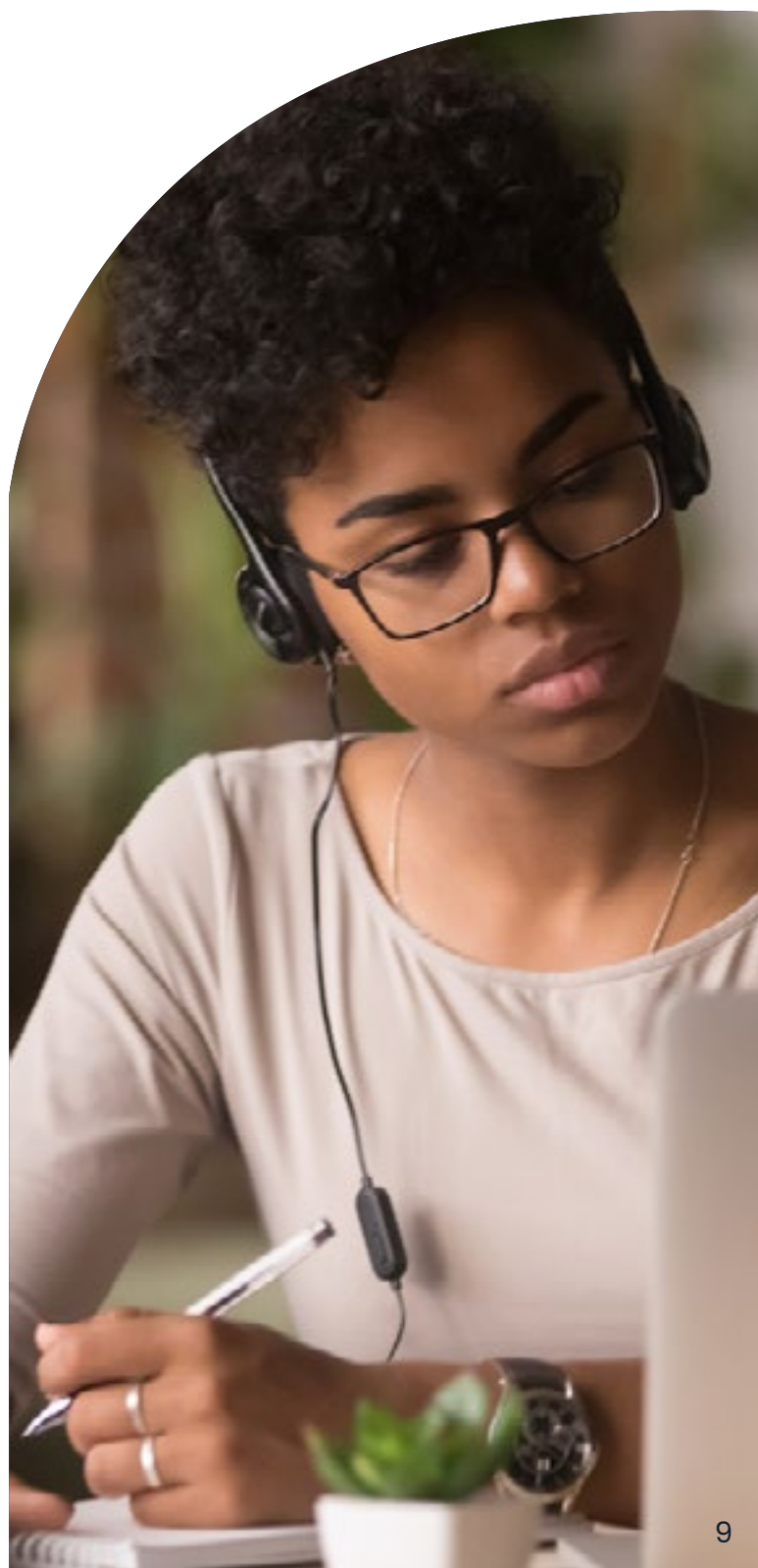
## Time-Saving

B2B content syndication can be time-consuming, especially for businesses that need more expertise, resources, or time to execute it effectively. Outsourcing to a reputable provider can save companies significant time and resources that can be better spent on other critical areas of their business. Providers have the necessary infrastructure and resources to execute a content syndication campaign quickly and efficiently. They can handle everything from content development and distribution to lead generation and nurturing, allowing businesses to focus on other critical areas of their business. Additionally, providers can offer real-time reporting and analysis, allowing companies to track the performance of their campaigns and make data-driven decisions that can improve the success of their campaigns.

Outsourcing B2B content syndication can offer several benefits that boost brand awareness and increase ROI. By leveraging the expertise and experience of a reputable

provider, businesses can execute a content syndication campaign that aligns with their business goals and helps them reach a broader and more relevant audience. Additionally, outsourcing can be more cost-effective than hiring and training an in-house team, improve the quality of your leads, and save your business time.

Syndicating your content can be time-consuming, primarily if your content is published across multiple platforms. Outsourcing can free up your time to focus on other aspects of your business.



# How Does Outsourcing B2B Content Syndication Work?

[Outsourcing B2B content syndication](#) involves partnering with a reputable provider to develop and execute a content syndication campaign that aligns with your business goals and helps you reach your target audience. In this section, we will discuss the five critical steps involved in outsourcing B2B content syndication.

## Selection of Syndication Partners

The first step in outsourcing B2B content syndication is selecting a syndication partner. Partnering with a reputable provider with the expertise, resources, and infrastructure required to execute a successful content syndication campaign is essential. Businesses should consider expertise, reputation, and pricing factors when selecting a provider. They should also consider whether the provider has established relationships with publishers and distributors that can help them reach a broader and more relevant audience.

## Development of a Content Strategy

Developing a content strategy is the next step in outsourcing B2B content syndication. A content strategy outlines the goals and objectives of the campaign, the target audience, and the types of content that will be created and syndicated. The provider should work closely with the business to develop a content strategy that aligns with their business goals and helps them reach their target audience. Additionally, the provider should use their expertise to create a content strategy that considers the latest trends in the industry and the nuances of the B2B market.

## Creation of High-Quality Content

Once the content strategy has been developed, the next step is creating high-quality content. The provider should work closely with the business to produce engaging, informative, and relevant content for their target audience. They should use their expertise to create content that aligns with the business's brand, voice, and tone. Additionally, they should use advanced targeting and segmentation techniques to ensure the content is delivered to the right people at the right time. Content should be optimized for search engines to ensure it ranks well in search results and attracts a broader audience.

## Syndication of Content

B2B content syndication provider should use their relationships with publishers and distributors to distribute the content to a broader and more relevant audience. They should use advanced targeting and segmentation techniques to deliver the content to the right people at the right time. Additionally, they should use their expertise to optimize the content for different channels, such as social media, email, and blogs.

## Evaluation and Analysis of Performance

The final step in outsourcing B2B content syndication is evaluating and analyzing performance. The provider should offer real-time reporting and analysis that allows businesses to track the performance of their campaign and make data-driven decisions that can improve the success of their campaign. The provider should work closely with the company to identify key performance indicators (KPIs) and set goals that align with their business objectives. They should provide regular reports highlighting the campaign's performance and offer insights and recommendations to help improve its success.



Outsourcing B2B content syndication involves partnering with a reliable provider to develop and execute a content syndication campaign that aligns with your business goals and helps you reach your target audience. By outsourcing B2B content syndication to [S2W Media](#), businesses can leverage the expertise and resources of a provider to execute a successful campaign that can help them reach a broader and more relevant audience.

## How to Select Web Content and Syndication Partners

To help you select web content syndication partners, here are a few tips:

- **Identify your Target Audience:** Understanding whom you are trying to reach and which platforms and websites they are most likely to visit before you begin looking for syndication partners is essential.
- **Research Potential Partners:** Look for websites and platforms with a large, engaged audience in your industry. Consider the quality of the content on the site, the relevance of the site to your business, and the reputation of the site
- **Negotiate Terms:** When you have identified potential partners, consider negotiating the terms for the syndication of your content. This may include the frequency and placement of your content and any payment.
- **Consider Paid Placements:** You can reach a more extensive, targeted audience by using paid placements: Some websites and platforms offer paid placements for content.
- **Review Analytics:** After syndicating your content, review the analytics to see how well it's performing. This will help you determine which partners are most effective and whether you should adjust your syndication strategy.





# How to Track Your Content Syndication Efforts

It's essential to track the success of your content syndication campaign to make any necessary adjustments to your campaign. Here are a few ways to do so:

- **Track the Traffic:** Your website from your syndication partners using web analytics tools such as Google Analytics. This will give you an idea of how much traffic is coming from each partner and how engaged their visitors are.
- **Track your Links:** Use link tracking tools or create tracking links for each content you share with partners. You can see how many clicks your links get and how much traffic your website receives.
- **Lead Generation and conversion tracking:** If your content syndication efforts focus on [lead generation](#), use tracking and analytics tools to measure lead generation and conversion rates.
- **Brand Mentions:** You can track your content's exposure and reach if you monitor mentions of your brand on social media and industry publications.
- **A/B Testing:** Test different headlines, images, and other content elements to determine which parts resonate best with your target audience.
- **Surveys and Feedback:** Get feedback from your audience to understand how they found your content, whether they found it valuable, and if they would share it with others.
- **Brand Sentiment:** tracking the sentiment of your brand and your product/service over time can help you understand the effectiveness of your content syndication in relation to overall brand perception.

It is crucial to monitor a variety of metrics to gain a comprehensive understanding of the effectiveness of your content syndication campaign, from website traffic

and engagement to lead generation and conversion rates. Your strategy should be regularly analyzed and adjusted based on metrics relevant to your goals.

## ***Final Thoughts: What is Content Syndication – How to Leverage It***

- Syndication is distributing content to multiple sites or platforms to increase visibility and reach and drive traffic back to the original location.
- A company can see many benefits from syndicating content, including increased exposure, credibility, backlinks, better ROI, engagement, and brand recognition. When businesses engage in content syndication, they may face several challenges, including identifying the right platforms, negotiating partnerships, ensuring content quality, measuring success, and protecting their brand.
- In addition to RSS feeds, partner networks, paid placements, social media, and email marketing, businesses can outsource content syndication.
- For content syndication to be SEO-friendly, businesses should use rel="canonical" tags, unique titles, and descriptions, carefully anchor text and monitor their backlinks.
- B2B content syndication distributes content to multiple websites or platforms promoting B2B products or services. A business should identify its target audience, and potential research partners, negotiate terms, consider paid placements, and review analytics before selecting web content syndication partners.

**Outsourcing content syndication to S2W Media can be a smart decision for businesses that want to increase their brand visibility, generate more leads, and grow their business. [If your intrested in learning more about how S2W Media can help you, schedule a meeting here.](#)**

