

# THE VALUE OF CONTENT SYNDICATION

## MAXIMIZE YOUR REACH!

Lead generation isn't a topic that's going away anytime soon. In fact, if you don't think about generating leads for your company from the time you wake up to the time you go to sleep, you might want to consider a profession outside of sales or marketing. For those of you who DO think about generating leads all day, well, you'll want to pay attention because Content Syndication Channels can cultivate leads while you're awake and while you're asleep.



YOUR CONTENT



GOES THROUGH MULTIPLE DISTRIBUTION CHANNELS

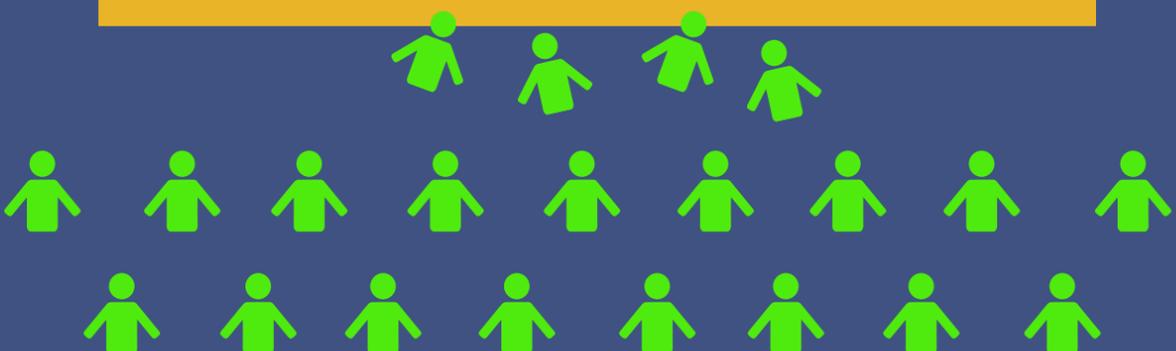
SITES/BLOGS    SOCIAL    MOBILE    RSS    NEWSLETTERS



 Content Is Viewed By Relevant Users

 Prospects Who Downloaded Content

"THE NEXT EVOLUTION OF CONTENT MARKETING IS NOT MORE CONTENT; IT IS BETTER DISTRIBUTION."  
-CHRIS PENN, MARKETING KEYNOTE



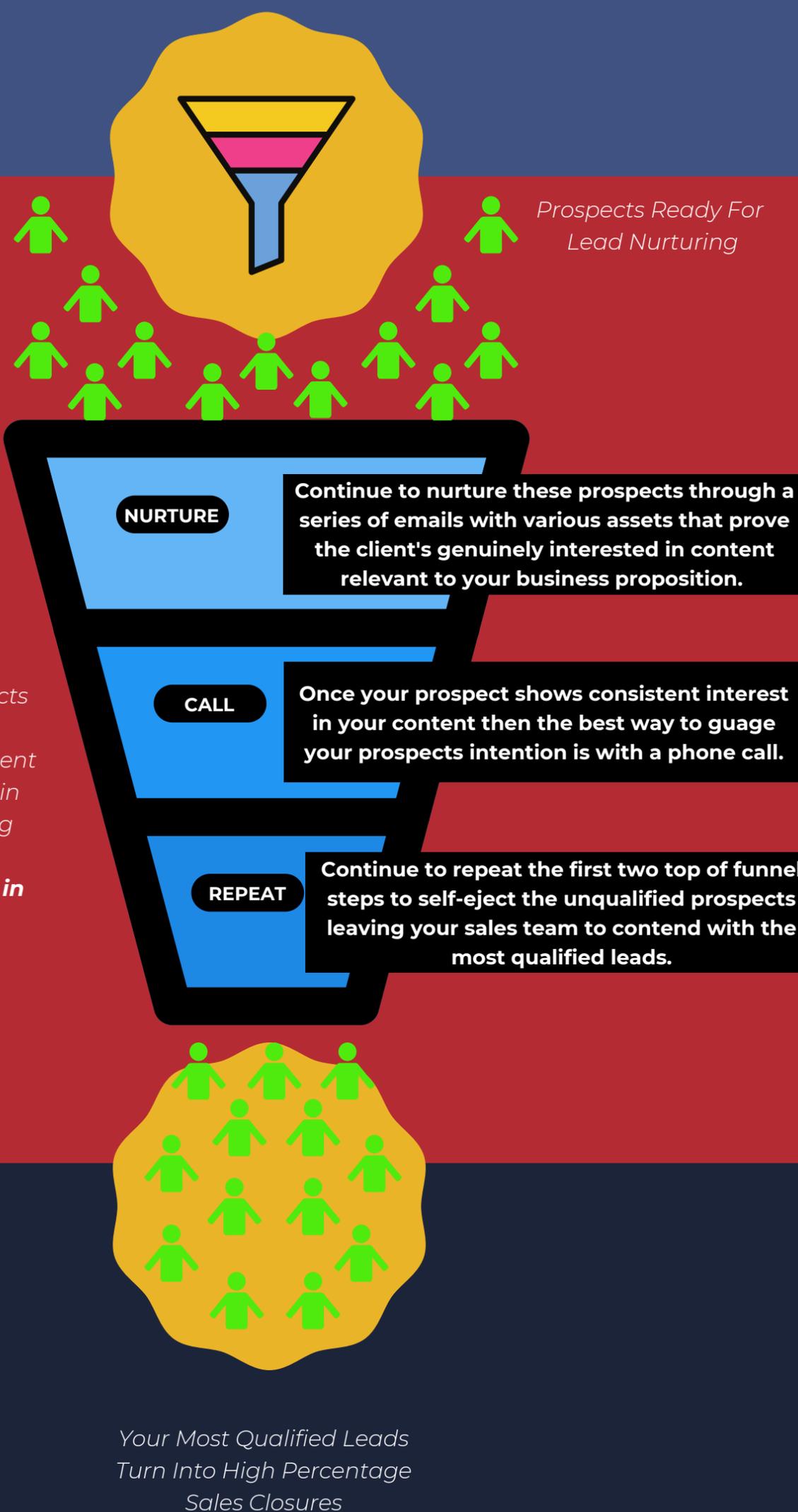
 Prospects Ready For Lead Nurturing

WHAT YOUR FUNNEL SHOULD LOOK LIKE!

# NURTURING CONTENT SYNDICATED LEADS

## TRANSFORMING CONTENT SYNDICATED LEADS INTO REAL SALES

Content Syndication is the process of republishing your content on third-party websites. It's about creating content for your targeted audiences online through the websites your targets view most often. The minute your content is downloaded you have a prospect that is ready for lead nurturing. Content Syndicated leads aren't like most leads. Here's how you nurture them.



**TIP - Don't make this mistake.** Calling prospects too soon from leads generated through content syndication could result in you hearing the following from your sales team: **"They're not interested in our product, they were only curious about the white paper."**

SUCCESSFUL MARKETING REQUIRES A COMPREHENSIVE APPROACH, DYNAMICALLY BALANCING MANY TACTICS AND CONSTANTLY FINE-TUNING THE MARKETING FUNNEL

