

# 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 months<sup>1</sup>



2%

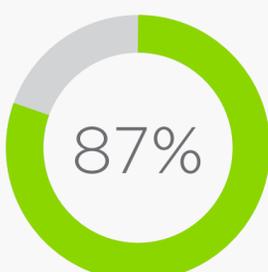
of marketers believe their current demand generation strategies are highly effective<sup>2</sup>



82%

say higher conversion rates are one of their top metrics to gauge success<sup>3</sup>

## BUT CONTENT ISN'T CONNECTING



of marketers find producing content that engages buyers to be a major challenge<sup>4</sup>



of B2B content is not used<sup>5</sup>



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

- Forrester<sup>6</sup>



## 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](http://tendocom.com/services)

Contact us to see how we can improve your results

[demandgen@tendocom.com](mailto:demandgen@tendocom.com)

<sup>1</sup>2016 B2B Content Marketing Trends—North America, Content Marketing Institute  
<sup>2</sup>Content Marketing Institute  
<sup>3</sup>CMO Council  
<sup>4</sup>Content Marketing Institute  
<sup>5</sup>Compare Your B2B Content Marketing Maturity, Forrester report.  
<sup>6</sup>B2B Content Fails The Customer Engagement Test, Forrester report.