

LeadFlow Guide

Welcome to LeadFlow, the best way to syndicate your content at a great price while still getting the advantage of the NetLine Network - The Leader in B2B Multi-Channel Content Marketing.

Why LeadFlow?

Well, lead generation via content syndication is a tried and true practice for generating engaged leads in your services, and has proven effective at both creating brand awareness and lead generation. In fact, content marketing costs 62% less than traditional marketing and generates about 3 times as many leads¹.

However, the costs and management associated with running content syndication campaigns can be prohibitive - especially for smaller companies or companies that are just starting out in content syndication. LeadFlow offers the perfect vehicle to run campaigns at low cost, with complete control over your campaign at every step of the way via our online portal.

What do I need to get started on LeadFlow?

1. A target market (*Where do they work, what role do they fill, how big is the company they work at, etc*)
2. Content (*white paper, eBook, How To Guide, etc*)
3. Your company logo (*jpeg, gif, or png, maximum file size 100KB*)
4. A credit card

Identify Your Targets

Not all customers are created equal, and not every person who downloads your content is going to fit your target market. This is where filters come in. Part of the value of LeadFlow (and NetLine in general), is that we operate on a *pay for performance* model. You only pay for the leads you want. In order to make this possible of course, you have to define the characteristics of the leads you want. Hence, filters.

There are a lot of options when it comes to filters, but the most important ones will probably be:

1. Geography
2. Company Industry
3. Job Function
4. Company Size



Make sure your filters match the characteristics of your target market. And remember, you can change your filters whenever you want with LeadFlow, so feel free to experiment with different levels of filters to see what leads you can get. It's a good idea to start off with highly restrictive filters and then loosen them as you become more confident with the leads you are receiving.

Preparing Your Content

LeadFlow requires that you have a content piece you are looking to syndicate. For examples of building content for lead generation, read this excellent piece by Marketo² [2]. The easiest way to prepare your content for LeadFlow is to start by looking at what the final product will be - your splash page. This is the page your prospect sees when deciding if they want to download your content or not.

As you can see in the image to the right, your splash page is made up of 5 pieces of information.

1. Company Logo - Exactly what it sounds like, this is your company's logo which appears on your splash page to inform your prospect about who they are getting this content from (very important in case your content doesn't explicitly mention your company).

2. Content Offer Cover - This is the image displayed to promote your content offer. Though optional, it is probably the most important aspect of your content. You can select an image for the cover or LeadFlow will default to the first page of your content offer. You can choose what works best for your content.

3. Content Title - After the Cover this is the important piece of your content. Make sure your title is both accurate (if it's about kittens and it mentions puppies, you're not exactly being honest), and also serves to draw a prospect in. Here are some resources to help you pick a great title for your content piece³ [3].

4. Tagline - This is the description that will appear underneath your title. This is where you get to add some detail to the title and explain exactly what your content is offering the prospect.

5. Abstract - An extended description of your offer, here is where you get to 'close' a prospect and convince them to register and download your content. Think of the abstract as the back of a



book cover - they've already gotten interested enough by the cover and the title to pick the book up, now they just need to be pushed over the edge by the abstract description on the back. Don't underestimate the importance of this piece.

¹ <http://www.demandmetric.com/content/content-marketing-infographic>

² <http://www.marketo.com/ebooks/content-marketing-for-lead-generation/>

³ <http://contentmarketinginstitute.com/2012/12/checklist-content-marketing-titles/>