



FIVE PRINCIPLES FOR

# BUILDING B2B CONTENT THAT WILL STAND OUT

"Content is king" goes the cliché. Which exemplifies the problem with so much content: it's cliché. Nothing is less differentiating than stale content repackaging well-trodden ideas.

Your audience knows it, too. If they can find the same information in any of the million other search results, what reason is there to stay? Why bother with the same-old-same-old?

**Meaningful content makes an impact on the reader and leaves them wanting more.**

# START WITH A VISION

Anyone can write a piece of content and throw it online – you can find page after page of formulas for crafting the perfect blog or whitepaper. That's why the web is cluttered with so much dull content.

Know the 'why' behind your content. The content vision. Who is the audience? How do you want them to perceive you? What action do you want them to take? Answer those questions in three or four sentences and let it serve as your guide.

## SOME VISIONS TO START FROM...

**Brand-centric content** builds a voice for the brand, putting its differentiators front-and-center and promoting the positive impact it has on customers' business performance.

**Product-centric content** defines the problems customers face – and how your products and solutions help them overcome those challenges.

**Advice-centric content** positions the company as a reliable advisor customers can turn to, without explicitly promoting the brand or product.

**Sales-centric content** accelerates the customer journey to increase conversions and buying decisions.

**Retention-centric content** provides customers with knowledge and resources to maximize their investment and keep them engaged.

## CASE IN POINT:

Electronics component and solution provider Arrow chose an advice-centric approach to engage its audience of engineers and product designers with 50+ content assets.



# DON'T BE AFRAID TO RUFFLE SOME FEATHERS

It's easy to get caught up in jargon and specifications. But buyers aren't purely rational - even B2B buyers have feelings and emotions. Rather than playing it safe, adopting a unique point-of-view that stands out, or perhaps is even a little provocative.

## CONSIDER...

**Rethinking your themes** Listicles are popular because readers like brevity. But too many listicles are straightforward and unimaginative. Instead, try taking a narrative-driven approach – rather than “5 Reasons Cybersecurity is Essential,” try “5 times companies wished they had better cybersecurity.”

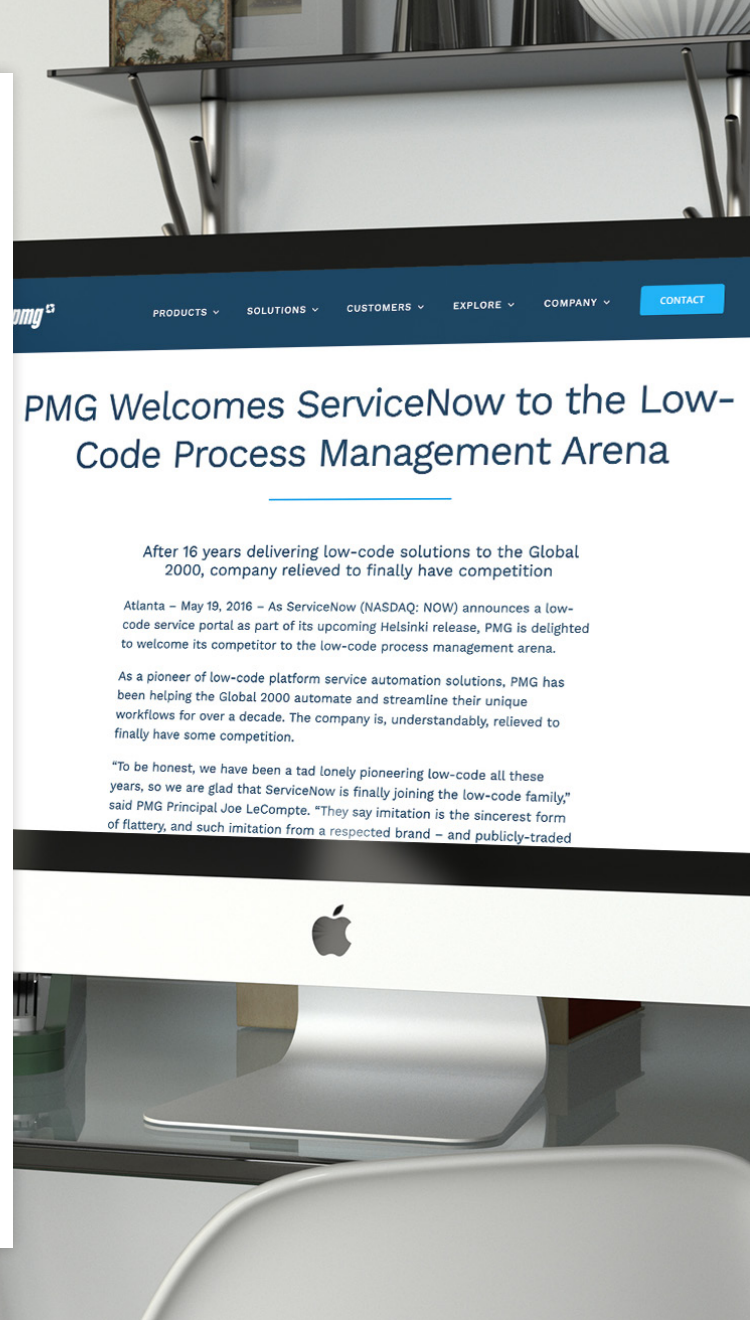
**Being a pal** Humans don't talk like machines. So write as if you're engaging in a conversation with your customer. Build rapport and position your thought leaders as trusted sources.

**Getting it in writing** Your company likely has brand guidelines for designers. Why not create similar standards for your content? You could include a list of jargon to NEVER use but also develop examples of strong prose for others to build and learn from.

**Taking a stance** Do you stand behind a movement or social cause? Have a strong opinion about an industry trend? Don't be afraid to shout it out when appropriate.

## CASE IN POINT:

Low-code pioneer PMG went out on a limb with a tongue-in-cheek blog post sharing its excitement that – finally – competitors are catching up.



# FOLLOW THE RULE OF 7

A great piece of content should never stand alone. Reuse, repurpose and recycle it to reach your audience – whatever their preferred channel or format. Rule of thumb: if your content can't be converted into at least seven assets, you're not thinking big enough.

## FOR EXAMPLE...



**1. Cornerstone** The core piece of content that serves as the foundation for multiple assets across multiple mediums. For instance, you can use survey research to draft a meaty, content-filled whitepaper.



**2. Infographic** Take the survey results and whitepaper to create an infographic summarizing the findings.



**3. Social Media** Break the infographic into individual stats and soundbites for animations and interactive content on social channels.



**4. Blogs** Use each survey finding as the premise for separate blog posts.



**5. eBook** Then combine all the blog posts into a punchy eBook.



**6. Webinars** Harness subject matter experts from your business to host sessions discussing the survey findings.



**7. Videos** Now, edit the recorded webinars into a fast-paced video or two.

**Voila! Seven pieces of content to suit any and all audience channel choices.**

## CASE IN POINT:

Each quarter, FinTech giant Fiserv surveys consumers about their gift card spending habits and trends, then translates its findings into everything from eBooks, blogs and presentations to ads, infographics and social posts.





# EMBRACE YOUR NEW SALESPERSON

Forget the handshake. Content is the new first impression. 70% of B2B buyers engage with content before they reach out to a salesperson. The upside: more space to tell them what you're all about. The downside: you likely don't have their full attention.

## BEAR IN MIND...

**Buyers are looking to solve a problem**, not to engage with your content or find another vendor. You may have built a better mousetrap, but it doesn't matter if buyers don't understand how it will help them. Make sure top-of-funnel content starts from the problem.

**What makes you different makes you beautiful** - Amid a hundred other solutions on the market, there's a reason yours is superior. Identify your main differentiators (hint: there may only be a handful) and ensure each piece of content speaks to at least one.

**Invite interaction** – So, your content's done its job, and the buyer is ready to seal the deal. Don't let them struggle to find someone to talk to. Content, especially down-funnel, should provide a clear next step to engage and start a conversation.

## CASE IN POINT:

In its "Insider by DFIN" video series, the financial compliance leader blends trends, topics and talk on global capital markets to create an easy-breezy entry point for prospects to engage with the company's subject-matter experts.



# KEEP THE CONTENT ROLLIN'

From *Stranger Things* to *Bridgerton*, bingeable content keeps audiences glued to their screens and looking forward to the next season. The same works in B2B.

## KEEP YOUR AUDIENCE HOOKED WITH...

**"You may also like"** Link every piece of content to one or two other assets. Relate the content by industry, problem or solution to make it a compelling transition from one to the next.

**Set your content free** If you lose a reader when they hit a form, you've also lost a lead. Make sure you only gate content that delivers real value worth giving up an email address.

**Trust the numbers** Pay attention to how audiences engage – and with what. Which videos do they watch all the way through? What content do they click on next? What gets downloaded?

## CASE IN POINT:

Information management icon Iron Mountain's industry webinar series gets bigger and bolder every year – and viewership keeps climbing. After each episode, viewers receive a follow-up bulletin promoting replays, additional resources and upcoming events.





# AND LOOK GOOD DOING IT

The internet is awash in content. But 99% doesn't speak to buyers' problems, uses terminology they don't understand or repeats advice they've heard before.

Be a part of the 1% that makes a difference. Those million other search results you're competing against are no problem when you deliver something not available elsewhere.

A B2B content marketing program that adheres to these five principles... well, that's where marketing starts to generate revenue.

**Need help building content that compels, convinces and closes? Let's talk. Reach out to Mike Neumeier at 404.451.7832 or [mneumeier@arketi.com](mailto:mneumeier@arketi.com).**

## ACTIVATING COMPANY PURPOSE

**40%**

Positive Reputation

**33%**

Employee Retention

**21%**

Increased Sales

### PURPOSE HAS MORE BENEFITS THAN JUST FINANCIAL SUCCESS

