

BEST PRACTICES FOR COMPETING IN THE CONTENT GAME

How to Create a Winning B2B Content Strategy

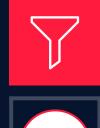
FUTURE B2B

Start with a Content Strategy

As B2B marketing strategies continue to put more emphasis on digital content, it is vital to your organization's success to create and execute content campaigns to connect with your audiences here is what you need to know to create an effective strategy from the start.

START HERE

Content marketing is an important part of capturing potential customers in the top of the funnel – 64% of B2B marketers believe content marketing at the top of the funnel is the best way to **create awareness and interest.**





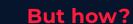
Nearly half — 45% — of B2B marketers expect to **boost content marketing budgets** in 2024, and the same number say they want to produce more content and have better ideas.



Only 28% of B2B marketers say their content is extremely or very successful, while just 15% feel it is only minimally or not at all successful. **Clearly, there is more work to be done.**



The takeaway here? Brands and solution providers have to become content creators – and do so in a way that resonates with their customers.



CONTRACTOR OF A STRATEGY: Questions to Ask Yourself

Know the ins and outs of your strategy and plans so you don't lose sight of the big picture and stay on track.



RULES TO FOLLOW: Do's and Don'ts

At the end of the day, remember the best practices around content creation and promotion.



Your approach to content should be diverse. Do test different versions of creative, content types and audience.



high-quality content pieces — and that's OK. It's important to **recognize what your orga**n

KNOW YOUR LIMITS. It's important to **recognize what your organization is capable of internally** and when it's time to bring in a content partner to help you achieve your marketing goals.

Not every team has the capacity to churn out tons of

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KNOW YOUR LIMITS.

Always remember, you're **working to create content for a higher purpose** — that purpose could be informing consumers or solving an industry problem.

RULES TO FOLLOW: Do's and Don'ts

Not every idea works when building a content strategy, reconsider these ideas.



GET HUNG UP ON BUILDING OUT AN ELABORATE CONTENT VISION FOR THE ENTIRE YEAR. Knowing where to start can be intimidating, so **don't think beyond what your team can handle**.

Just make sure that even your smallest pieces of content are quality pieces.



USE CONTENT AS AN EXCUSE TO PLUG YOUR PRODUCTS. Know when it's appropriate to promote your brands and products (hint: content marketing isn't always it).

A little self-promotion is OK, but beware of it getting in the way of creating content your customers will truly engage with.



JUST CREATE CONTENT FOR THE SAKE OF CONTENT. **It's all about quality over quantity** — a few really good pieces of content is better than a slew of mediocre pieces.

Be sure your content will be useful and engaging to your target customer.

LEVEL UP:

Unlock Resources You Already Have at Your Fingertips

You have more resources than you think to help you pull great content together. Consider:

YOUR PEOPLE

Incorporate employees and their stories into your content.



YOUR CUSTOMERS

The companies that choose to do business with you have a reason for doing so. Let them share those reasons with other potential customers.



YOUR CONTENT

Make sure you're repackaging your existing quality content. "Content" doesn't always have to mean reports/ whitepapers.

Have your executives written blog posts?

Do you have marketing collateral you distribute to potential customers?

Do you have data or insights based on the business you do with existing customers?

All of these things are types of existing content that you can pull from.

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FUTURE B2B

If you're interested in learning more about how to develop your content strategy, visit our <u>SmartStudio</u> for our client work.

<u>Future B2B</u> is a global platform connecting sellers with B2B buyers across 15+ industries through specialist-led content, events, and advertising.

Our brands – which include SmartBrief, ActualTech Media, ITPro, TV Technology, AV Technology and Tech & Learning – inform and inspire nearly 10 million leaders daily. Future B2B delivers relevant news, webinars, and content to a highly engaged global audience.

RESOURCES

(data from <u>Content Marketing Institute</u>) Content Marketing Statistics for 2024 [<u>Forbes</u>] The Case for Top-of-Funnel Content [<u>Brent Barnhart</u>]