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# B2B CONTENT MARKETING

## A Faster Path to Closing.

### Entertainment

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A photograph of two women in a professional setting. One woman with long dark hair is leaning over a table, holding a tablet. The other woman with curly hair is sitting at the table, looking at the tablet and smiling. They appear to be in a collaborative meeting. The background is a blurred office environment with a wooden wall and a potted plant.

## KEEP IN MIND...

Old school b2b marketing talks at people. People don't like being talked at, bossed, or instructed to do something.

The new breed of content marketing talks with them.

**▶ People love conversation,  
participation, and engagement.**



# CONTENT MARKETING: **The 8 Core Components**

- 1) Objectives
- 2) Buyer Personas
- 3) Buyer Journey
- 4) Strategy
- 5) Approaches
- 6) Formats
- 7) Atomization
- 8) Calendar

# OBJECTIVES

Choose three key outcomes that must be achieved through your content marketing.

## TYPES OF OUTCOMES

- ◆ Lead Generation
- ◆ Client Re-engagement
- ◆ Cross/Up Selling
- ◆ Changing a Perception
- ◆ Event Participation
- ◆ Sampling/Trial
- ◆ In Person Visit

## BE S.M.A.R.T.

**S**pecific

**M**easurable

**A**ttainable

**R**ealistic

**T**imely

Lead with the desired end in mind.

# BUYER PERSONAS

Decision makers and influencers that you need to engage to create selling opportunities.

- ◆ Use existing ideal clients and prospects for inspiration.
- ◆ To start, choose from three distinct buyer personas defined by:
  - ❖ **Business**
  - ❖ **Position/Role**
  - ❖ **Background**
  - ❖ **Motivations**
  - ❖ **Philosophies**



## GRACE FRASER, CEO

- Recently obtained the company from father
- Specialty Manufacturing, third-generation company, founded in 1957, worth \$72MM
- Low staff turnover & positive engagement
- BS in Industrial Engineering, MBA in Economics
- Spends weekends at son's baseball games

# BUYER JOURNEY

The majority of b2b buyers follow a common 4 step path to purchase.



# CONTENT STRATEGY

Defining what content **must do** to influence buyer personas at each step of the journey.



# CONTENT APPROACHES

Influenced by the nature of the solution, buyer persona, and where they are on the journey.

- ◆ **Theoretical/Imaginative**
- ◆ **Educational/Informative**
- ◆ **Interactive/Dynamic**
- ◆ **Case Study/Example/Testimonial**
- ◆ **Statistic/Data Point/Research**
- ◆ **Comparative**
- ◆ **Recognition/Credential**
- ◆ **Accomplishment/Milestone**

A/B testing is important in optimizing your content strategies and approaches.



# CONTENT FORMATS

Application of the best format based on strategy and approach.

- ◆ Video
  - ◆ Podcast
  - ◆ E-Book
  - ◆ Visual
  - ◆ Info Graphic
  - ◆ Case Study
  - ◆ Blog Post
- ◆ Info-Sheet
  - ◆ Webinar
  - ◆ E-Blast
  - ◆ Press Release
  - ◆ Landing Page
  - ◆ Digital Ad
  - ◆ Social Mention
- ◆ Article
  - ◆ White Paper
  - ◆ Research Study
  - ◆ Interview/Q&A
  - ◆ Calculator
  - ◆ Quiz
  - ◆ Chat Bot

# CONTENT ATOMIZATION

Use one anchor content item to “atomize” across the spectrum of content applications.

**EXAMPLE:**  
**Audio Segment**

**22 touches** from  
1 content item

- 1 Transcribe, article to publications
- 1 LinkedIn article
- 1 Pinterest Graphic on key quote
- 1 Slideshare Deck – key points in PPT
- 3 Narrated PPTs as 1.5 minute videos
- 3 Blog posts, snippets of article
- 3 LinkedIn posts
- 3 Tweets
- 3 Facebook posts
- 3 E-blasts to your contacts database

# CONTENT CALENDAR

Evaluation of all key peak buying and decision-making periods, high profile events, frequency cadences, or opportunities to showcase content to buyer personas.

**Broken down by quarters, month, week and day.**



- ◆ By Persona
- ◆ By Approach
- ◆ By Format
- ◆ By Topic
- ◆ Date
- ◆ Responsibility



# THIS CAN BE OVERWHELMING.

We can help you break it down and  
make it systematic for your business.



**A lead generation engine that  
never stops and never sleeps.**

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# SIGN UP FOR OUR COMPREHENSIVE CONTENT IMPACT SURVEY

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