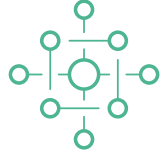


5 WAYS CONTENT

CAN HELP YOU GET BETTER DEMAND GEN RESULTS

B2B DEMAND GEN MARKETING PRIORITIES



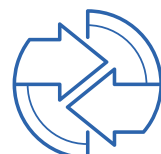
85%

say lead generation is their most important goal for the next 12 months¹



2%

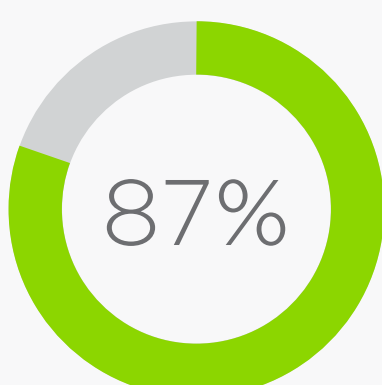
of marketers believe their current demand generation strategies are highly effective²



82%

say higher conversion rates are one of their top metrics to gauge success³

BUT CONTENT ISN'T CONNECTING



of marketers find producing content that engages buyers to be a major challenge⁴



of B2B content is not used⁵



Engaging content can mean the difference between creating a business opportunity and losing to a competitor.

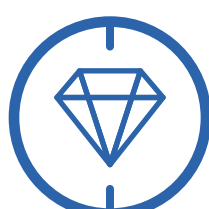
- Forrester⁶



5 STEPS TO CONTENT-DRIVEN DEMAND



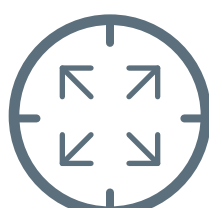
1 Focus on Audience
Connect with your audience on what matters to them



2 Go for Quality Over Quantity
Target intelligently instead of "spray and pray"



3 Coordinate and Collaborate
Work holistically to achieve big goals, instead of staying siloed



4 Maximize Your Investment
Reuse and repurpose great content across an ecosystem



5 Focus on Outcomes
Drive action and hold content accountable

REAP THE BENEFITS OF CONTENT-DRIVEN DEMAND: OUR CLIENTS HAVE ACHIEVED THESE RESULTS

Blackboard



Hewlett Packard Enterprise

200%

of lead goal

\$1.6M

in pipeline

>3,500

net new leads

IMPROVE YOUR DEMAND GEN CONTENT TODAY

Check out our Demand Gen services

tendocom.com/services

Contact us to see how we can improve your results

demandgen@tendocom.com

¹2016 B2B Content Marketing Trends—North America, Content Marketing Institute
²Content Marketing Institute
³CMO Council
⁴Content Marketing Institute
⁵Compare Your B2B Content Marketing Maturity, Forrester report.
⁶B2B Content Fails The Customer Engagement Test, Forrester report.