



WHY YOUR SYNDICATION ISN'T DELIVERING PIPELINE

Format ≠ Just Design

It's a filter. Not every format is built to convert.

- eBooks → spark interest
- Webinars → test commitment
- Case studies → validate urgency

Why Most Strategies Fail:

- One format, everywhere
- No intent heat-check
- Channels judged on volume, not velocity
- Every download = lead (hint: it's not)

PMG's Fix:

- Format scored by stage-readiness
- Intent + fit layered at source
- Sales-accepted outcomes, not marketing math
- Filters so tight, even sales says "these leads are fire"



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