

HEADLEY
MEDIA

CONTENT FOR
CoSy Checklist

Choosing the right content for content syndication {CoSy} is crucial to your campaign's success.

It can be challenging to select the right topics and types of content for your target technology audiences, but you don't have to figure it out alone.

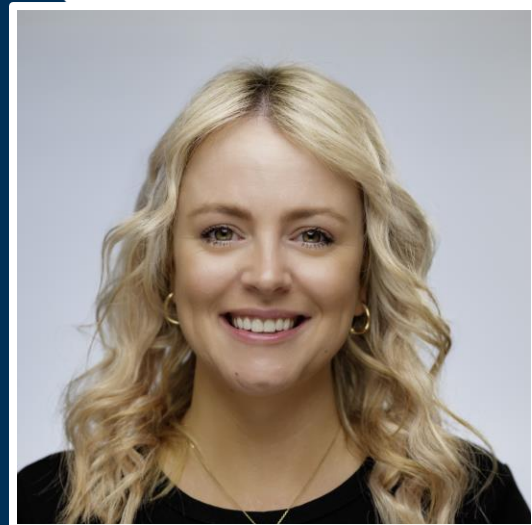
We've created this checklist to help you evaluate what content to use for your content syndication and lead generation campaigns.

Freya Ward, Headley Media's Global Sales Director, is an expert in advising our technology clients on the best content to use for their content syndication campaigns, based on their objectives and the technology audiences and regions they need to reach.

"It's important to map your content to the buyer's journey - something that a lot of marketers do when they're developing new content, but we find it's often an area that's forgotten about once a campaign is up and running.

When it comes to content syndication for lead generation, questions around content placement, types of content to use, content topics and local market consideration are coming up more and more. This checklist will help you consider all the above" - *Freya Ward*

To accompany this checklist, you can hear more from Freya in her [latest video discussion and blog on the same topic](#).



Top Tip:

If you combine this checklist with working alongside a reputable and transparent [content syndication specialist](#), they'll also be able to advise you on the best types of content to use throughout your campaign to maximize your results.

CoSy Campaigns: What's Important?

When you first developed your content strategy, you likely planned content for different stages of the buyer's journey, considered what's important to your target audience, and identified the best content formats to deliver your messaging.

Creating and choosing content for CoSy campaigns should follow the same approach.

1. Content Topics

Firstly, below is a set of questions to help you think about the best topics to select based on your campaign objectives and the decision-makers you want to reach.

- Who are the different decision-makers you need to reach? For example, what departments are they in, and what are their job titles.
- What's important to each of your target audiences? For example, what challenges are they facing, and how can your solutions solve their pain points.
- Who are your key competitors, and what stand-out content are they producing around the same or similar topics?
- Do you already know the contacts you're trying to reach? For example, are you running an account-based marketing (ABM) campaign using a target account list (TAL)?
- Where does each content piece sit within the decision-maker's buying journey? For example, is it a top of funnel report giving industry insights? Or is it a sales-led piece, such as a case study?



Top Tip:

For content syndication campaigns you typically want to focus on top-level, educational content pieces which either address your audiences' pain points, speak to their interests, or focus on a thought-leading point of view (POV).

- How developed is the topic you want to use in that market? This might indicate how receptive they will be to the topic, and how strongly to play into key themes. Perhaps also consider your unique POV.
- What is going to be the follow up after you've generated your new leads through CoSy? How are you going to nurture your leads?

CoSy Campaigns: What's Important?

- What's your share of voice with the audience you're trying to reach? How well known is your brand on the topic?



Top tip:

We only recommend sharing a heavily branded piece of content in your CoSy campaigns if your brand is well regarded as a thought leader in the space. We typically recommend that our technology clients focus on educational, insightful, audience-led pieces of content in the early stages of a content syndication campaign. Branded content can come later, for example if you're running a [Nurture Track CoSy campaign](#), or within your lead nurturing strategy.

2. Types of Content

Next up, the below set of questions are designed to help you think about the types of content to include within your campaigns, which will vary based on the tech decision-makers you're reaching.

- What content do you have available that's relevant? Do you need to create new content? Or can you repurpose existing content?
- Thinking back to the audience pain points or interests you identified earlier, does this content address them? Is the format of the content the best way to engage with them on that topic?



Top Tip:

Look at what content types performed highly in previous marketing campaigns. Your CoSy specialist will also be able to advise you on the best content formats for your target audiences.

- If you're running a CoSy campaign with more than one piece of content, such as a [Double Touch](#) or [Nurture Track](#) campaign, what mixture of content formats do you want to use? For example, you may choose to use a research report, a video and an eBook within one campaign.

CoSy Campaigns: What's Important?

3. Local Marketing Considerations

Finally, when you're running CoSy campaigns in more than one region, below are some key questions to help you think about local marketing differences. These questions will help you consider the best content to choose for your localized campaigns.

- Why are you targeting the different regions you've identified?
- Why are you using content syndication for those markets?
- What are you looking to achieve with the content syndication campaign?
- Have you targeted this audience before in this market or region?
- Have you been running any other brand campaigns in that region? For example, display ads, PPC or paid social campaigns.
- How well known are you within each market?
- Are there any language barriers?
- What are the local nuances or cultural differences? How might this affect the content you choose?



Top Tip:

At Headley Media we advise our technology clients on the best way to engage with tech decision-makers in over 60 countries. Although you don't always need to translate your entire piece of content, we often recommend running your CoSy campaign in the region's local language. For example, the landing page and email promotions. It's also important to ensure that words and phrases are understood region to region, or that they don't have a different meaning that could confuse your target audience.

Once you've worked through the content topics, types and local marketing considerations questions above you will be able to strategically choose the best content for your CoSy campaigns.

Need some help to get started? Contact Headley Media's team of content syndication experts for more information.