



Content Syndication

The process of getting your content in front a wider audience (and the right audience) using publisher and aggregator options.

Why you should care

Getting people into your marketing funnel can be a challenge. With content syndication platforms, the work of generating the right leads can be simpler than ever.

It expands the reach of your content across multiple vetted websites to reach your ideal customer profile. And because it's pay-per-lead, you definitely get what you're paying for!

The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.



Syndication in action

Wiraya

In the run up to the GDPR deadline, Wiraya, the mobile activation people, realised the new rules set them a challenge and an opportunity.

Focusing on major telcos and igaming companies, we set out to generate leads interested in the hottest of hot topics. We hit 100% on:

- Industry focus
- Company size
- Geographic target
- Cost per lead

[Learn more](#)

WIRAYA

How it works

The scattershot approach may work for some, but it doesn't fly here at Velocity HQ. We plan, we prepare, then we pounce. With content syndication that means a 5-step process like this:

Goal setting Establish goals and KPIs to generate leads.	Targeted Audience Research and identify a list of targeted companies based on your ideal customer profile and number of leads required.	Content strategy Identify what the message is that you want to share and build the marketing assets.	Campaign execution The moment of truth. We implement and launch the campaign in the content syndication platform and sync its data with your marketing automation tool to further nurture lead conversions.	Ongoing campaign management & optimization Ensure campaign is running smoothly with weekly performance reports and optimization reports
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General Campaign Info Start Date: 2018-05-24 End Date: 2018-07-31 Cost Per Lead: \$52.00 Lead Goal: 25 Monthly Cap: none Campaign Budget: \$1,300	Campaign Lead Volume Leads Delivered to Date: 28 Leads Remaining: 0 Leads Rejected By Filters: 1 Campaign Completion: 100% Lead Replacement/Scrub: 3 Campaign Status: Finished	Leads Delivered to Goal Status 										
Top Leads by Persona Job Area: 32.1% - IT/Computers/Electronics Job Level: 32.1% - Senior Employee Company Employee Size: 35.7% - 50,000+ Company Main Industry: 100.0% - Telecommunications Country: 50.0% - USA	Campaign Spend Spend To Date: \$1,300 Budget Balance: \$0	NetLine Contacts <table border="1"> <tr> <th>Sales Representative</th> <th>Client Service Representative</th> </tr> <tr> <td>David Fortino</td> <td>Portal Support</td> </tr> <tr> <td>VP Audience Development</td> <td>Portal Support</td> </tr> <tr> <td>215-855-2277</td> <td>408-340-2200</td> </tr> <tr> <td>david@netline.com</td> <td>portal-support@netline.com</td> </tr> </table>	Sales Representative	Client Service Representative	David Fortino	Portal Support	VP Audience Development	Portal Support	215-855-2277	408-340-2200	david@netline.com	portal-support@netline.com
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Getting started

Looking to include content syndications as part of your lead capturing activities? Get in touch. Email info@velocitypartners.com or pick up the phone +44 (0)208 940 4099