



**BEST PRACTICES FOR COMPETING  
IN THE CONTENT GAME**

# **How to Create a Winning B2B Content Strategy**

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**FUTURE**  
**B2B**  
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# Start with a Content Strategy<sup>1</sup>

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. **But how?**

KNOW YOUR 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.



**What will you do** with the content you create?



**What are your goals** for that content?



How will you **execute it**?



Who is your **target audience**?

## RULES TO FOLLOW:

# Do's and Don'ts

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



### EXPERIMENT.

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



### KNOW YOUR LIMITS.

Not every team has the capacity to churn out tons of high-quality content pieces — and that's OK.  
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.



### 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.







# FUTURE B2B

If you're interested in learning more about how to develop your content strategy, visit our [SmartStudio](#) for our client work.

**[Future B2B](#) 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 [Content Marketing Institute](#))  
Content Marketing Statistics for 2024 [[Forbes](#)]  
The Case for Top-of-Funnel Content [[Brent Barnhart](#)]