

How to Drive Maximum Returns on Content Marketing with Effective Distribution (DOWNLOAD)



Marketers across industries are building buyer personas, developing editorial calendars and churning out a range of content assets. But many overlook their distribution strategy, and their content offers are often relegated to the company's website in an approach that fails to deliver the desired results.

How to Drive Maximum Returns on Content Marketing with Effective Distribution discusses:

- How your content goals dovetail to your content discovery options
- Types of content distribution – from wire services to whitepaper syndication
- A tactical checklist of the options you should consider to give your content more intelligently targeted visibility

A challenge for many content marketers is to continually drive new audiences to the organization – bring more people into the fold, qualify them and create an ongoing lead flow. To achieve that, marketers need to reach beyond the realms of those that already know their brand.

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