

7 steps

**to B2B-ready
content**

These days, almost every business in the B2B world has a blog or a content hub, but it seems the majority of B2B marketers are not unlocking the true value of their content.

In fact, just 43% have a documented content marketing strategy, whilst only 23% of CMOs feel they are producing content with the right information for the right audience, and delivering it at the right time, in the correct format. So, what are the steps you need to take to create irresistible content that keeps your prospects coming back?

Here's what we recommend...

Tip 1: Create powerful personas

Personas form a fictional representation of the ultimate buyers and influencer types within a campaign.

This humanises your audience, allowing you to develop the best content tactics for each individual in your audience.

Beyond job role, be sure to research your prospects pain points, values, information sources, personality types and personal interests using a combination of desk-based and primary research like surveys.

Tip 2: Pick through the pain points

Once you've identified the audience's pain points, don't fall into the trap of trying to solve them all at once. Approaching content in this way usually results in long-form and complex copy which is too difficult to read and ultimately isn't engaging.

Instead, focus on prioritising the prospects' pain points in order of importance and create copy that discusses these issues one by one. The outcome is that the content pieces will be more focused and helpful for the reader – while also giving you a chance to nurture your leads.

Tip 3: Think format and funnel

When creating a suite of content, it's worth remembering that the target audience may have never heard of your brand or product/service. So, if your 'top of the funnel' content is long-winded and full of sales messages, you'll likely lose the opportunity before you've even got started.

With this in mind, keep 'top of the funnel' content short and engaging, use middle of the funnel pieces to expand on the conversation, and then use bottom of the funnel content to highlight why the audience should buy from you i.e. case studies.

Tip 4: Take personalities into account

Everyone reads and digests content differently, so matching the tone and formatting of your content to best suit the reader will give you the best possible chance of maximum engagement. Let's consider the preferences of the 4 DISC profile personalities:

- **D personalities like short, bullet-pointed content.**
- **I personalities prefer light-hearted content that isn't full of statistics.**
- **S personalities like lots of information but also need an easy way to share this with their peers.**
- **C personality types like fact-driven content – and lots of it.**

When it comes to creating content, make sure you know the types of people who'll be reading it, and factor this into your formats. Tools like Crystal Knows can help you determine what kind of personality your decision maker is.

Tip 5: Make content shareable

Decision-making in the world of B2B is basically a group activity. Over the past few years, the number of decision-makers involved in the buying process has continued to rise. In fact, in a typical firm with 100-500 employees, there's an average of 7 people involved in most buying decisions .

When you are creating B2B marketing content, you need to make sure it's shareable. Whether this means social media links, or even pre-populated emails, you need to make sure your audience can quickly put it in the hands of their colleagues and peers.

Tip 6: Don't forget distribution

Your content team could create the most engaging ebook the world has ever seen, but without effective distribution, it could end up being read by nobody except your marketing team.

With this in mind, make sure your content plans also include a comprehensive distribution strategy. Will you send content links by email? What about LinkedIn Inmails? Will you use social channels? If so, which ones? Will you support the content with blog posts?

Tip 7: Measure, analyse, and improve

If you are unable to measure the open rates, click through rates, and download numbers for your content then you are living on borrowed time. The leads you are generating are potentially just good fortune and you'll be unable to replicate similar good results in future.

Part of an effective content plan is being able to see what works and what doesn't and amending your future plans and content in accordance. Granted, this is not the easiest task in today's B2B marketing world, but it's vitally important if you are to succeed.

The real results agency

At Really B2B, we can help you unlock the true value of content marketing. We not only create topical, unique and engaging content that appeals to the challenges of your audience, but also use content calendar curation to make sure your whole communications package flows throughout the sales-cycle – from halo awareness right through to conversion. Our insight-driven content pieces make great conversation starters, empowering your sales team with a sales-enablement tool that's designed to open doors.

To speak to us about your current content plan or future content requirements, simply give us a call on 0845 519 8517 or email info@reallyb2b.com.