

B2B Research Report

# 2017 State of B2B Marketing Content Consumption and Demand Report

For B2B Marketers Targeting Marketers

by NetLine Corporation



“

*“We've set out on a journey to bring B2B marketers real content insights they can't find anywhere else. Our goal is to empower content marketing and demand generation professionals with powerful insights paired with sophisticated content-based lead generation solutions to acquire more target prospects.”*

”

**Robert Alvin**

CEO and Founder,  
NetLine Corporation





*NetLine has assembled an impressive set of data in the "2017 State of B2B Marketing Content Consumption and Demand Report." If you need to understand the current trends in B2B content consumption by marketing personas, including volume, frequency, topics, etc., there is a wealth of information here.*

*One of the most powerful insights from the report is how the need for a balanced content strategy at every stage of the buyer's journey is so important. It's simply not good enough to have a homogenous content creation and distribution strategy for all aspects of the buyer's journey. Each and every stage of that journey now has unique content consumption behaviors and personas involved.*

*Your strategy must account for the varying levels of influencers within the buying committee who are now more commonly outside the C-suite. Today's content marketing is not just delivering the right content to the right person, it's understanding the context of why, where, how and through what channels they want to be reached at each stage of their journey.*



**Robert Rose**

Founder of The Content Advisory  
Chief Strategy Advisor of Content Marketing Institute



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# Introduction to the Research

Content marketers and demand generation teams are being challenged even more this year. They are faced with more aggressive goals, steeper competition, and having to keep pace with the constant evolution of the MarTech Stack to achieve success. Just this year, Sirius Decisions reinvented the buyer's journey with its newly unveiled Demand Unit Waterfall. These evolutions are creating new struggles for the B2B marketer—from bandwidth and budget to performance-based quotas, and sales and marketing alignment. Marketers must advance their thinking to optimize their 2017 demand generation strategy.

In the business-to-business (B2B) world, content marketing has been identified as a leading tool contributing to B2B marketing success. Content Marketing Institute published its “B2B Content Marketing 2017: Benchmarks, Budgets, and Trends—North America Report” stating that 85% of marketers identified ‘high quality content creation’ as their number one reason for success last year. More than half of the marketers stated that focusing on ‘content strategy’ and ‘content distribution’ were critical to their success.

Additionally, Demand Gen Report published the “2017 Demand Generation Benchmark Survey” asking B2B marketers how they would be measured this year. Of the marketers surveyed, 54% reported having a revenue-based quota included in their goals, and 45% of marketers reported having a lead-based quota included in their goals to measure their marketing department's performance.

Marketers have concluded resoundingly that content has the potential to be a top driver of success for their organizations. However, they are faced with the direct challenge of connecting content to their performance goals surrounding pipeline development. To implement the most effective content marketing strategy this year, marketers must focus on executing content campaigns with direct attribution to their lead-based and revenue-based goals.

## Methodology

The 2017 State of B2B Marketing Content Consumption and Demand Report is an in-depth research study of the content consumption behavior of marketing professionals. This research is intended to offer B2B marketers deep insights on their target prospects—**marketers targeting marketers**. The research examines the real content consumption activity taking place across the NetLine Corporation Network in the past 12 months with a thorough review of the content requested and leads processed.

NetLine analyzed the active audience of marketing professionals researching business-related topics in comparison to the competitive landscape of target personas that organizations are trying to reach to extract meaningful insights. Demand

generation and content marketing teams should apply these insights to optimize their strategy this year.

**The NetLine Corporation Network is the largest B2B content syndication lead generation network available on the web today and features the largest data set for B2B marketers to use to achieve quality growth and scale for their organizations.**

8.5M Leads  
Processed  
in 2016

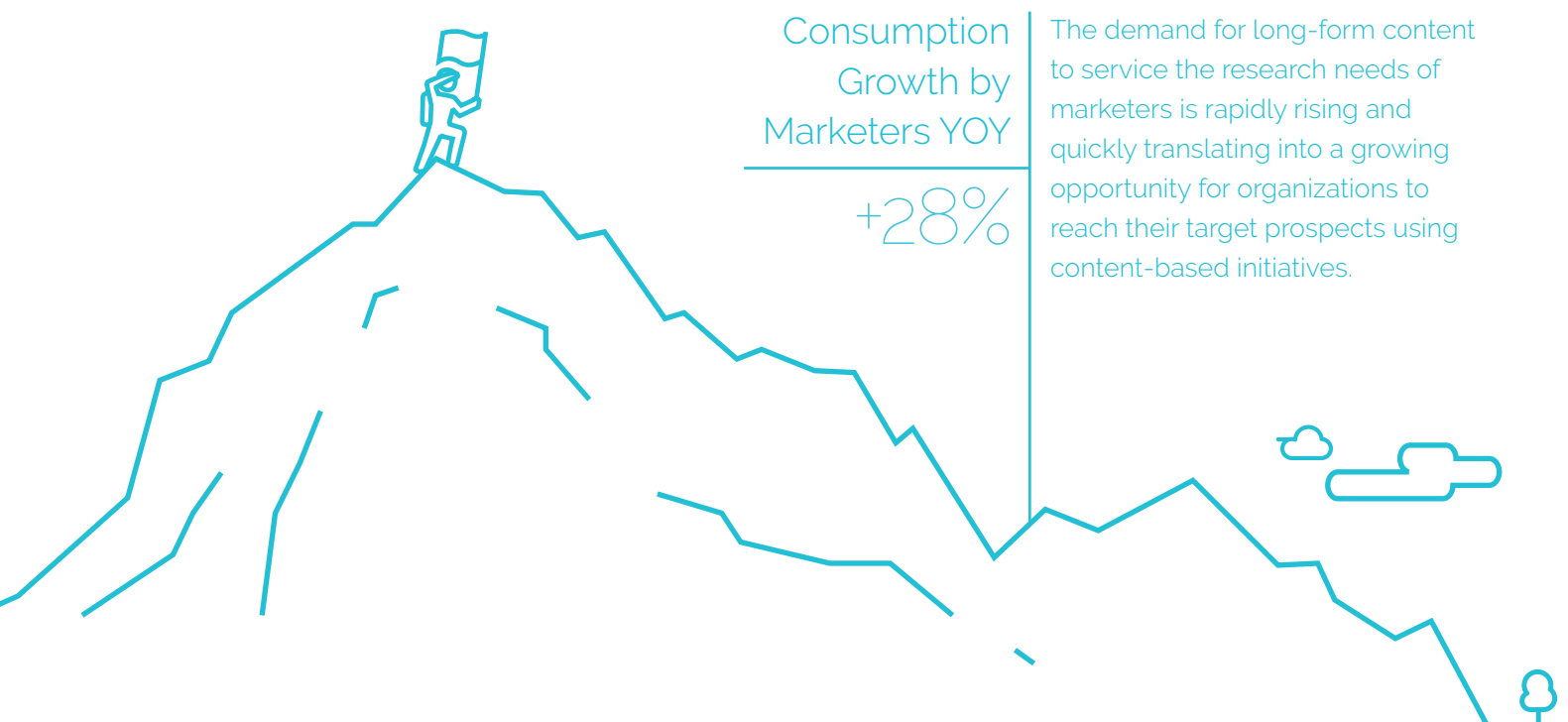
*NetLine Corporation operates the largest B2B content syndication lead generation network available on the web, processing more than 8.5 million leads in 2016.*

## Active Audience: Marketers

First, we will identify the active audience of marketing professionals who consumed content across the NetLine Corporation Network in the past 12 months. This section analyzes millions of leads processed by native content syndication and lead generation tactics, across 300+ professional industry sectors. The active marketing audience is measured by each professional's self-identified job area, function, level, industry, sub-industry, company size, company revenue, geographic region, and mobile device behavior.

Additionally, growth trends are cited in comparison to the prior 12 months.

The research activity and content consumption volume of marketing professionals increased 28% in the past 12 months.



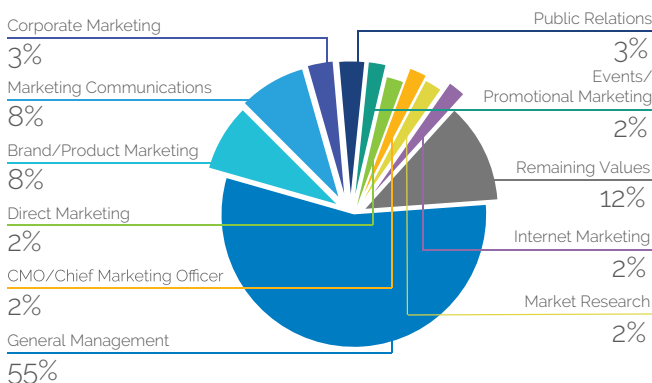
# Persona Insights

## JOB AREA & FUNCTION

Marketing professionals who identified themselves as having a General Management job function reported the highest volume of activity in the past 12 months and drove 55% of the total content consumption volume. Following General Management, 8% of marketers self-identified their job function as Marketing Communications and Brand/Product Marketing. The remaining activity was evenly spread among professionals working in the following job functions: Corporate Marketing (3%), Public Relations (3%), Events/Promotional Marketing (2%), Internet Marketing (2%), Market Research (2%), Chief Marketing Officer (2%), and Direct Marketing (2%).

Of the professionals identified as having a General Management job function, 13% work at companies of 50,000 or more employees and 15% work in the Computers and Technology industry.

### Active Audience: Job Area & Function



## JOB LEVEL

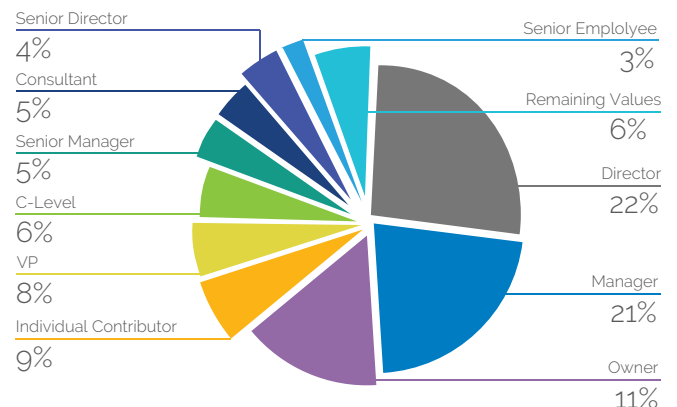
The highest volume of content consumption activity by job level was reported by Directors and Managers, each representing more than 20% of the total.

Individual Contributors reported 9% of the total activity. Senior-level leadership accounted for less than 15% of consumption volume, including: VP (8%) and C-level (6%).

The highest growth was reported by Consultants, consuming 44% more content over the prior year. While these professionals accounted for only 5% of the active marketing audience, Consultants are growing members of the active marketing community. Director-level marketing professionals increased consumption by 19% and Senior VPs increased by 18% YOY.

The majority of Directors reported working in Computers and Technology, Retail and Consumer Goods, and Manufacturing industries. Managers reported Healthcare/Medical as the third most common industry in which to work. Alternately, C-Level professionals reported Finance as their second most common industry. The highest concentration of Directors by sub-industry were in Healthcare/Medical and Higher Education, 6% of the total. The largest segment of Managers by sub-industry came from Information Technology Services.

### Active Audience: Job Level





+44% Consultants  
on the  
Rise YOY

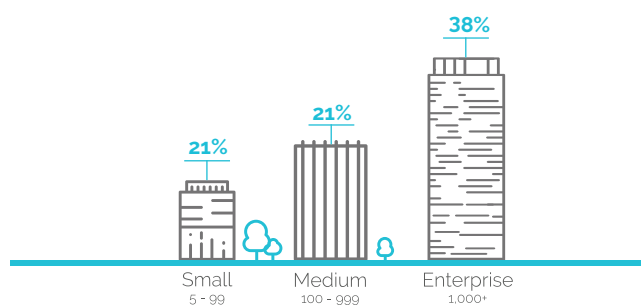
*Consultants reported significant growth in the past 12 months, likely an effect of more organizations using these professionals to help grow their business.*

## COMPANY SIZE

Except for marketing professionals working at small boutique companies of one to four employees, marketers work for a wide range of company sizes. No company size represents more than 9% of the total active marketing audience. Consumption activity driven by professionals working at companies of 10,000 to 20,000 employees increased 59% YOY. Additionally, marketers working at small companies of five to nine employees consumed 46% more content, and marketers working at companies employing 1,000 to 2,500 professionals reported 23% growth.

Examining the consumption activity by company size and country shows that companies of 10,000 to 19,999 employees had the highest percentage of international employees working outside the United States (22%). Marketers working at companies of 100 to 249 employees, 5,000 to 9,000 employees, and 50,000+ employees all consumed the same volume of content—each accounting for 11% of the total activity.

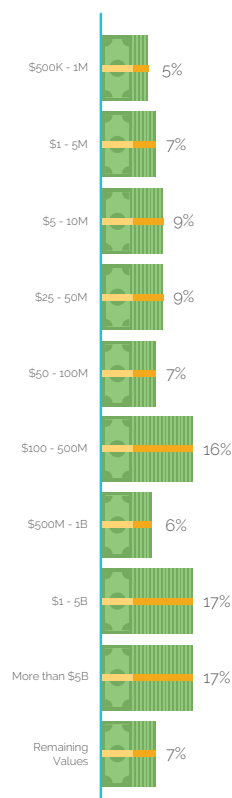
### Active Audience: Company Size



## COMPANY REVENUE

In further review of the active marketing audience, professionals were examined by their corresponding employer's annual revenue. In the past 12 months, 34% of content consumption volume was produced by professionals working at companies generating equal to or greater than \$1 billion in annual revenue.

### Active Audience: Company Revenue



**+34%** of professionals work at companies generating \$1 billion or more in annual revenue.

## INDUSTRY

The highest volume of content consumption by industry sector was led by professionals working in the Advertising/Marketing industry, 16% of the total volume. The active audience was also comprised of professionals working in the following industries: Computers and Technology (8%), Finance (4%), and Retail and Consumer Goods (4%). However, when examining the consumption behavior of marketing-related content only, marketers working in the Computers and Technology industry produced the most volume, driving 33% more activity than the next highest industry, Retail and Consumer Goods.

Taking results to a deeper level, activity by sub-industry was reported across a wide range of

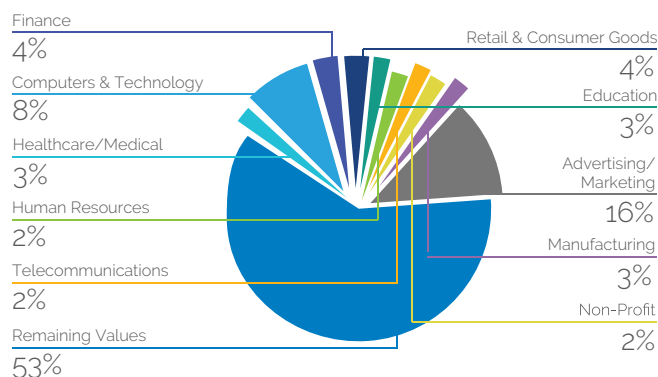
areas, including: Computer Software, Information Technology/Services, Healthcare/Medical, and Financial Services. Each contributed 4% to 5% of the total.

Professionals working in the Retail and Consumer Goods industry significantly increased their content consumption activity, 175% YOY. Additionally, these professionals also reported the highest international rate, with 14% of employees working outside of the United States. Marketers working in the Education and Healthcare/Medical industries increased activity by more than 30%.

## GEOGRAPHIC REGION

The active audience of marketing professionals residing in the United States drove more than 60% of the total content consumption volume in the past 12 months. The Europe, Middle East and Africa (EMEA) region produced 19% of the total volume—an increase of 62% YOY. The Asia Pacific (APAC) region produced 17% of the total volume—an increase of 65% YOY.

### Active Audience: Industry



# +61%

Globalization of the Marketplace YOY

*Content consumption activity driven by professionals in the EMEA and APAC regions continues to show significant growth; 37% of activity was produced by professionals in non-US regions.*

## Mobile Insights

Of the marketing professionals consuming content in the past 12 months, 83% of the activity took place on a desktop device, while 17% took place on non-desktop devices. Smartphones contributed 13% and tablets contributed 4% of the total volume.

Global mobile activity increased by more than 20% across the NetLine Network in the past year. Senior leadership consumed 27% more content on non-desktop devices than mid-level professionals. This trend suggests that senior leadership more commonly performs research outside of the office, while others do not.

Regions outside of the United States reported 73% higher mobile usage for long-form content consumption. The highest volume of non-desktop activity by country was driven by Philippines, Qatar, and Norway, each with more than 35% of activity from a non-desktop device. The United Kingdom reported above average mobile activity, averaging

30% of activity. Professionals residing in the United States reported only 18% of activity on a non-desktop device.

*As professionals begin to consume more long-form content outside the office and on mobile devices, marketers must review the accessibility and readability of their content. Using mobile-friendly content promotional channels and tactics, as well as content formats, is incredibly important to the success of a content-based campaign.*



Content Consumed on Desktops

83%



Content Consumed on Tablets

4%



Content Consumed on Smart Phones

13%

## In-Demand Audience: Marketers

In this section of the report, we review the marketing personas targeted by companies, from startups to the world's largest, across hundreds of content syndication campaigns in the past 12 months. We make direct comparisons between the active audience realities and the in-demand personas in this section to highlight the competitive landscape for organizations and B2B marketers. We have extracted the key insights found within campaign target strategies by job area, job level, industry, company size, and geographic region.

## Target Audience Insights

### JOB AREA

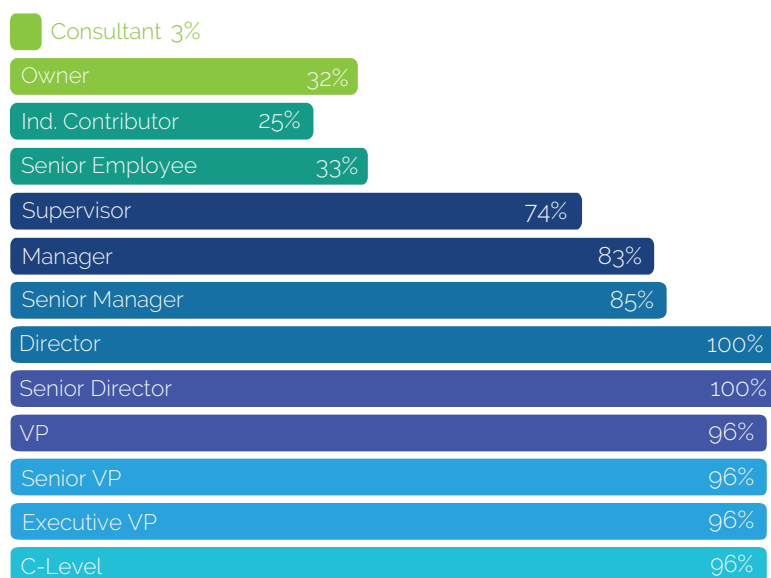
Of the marketing-related content syndication campaigns run in the past 12 months, 35% of campaigns targeted professionals self-identified as having a Marketing job area, while, 65% of campaigns included Marketers or Executives.

### JOB LEVEL

The most-used job level target segment was Managers and above, applied by 36% of all campaigns seeking marketing professionals. Followed by 14% of campaigns targeting Directors and above in the past 12 months.

Of the campaigns to expand job level targets to reach mid-level professionals compared to the prior year, 33% included Senior Employees (-44%), 25% included Individual Contributors (-34%), and 3% included Consultants (+2%).

#### % of Campaigns Targeting Each Job Level



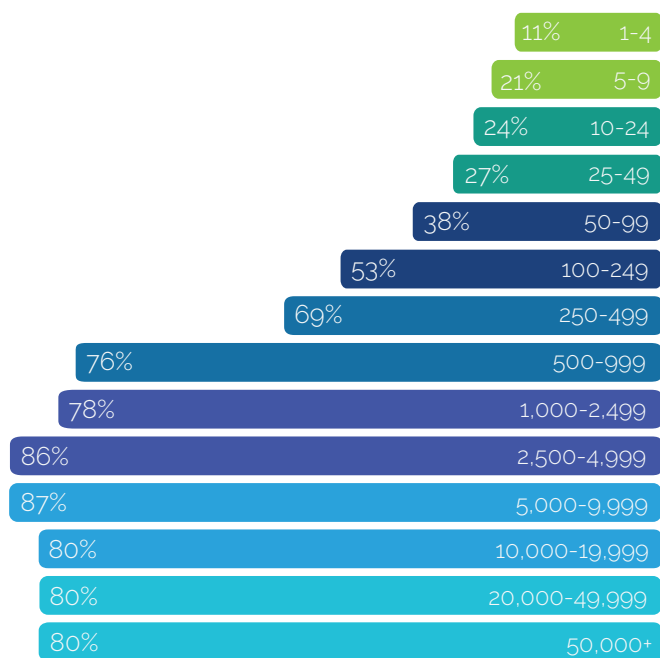
## MARKET REALITIES VS. CAMPAIGN IDEALS

In the past 12 months, more than 65% of campaigns excluded 17% of the active audience, comprised of Individual Contributors, Senior Employees, and Consultants. Organizations are missing an opportunity to target this highly active and potentially influential audience segment within the Marketing Department.

### COMPANY SIZE

Marketing professionals working at enterprise organizations of 1,000 employees or more were targeted in more than 75% of campaigns. More than 50% of campaigns targeted marketers working at mid-sized and enterprise organizations of 100 employees or greater. Small businesses of five to 99 employees were targeted in 21% to 38% of campaigns—an increase of 4% over the prior 12 month period.

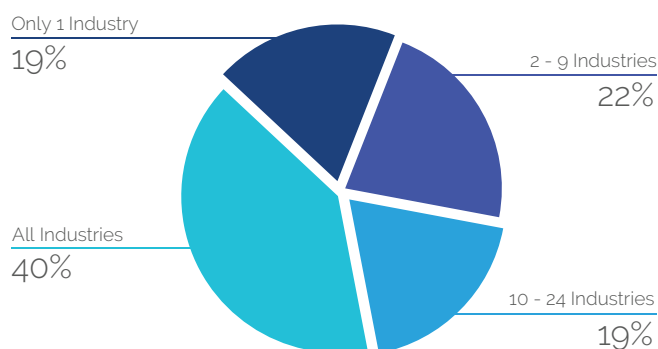
% of Campaigns Targeting Each Company Size



### INDUSTRY

Of the campaigns run in the past 12 months, 40% did not apply industry-specific targeting. While 19% of campaigns identified a single target industry, most commonly Retail and Consumer Goods or Computers and Technology. The industry targeting strategy of isolating one specific industry increased by 77% YOY. The third most common target industry segment excluded marketing professionals working in the Non-Profit and Government industries.

% of Campaigns By # of Industries Targeted

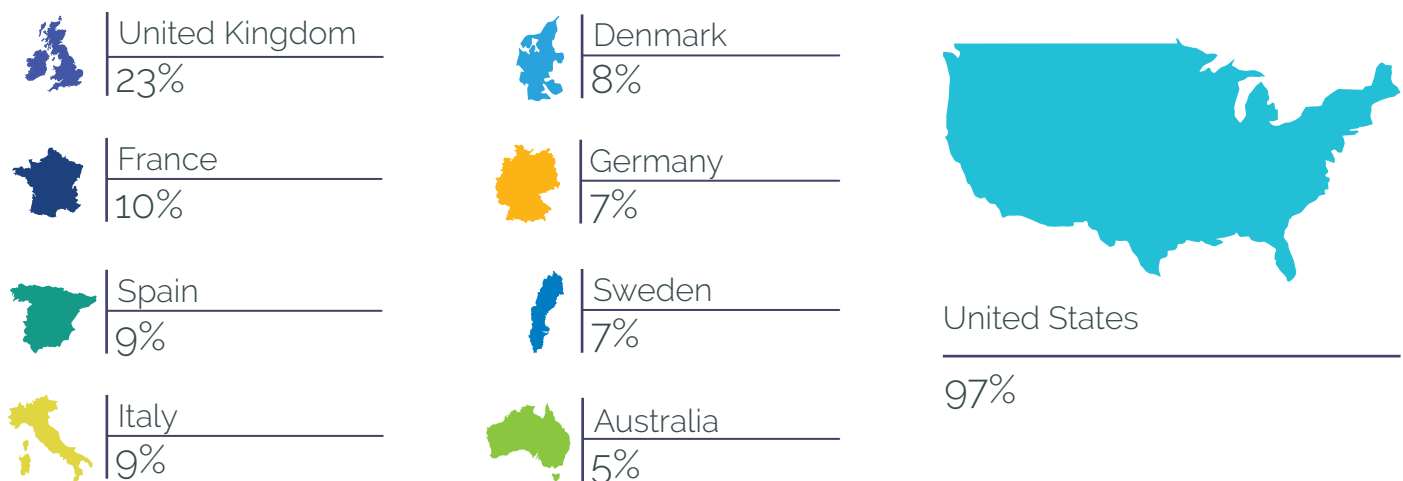


## GEOGRAPHIC REGION

In the past 12 months, 77% of campaigns targeted professionals in the United States only, compared with 82% of campaigns the prior year (-6%). Three percent of campaigns solely targeted professionals outside the United States, compared to zero campaigns the prior year. The United Kingdom, France, Spain, Germany, and Australia were among the top international countries targeted. These changes show a growing trend in globalization of the marketplace.

*While 37% of content consumption was driven by marketing professionals outside of the United States, 77% of campaigns did not target marketers outside the United States. The globalization of the marketplace is growing and organizations have an opportunity to expand their exposure by tapping into this active segment.*

### % of Campaigns Targeting Each Country



## Account-Based Marketing (ABM)

The number of Account-Based Marketing (ABM) campaigns run on the NetLine Corporation Network targeting marketers **increased by 225%** in the past 12 months. Of the ABM campaigns launched, each campaign was part of a larger content powered lead generation strategy, run alongside non-ABM content syndication lead generation campaigns to diversify their strategy and ensure consistent lead flow.

**While, ABM is a proven strategy when run with the necessary reach and scale, NetLine Corporation recommends a balanced approach to ABM with content syndication as a layered application of this strategy type. Display advertising should not be considered the only or the top solution in ABM, native content powered solutions often report higher click-through rates and conversion rates over other channels.**

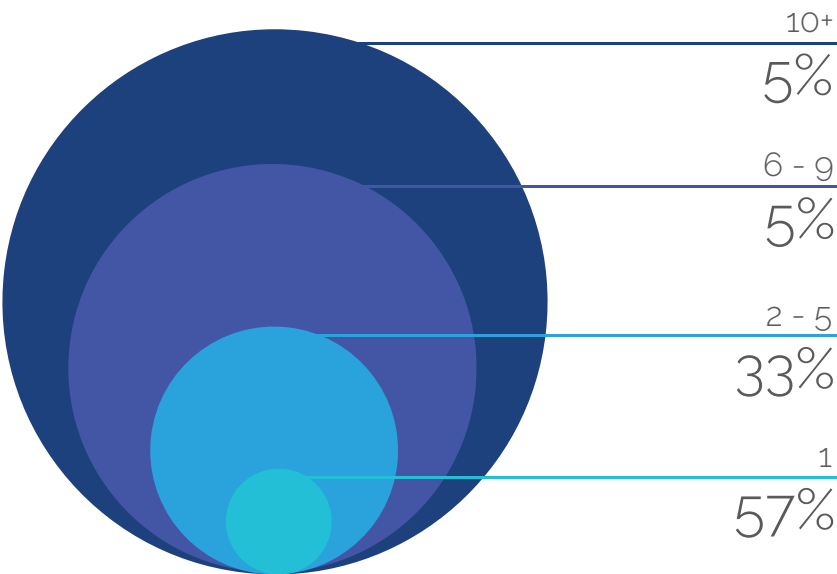
In this section, we examine the journey of marketing professionals consuming content on the NetLine Corporation Network and the patterns that surround their behavior. We have extracted important metrics on consumption volume, frequency, and ‘the gap’ marketers need to be knowledgeable about to optimize demand generation and lead nurture strategies.

# Consumption Journey

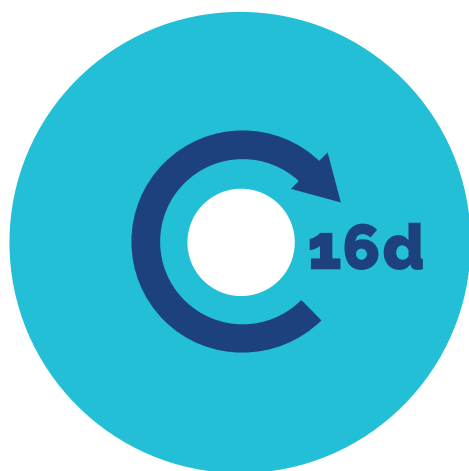
## Consumption Volume

On average, 43% of the active marketing audience consumed two or more pieces of content in the past 12 months. Furthermore, 17% of the active audience consumed more than four pieces of content, and 5% consumed 10 or more pieces of content. While a high percentage of marketers requested more than one piece of content, marketers fell below the global average of 49%.

In a review by job level, 23% of Marketing Managers and Directors consumed two or more pieces of content. In comparison with all job areas, Marketing Directors and VPs are 140% more likely to request more than one piece of content, than other Directors and VPs. Professionals working at companies of one to 999 employees were 20% more likely to request more than one piece of content than companies of 1,000 or more employees.



## Consumption Frequency



Of the marketing professionals who consume more than one piece of content, the average timespan between each request was 16 days. Consultants reported the shortest frequency of nine days, followed by Individual Contributors at 12 days. C-level professionals reported 13 days. The longest frequency was reported by VPs, Directors, and Managers averaging more than 21 to 26 days. The consumption frequency of Managers was 83% longer than Individual Contributors. Overall, marketers average 16 days, one day longer than the global average of 15 days.

Marketers working at large to enterprise-sized organizations averaged 25 days between content requests, 67% longer than professionals working at small businesses averaging 15 days. Marketers working in the Advertising/Marketing industry reported the fastest consumption frequency by industry of 11 days.

## Consumption Gap



The timespan between the content request and the moment the content is opened is called the Content Consumption Gap—measured in hours. On average, the Content Consumption Gap was thirty-eight hours for the active marketing audience in the past 12 months, in comparison to the global average of thirty-five hours.

Marketers reporting the highest gap by job level were C-level and Supervisors (48+ hours). Senior Directors and Senior VPs reported the shortest gaps, of fifteen to eighteen hours.

Marketers working in the Advertising/Marketing industry averaged thirty-four hours to open their requested content—in line with the global average by industry. Marketers working in the Government, Healthcare/Medical, Media, and Real Estate industries averaged the longest gaps of sixty or more hours.



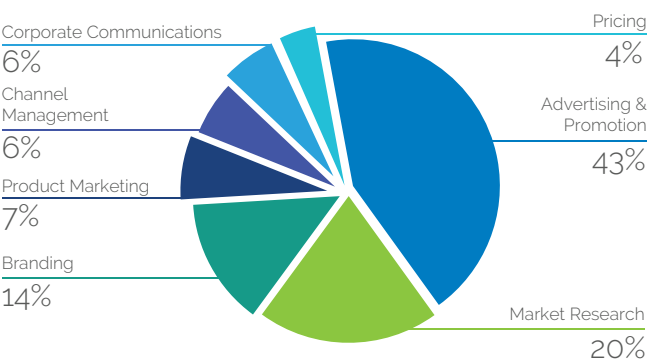
# MIND THE CONSUMPTION GAP

The Content Consumption Gap is important as it can have significant impact on prospect nurturing. NetLine recommends enforcing a prospect follow-up policy that is in line with trending content consumption patterns. To ensure the prospect is informed enough to have an intelligent discussion, allow for at least two days before contacting.

## Consumption Trends

In this section, we examine the most-researched topics by marketing professionals by the category and sub-category of marketing content consumed in the past 12 months.

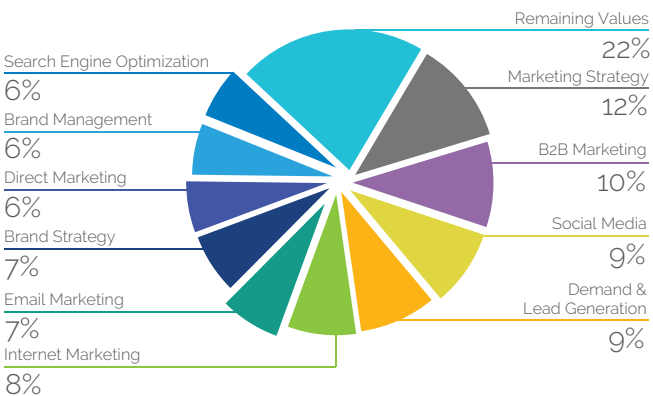
% of Marketing Content Consumed by Category



Of the marketing sub-categories, Marketing Strategy and B2B Marketing were the two most popular.

Marketing content in the Advertising and Promotion category was twice as popular as any other category. Market Research and Branding were also among the top three categories of content consumed.

% of Marketing Content Consumed by Sub-Category



## Consumption Trends by Persona

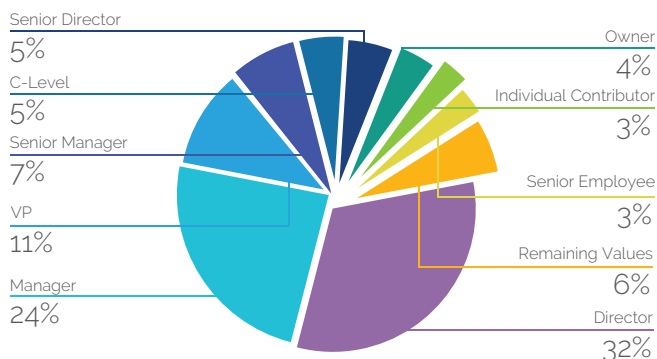
In a deeper content category review, we examine the personas of the highly engaged marketing professionals consuming two or more pieces of content within popular marketing categories.

### ADVERTISING AND PROMOTION

#### Job Level

Directors represented 32% of Advertising and Promotion content consumption, the second most popular category for these marketing professionals—and 33% higher than any other job level. Managers totaled 24% of the overall volume and VPs, 11%.

#### Job Level: Advertising & Promotion

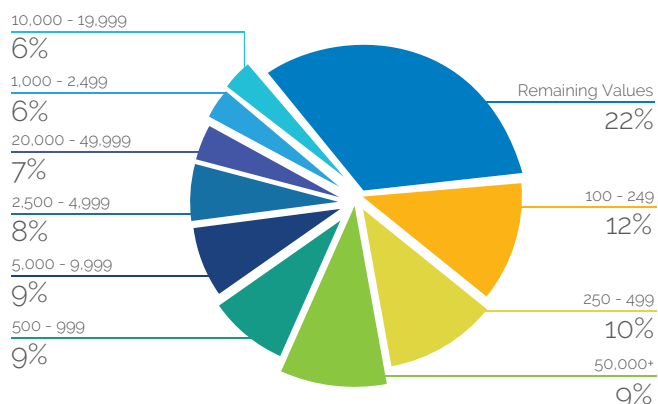


#### Company Size

Marketing professionals consuming Advertising and Promotion content were evenly spread across a wide range of company sizes. Professionals working

at companies of 100 to 499 employees and 50,000+ employees were the most active.

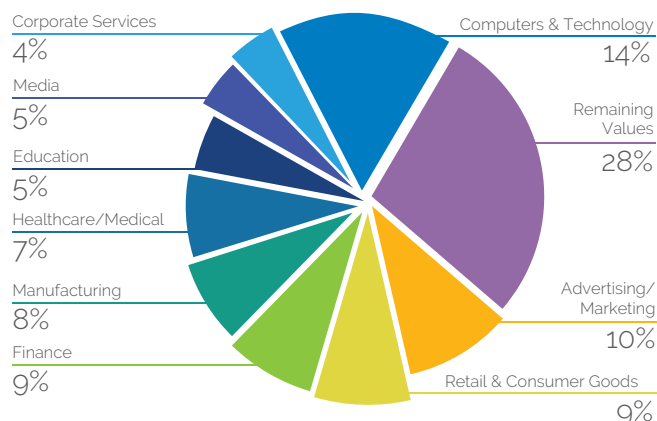
#### Company Size: Advertising & Promotion



#### Industry

Marketers working in the Computers and Technology industry represented 14% of Advertising and Promotion content consumption and 10% was driven by marketers working in the Advertising/Marketing industry.

#### Industry: Advertising & Promotion

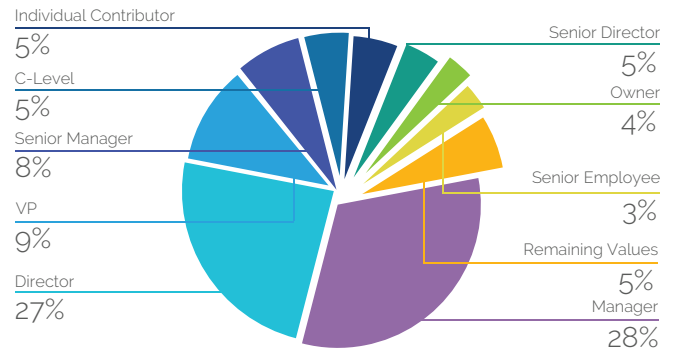


## BRANDING

### Job Level

Managers represented 28% of Branding content consumption, followed by Directors at 27%—both more than two times the volume of any other job level.

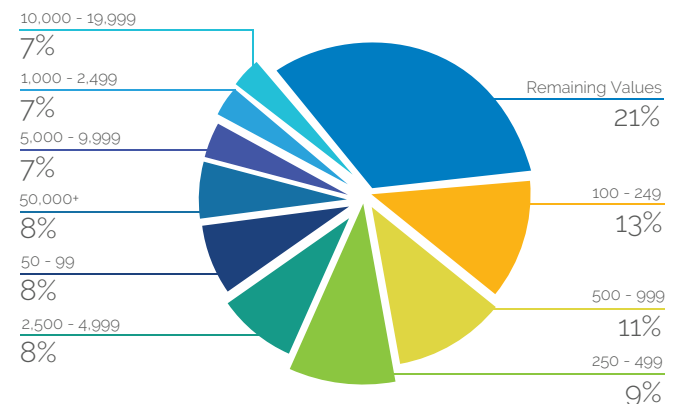
### Job Level: Branding



### Company Size

Marketers working at small businesses represented the majority of Branding content consumption. Additionally, 8% was driven by professionals working at companies of 2,500 to 4,999 employees and 8% from 50,000+ employees.

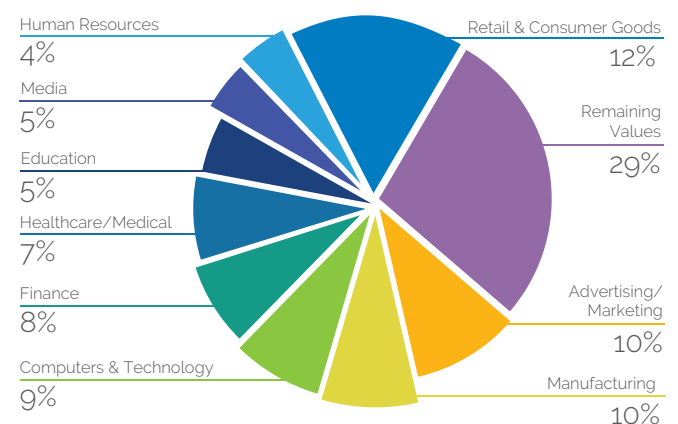
### Company Size: Branding



### Industry

Marketers working in the Retail and Consumer Goods industry represented 12% of Branding content consumption, 10% from the Manufacturing industry and 10% from the Advertising/Marketing industry.

### Industry: Branding

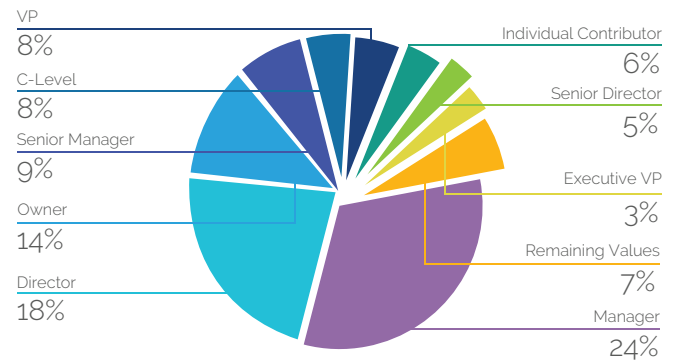


## CHANNEL MANAGEMENT

### Job Level

Managers represented 24% of Channel Management content consumption, followed by Directors at 18%. C-level and VP-level professionals each reported 8% of the total volume.

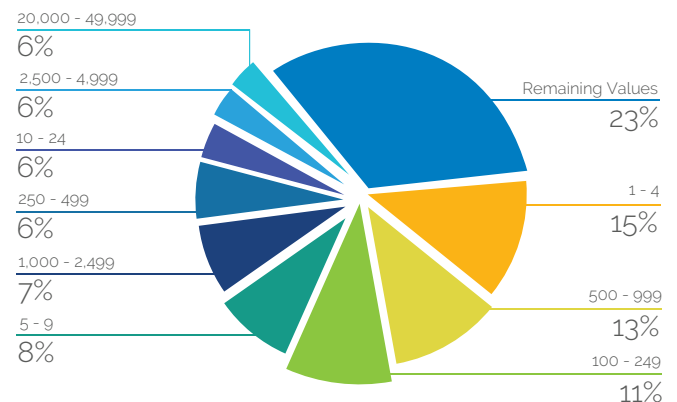
### Job Level: Channel Management



### Company Size

Marketers working at small boutique-sized companies totaled 15% of overall Channel Management content consumption. Enterprise-level businesses totaled 14%.

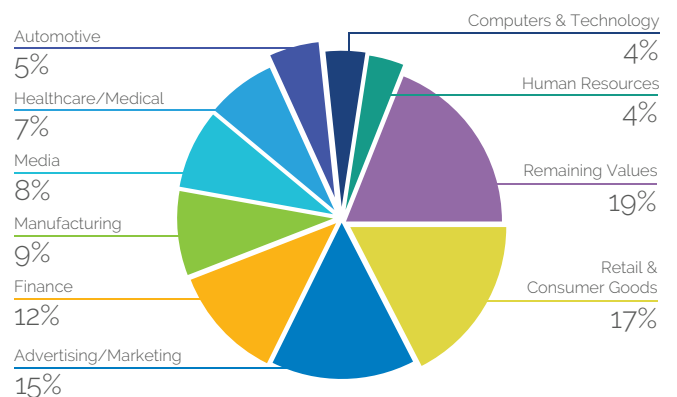
### Company Size: Channel Management



### Industry

Marketers working in the Retail and Consumer Goods industry represented 17% of Channel Management content consumption, 15% from Advertising/Marketing industry and 12% from the Finance industry.

### Industry: Channel Management

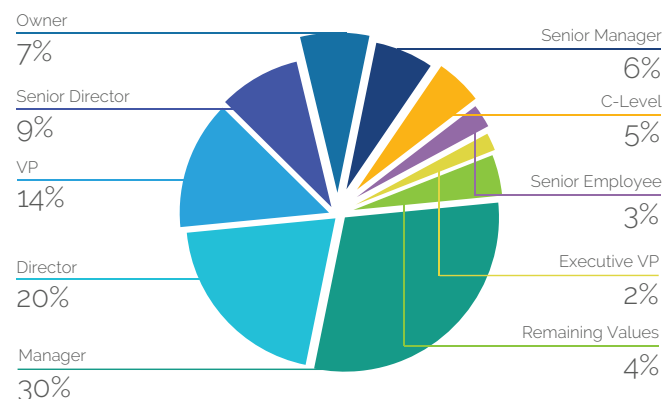


## CORPORATE COMMUNICATIONS

### Job Level

Managers represented 30% of Corporate Communications content consumption, followed by Directors at 20%. VP-level professionals drove 14% of the total volume.

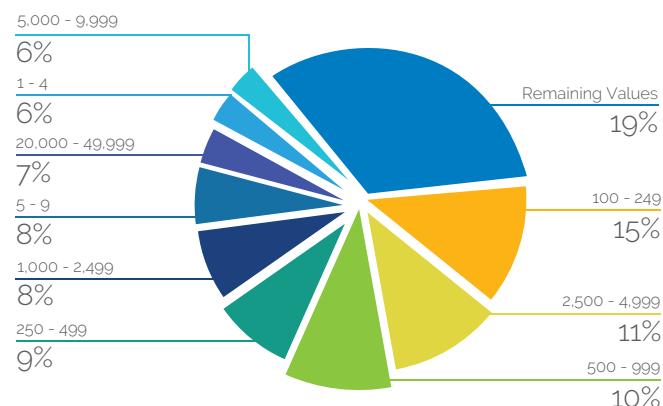
### Job Level: Corporate Communications



### Company Size

Small to medium sized businesses represented the majority of professionals consuming Corporate Communications content (57%). Enterprise-level businesses totaled 18% of consumption.

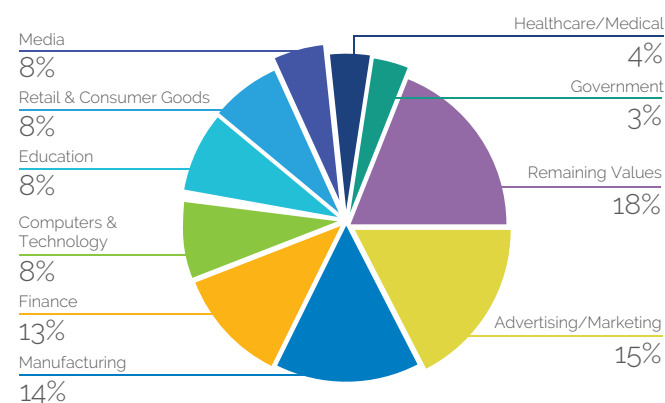
### Company Size: Corporate Communications



### Industry

Marketers working in the Advertising/Marketing industry represented 15% of Corporate Communications content engagement, 14% from Manufacturing industry, and 13% from the Finance industry.

### Industry: Corporate Communications

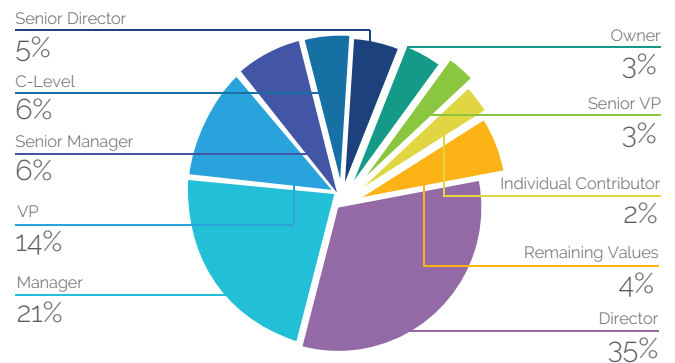


## MARKET RESEARCH

### Job Level

Directors represented 35% of Market Research content consumption, 69% more than Managers. VP-level professionals drove 14% of the total volume.

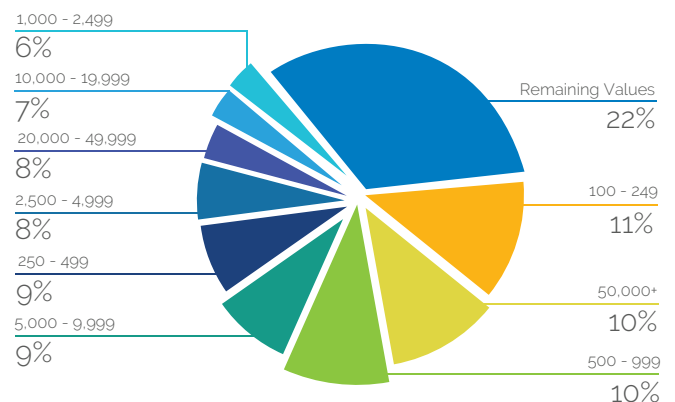
#### Job Level: Market Research



### Company Size

Professionals working at companies of 50,000 employees or greater represented 10% of total Market Research content consumption. Large to enterprise-level businesses (1K+) drove 49% of consumption—the second most popular content category for enterprise level professionals.

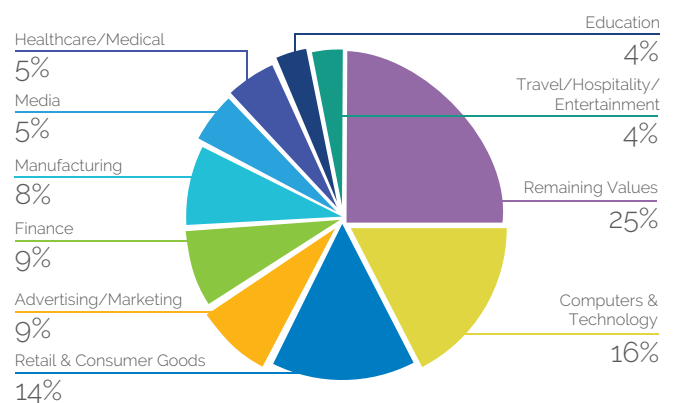
#### Company Size: Market Research



### Industry

Professionals working in the Computers and Technology industry represented 16% of Market Research content engagement, 14% from the Retail and Consumer Goods industry and 9% from the Advertising/Marketing industry.

#### Industry: Market Research

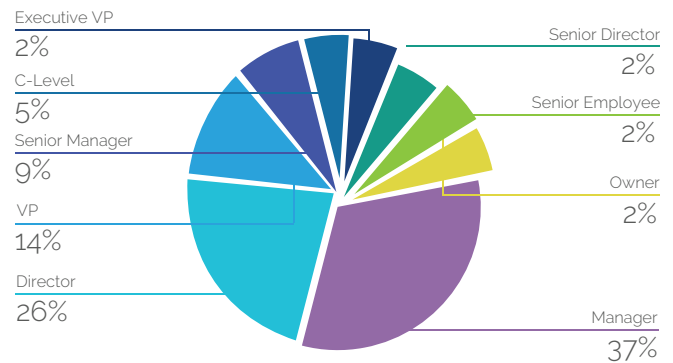


## PRICING

### Job Level

Managers represented 37% of total Pricing content consumption activity, 45% higher than the next highest volume driven by Directors (26%).

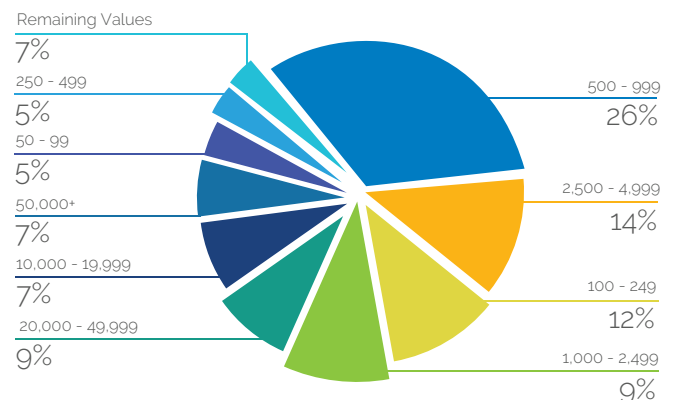
#### Job Level: Pricing



### Company Size

Marketers working at companies of 500 to 999 employees reported 26% of total Pricing content consumption, 83% more content than the next highest company size.

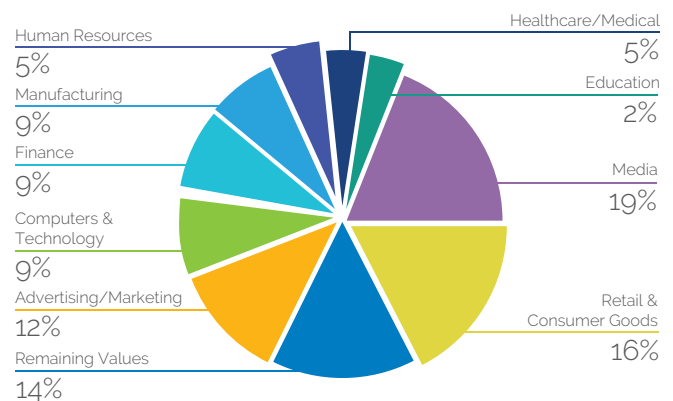
#### Company Size: Pricing



### Industry

Marketers working in the Media, Retail and Consumer Goods and Advertising/Marketing industries totaled 47% of overall consumption activity.

#### Industry: Pricing

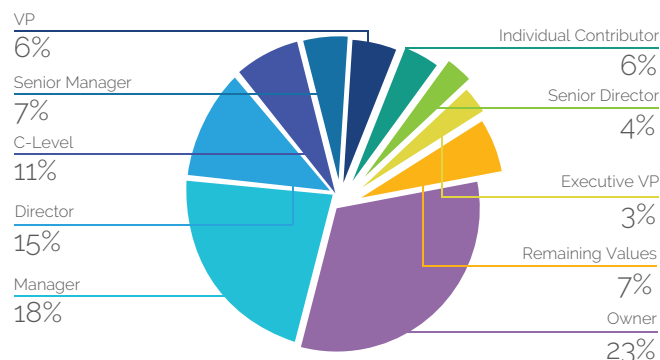


## PRODUCT MARKETING

### Job Level

Unlike any other category, Owners surfaced as the highest job level consuming Product Marketing content, 23%. Managers, Directors, and C-level professionals followed at 11 to 18% of the total volume. Product Marketing reported the highest C-level activity rate.

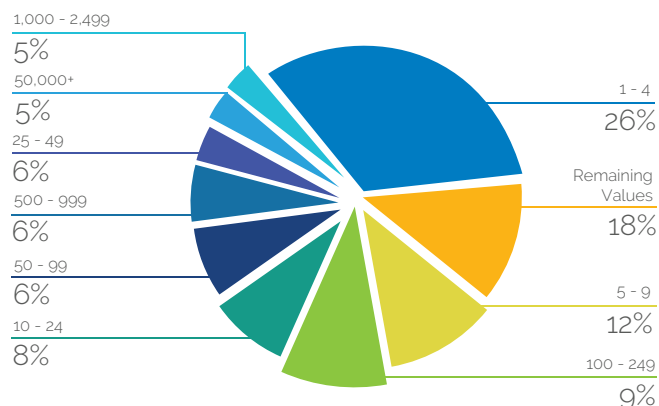
#### Job Level: Product Marketing



### Company Size

Professionals working at small boutique-sized companies totaled 26% of the total Product Marketing content consumption. Enterprise-level businesses drove 13% of the volume.

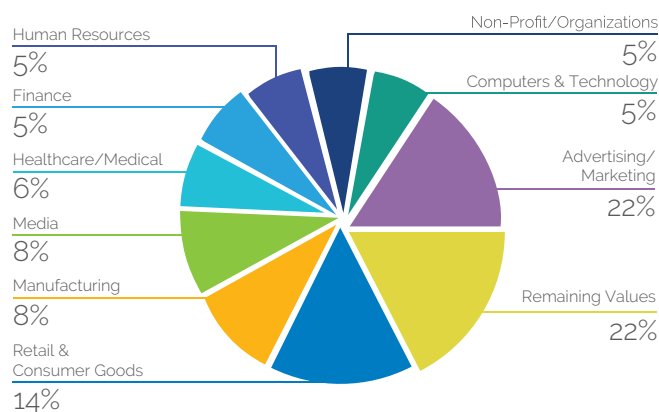
#### Company Size: Product Marketing



### Industry

Marketers working in the Advertising/Marketing industry represented 22% of Product Marketing content engagement, 14% from Retail and Consumer Goods industry and 8% Manufacturing industry.

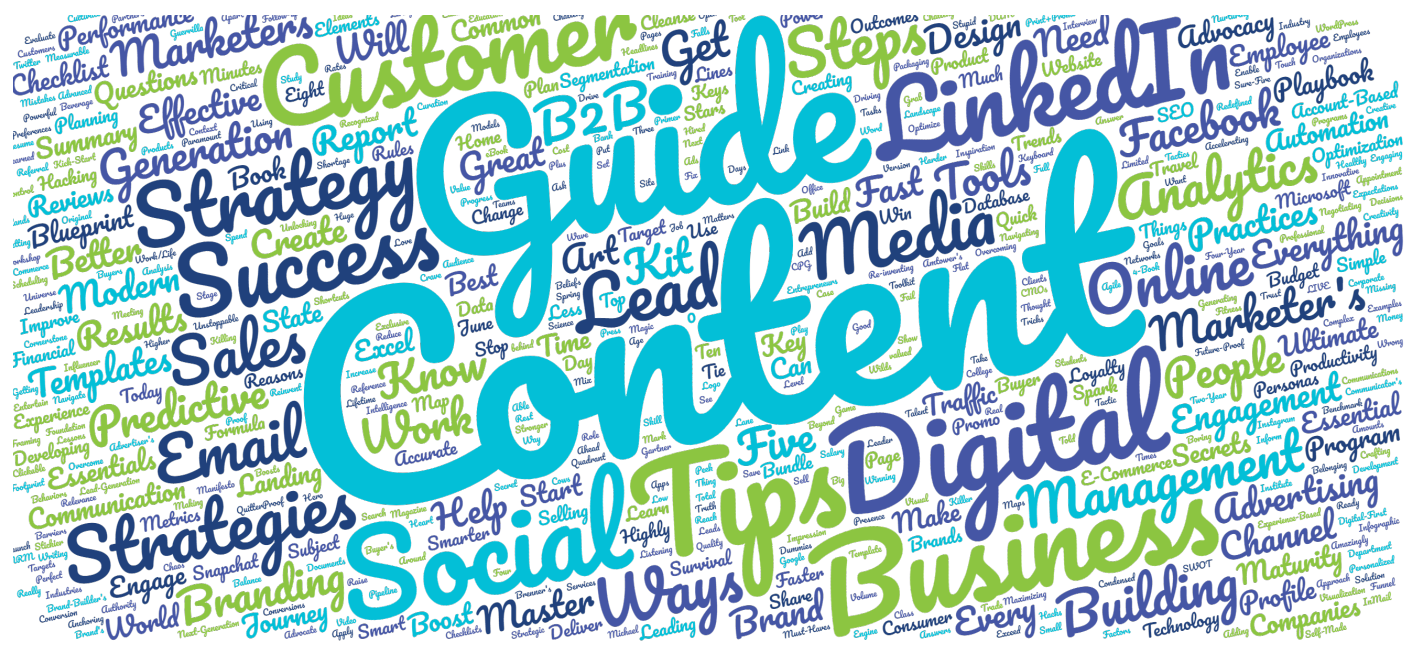
#### Industry: Product Marketing





In this section, we examine the trends found within the library of content used for content syndication lead generation campaigns targeting marketing professionals in the past 12 months. We analyze the content themes, keywords, titles, format, and goals to extract meaningful learnings.

## Content Trends



## Content Themes

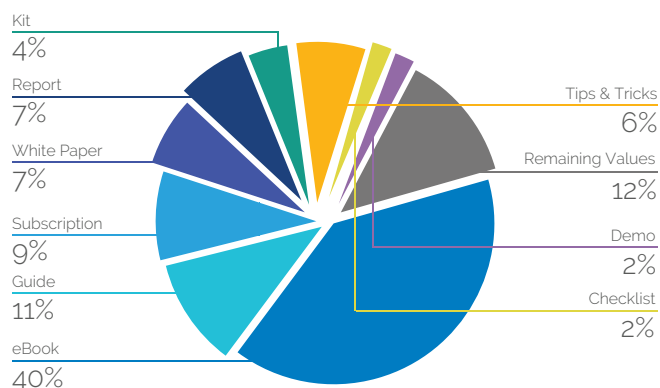
In an analysis of the most popular content consumed this year, we produced a word cloud of the content titles to display the overarching themes. Of the most popular content consumed this year, the following title insights surfaced as takeaways:

- 31% of the downloaded content included 'Marketing' in the title
- 16% of the downloaded content included a title beginning with a numeric value
- 15% of the downloaded content included 'How' in the title
- 6% of the downloaded content included 'Tips' in the title
- Of the downloaded content, the titles averaged 53 characters in length
- Of the downloaded content, the title averaged 8.5 words in length

## Content Types

NetLine identifies all content syndicated on the network by type, most commonly: white papers, eBooks, reports, guides, and webinars. eBooks have become the most popular type of content consumed by the active marketing audience over the past 12 months, producing 40% of the total consumption volume. Guides follow, producing 11% of the total consumption volume. White Papers and reports total 14% of the volume. Content subscriptions including magazines, newsletters, and other digital subscription types total 9% of the overall volume.

### % of Content Syndicated by Type



### TRENDING TITLES

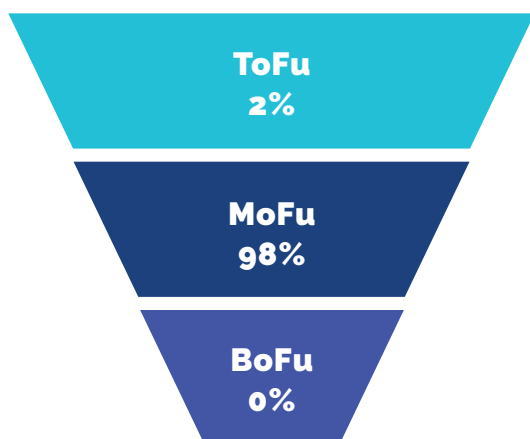
- 10 Key Marketing Trends for 2017
- Five Steps to Five Stars: How to Get Great Online Patient Reviews
- How Digital Marketing Will Change in 2017
- How to Be an Account-Based Marketing Hero with Predictive Marketing
- How Leading Companies Tie Employee Advocacy to Business Outcomes
- Key Tools for Engagement Marketing
- Target Marketing
- The Advocate Marketing Playbook
- The Fast Lane to Great Design
- The Performance Advertiser's Guide to Instagram

Select titles from the Top 100 list.

Additionally, NetLine identifies each piece of content run on the network by the client's intended content strategy to establish the stage of the buyer's journey being targeted and serviced by the content. Content is identified by one of three main groups: Top of Funnel (ToFu), Middle of Funnel (MoFu), and Bottom of Funnel (BoFu).

In the past 12 months, 98% of organizations implemented MoFu content strategies with education oriented content; while only 2% ran ToFu content strategies with awareness oriented content, and 0% ran BoFu content for professionals seeking purchase-level content.

## Content Goals



## CONTENT STRATEGY BY FUNNEL

There is an opportunity to implement a more diversified approach outside of MoFu only content. The majority of professionals engaging with content are net-new and at all stages in the buyer's journey—a balanced campaign will provide content for all stages within the funnel. Present awareness, educational, and purchase oriented content to service all stages of the buyer's journey. This will improve acquisition and nurture follow-up strategies.

# Summary

Content marketing success in today's competitive environment is dependent upon making smarter decisions driven by actionable data. Increasingly, B2B marketers will need to rely on insights being discovered by third party marketing technology stack solutions with direct access to data (first and third party) versus their own company's internal stakeholders. Performance-based goals have led to stricter forms of measurement holding marketers accountable for their budget and ROI, emphasizing the importance of lead-based and revenue-driving opportunities.

This year, marketers must optimize their demand generation strategy to drive meaningful and measurable results. NetLine Corporation has identified three key opportunities to leverage at each stage of your strategy to drive success in 2017:

## 1 CONTENT STRATEGY | STAGES OF THE FUNNEL

The competitive landscape of long-form content has been heavily saturated by Middle of Funnel (MoFu) content—98% of marketing campaigns in the past 12 months. While the entire competitive landscape is seeding the market with MoFu content, take this opportunity to offer supplemental content that

speaks to the needs of professionals focused on more decision oriented topics. Implement a balanced content strategy with resources for all stages of the buyer's journey. Pivot the target persona wisely for each asset within the campaign to specifically reach professionals known to be aligned with in-market and intent-driven positions. Doing so will allow marketers to translate anonymous personas into further down the funnel prospects.

## 2 TARGET STRATEGY | ATTACK THE INFLUENCERS

In the past year, 65% of campaigns excluded 17% of the active marketing audience. **Do not continue to make this mistake.** Senior leadership will remain an important target for lead generation campaigns; however, organizations must realize that senior leadership does not drive the same level of content consumption activity. Pivot focus to the influencers, the diverse profile of professionals within the marketing buying committee, including Managers, Senior Employees, and Individual Contributors—as well as Contractors and Consultants. Build deeper influence within the organization by expanding your target range outside marketing senior leadership and target the professionals that advise them. Deeper influence within the organization will directly build greater credibility, an often underestimated attribute associated to the vendor selection process.

### 3 NURTURE STRATEGY | MIND THE CONSUMPTION GAP

The average timespan between the moment a person requests your content and the moment your content is opened by the person is the Content Consumption Gap. In the past 12 months, the average Content Consumption Gap for marketing professionals was 38 hours. Nurturing a new lead is 100% as important as generating a net-new lead; therefore, NetLine's recommendation is to allow for at least two days prior to lead follow-up on long-form content consumption to ensure effective conversations with prospects. Making the mistake of immediate contact will waste your team's time and possibly alarm the prospect.

As reported by the 28% increase of content consumption activity in the past 12 months, marketing professionals are showing a growing demand for long-form content. Content syndication has become a proven solution for organizations to reach decision makers actively consuming content to generate quality intent-based leads. Organizations must capitalize on this opportunity by producing the resources that the content consuming marketing audience demands—to stay top of mind, solve their problems, and aid purchase decisions.

Finally, the “B2B Content Marketing 2017: Benchmarks, Budgets, and Trends—North America Report” by Content Marketing Institute reported that 80% of marketers

cited ‘lead generation’ as their organization’s goal for the next 12 months; however, when questioned which paid methods marketers will use to promote their content, zero cited lead-based methods. Social promotion, search engine marketing, and banner ads each offer impression- or click-based pricing models with no commitment to deliver quality lead generation results. The findings shared within the Content Marketing Institute report show that marketers are taking a disconnected approach.

*Implementing a campaign with a cost-per-click (CPC) or cost-per-thousand impressions (CPM) pricing model does not equate to lead generation. In addition to NetLine's three takeaways for 2017, it's integral that marketers position themselves to succeed by running cost-per-lead campaigns guaranteed to deliver leads and meet performance-based goals.*

Content syndication lead generation is a vital solution for driving B2B marketing success. **Exceed your performance goals this year by optimizing your approach with data driven insights extracted from 8.5 million leads processed by NetLine Corporation.**

# Generate Leads with your B2B Content Today

Syndicate your content across the largest B2B lead generation network to reach your target prospects actively researching business-related topics, using the NetLine Portal.

Starting at \$9 per lead.



 **NetLinePortal** | <http://portal.netline.com>

Your Performance-Based Solution to,

Content Syndication | Lead Generation | Account-Based Marketing

Get started developing your pipeline with content-powered lead generation.

Create Free Account

Request a Demo

NetLine Corporation empowers B2B Marketers with the reach, technology, and expertise required to drive scalable lead generation results and accelerate the sales funnel. Operating the largest B2B content syndication lead generation network, NetLine reaches 125 million unique visitors and processes more than 700 thousand leads monthly across 300 industry sectors. NetLine's AudienceTarget™ technology drives prospect discovery, quality customer lead acquisition, and buyer engagement from real prospect intent as professionals consume content directly across the network. Superior quality, on demand access, and advanced campaign reports enable all clients to achieve lead generation success. Founded in 1994, NetLine is privately held and headquartered in Los Gatos, California. Successful B2B Marketers Start with NetLine, visit [www.netline.com](http://www.netline.com).

## About NetLine Corporation

As the #1 B2B Content Syndication Lead Generation Network we feel that it is important to share with you how we do business. NetLine operates following five core values: innovation, teamwork, integrity, customer satisfaction, and accountability. Our advanced technology and massive scale are uniquely positioned to achieve the results marketers are looking for. NetLine's performance-based Portal and our dedicated team of experienced lead generation experts ensure that you will only pay for leads that meet your assigned campaign objectives – nothing less. Expand your footprint and gain competitive market share.

## Our Commitment to You

Read more about our [commitment to you](#).



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