

Top 10 Content Marketing Opportunities in B2B

You've got a great product or service and, truly, the whole world is your market.

So how are you expanding your presence and growing your brand?

Many of you have begun to focus on content marketing over traditional sales channels like trade shows and cold sales outreach. After all, content marketing, when done right, should be getting you 6x the conversion rates of other marketing methods.

But are you seeing those results?

I know many of you aren't, and when I start looking under the hood of content programs I can often see why.

Let's explore the top 10 things I often find that may be crippling your efforts to grow through content.

Undifferentiated content

It's probable that everyone in your category talks in the same way about the same things. Lookalike content makes brands blend in. It may seem that it's hard to stand out with content because there is very little new to say.

Sounding different requires identifying your 'spicy' opinion, and having the willingness to be a little bold. You'll have to find topics that you can claim and an angle you can stand by, but I promise it's do-able.

Do a quick scan of your blog post titles and those of your competitors. Could your posts have been written by any of them?

Too much top-of-funnel (awareness) content

There is way too much online content that falls in the ‘what is’ category. These define concepts and problems that are general to the industry in question.

This level of content does not solve customer problems. It’s content that is easy to write – it doesn’t require a writer with subject matter expertise, internal SMEs, or much more than writing skill and a search engine. But with people now going to AI to get their questions answered and tools like ChatGPT serving up basic information quickly, this level of content is no longer needed. You won’t rank for it, your competitors have covered it already, and AI is making it a commodity. Unless you can explain the concept much better than anyone else, you can stop writing it.

B2Bs must make a shift to middle of the funnel (how to) and bottom of the funnel content (how we) that talks about your solution to customer problems.

No real thought leadership

Very few B2Bs have experts who produce content with spicy opinions and hot takes on industry topics. In many marketing teams it’s a non-SME copywriter producing content based on research. This is not thought leadership.

Yet it’s thought leadership content that will humanize your brand, make you memorable, and draw ideal customers to you.

This type of content takes more time and commitment than “what is” or “how to” content. It is harder to write for several reasons: it requires the time of a busy leader in your company who has strong ideas AND a is also a writer, or collaboration with a writer who can pull out and craft those ideas based on conversations.

Also, many companies confuse subject matter experts (SMEs) with thought leaders, but they are not the same. Thought leaders have opinions about things and are happy to talk about them, while SMEs are just very well versed in what they do. Many don’t yet have or want to have an online brand.

A thought leadership program needs clear strategy and focused execution.

Incomplete LinkedIn strategy

Many B2Bs now post on LinkedIn, in many cases daily. However, this is only the tip of the iceberg and the barest minimum when it comes to an effective social strategy. Your approach must include:

- Teaching your teams how to use their social handles to boost your brand (social advocacy)
- Building an engagement strategy in which a social media manager follows key industry accounts, interacts on their handles, and responds to all comments on the corporate posts

I talk to a lot of marketing managers who are very frustrated because they are not seeing results like increased follower counts, higher engagement and leads on social. Most of them are not involving their teams or working on engagement. Yes, that takes a lot of time, but that's where the magic happens. You are very unlikely to see results if you just 'post and ghost'.



No C-suite presence online

Very few C or V-level leaders at LSPs are active online or on social media. They aren't blogging, posting, being podcast guests, or hosting live events. There is nothing quite as powerful for your brand as a senior level person having conversations, publishing content (even if it's ghost-written), and engaging with peers, customers, and companies online.

Along with this, everyone in leadership needs to have a strong social profile: a good picture, a banner with a tagline and call to action, and a well-written about section are the minimum here. There is a huge credibility difference between a current, well-developed profile and an outdated one, skimpy on details. It is inexpensive to hire help to build a highly polished and impactful profile.

Weak case studies

I see so many case studies that are just project profiles: we did this huge and complicated implementation in 2 weeks, and everyone was happy. There is no description of a tricky challenge solved and there are no metrics showing results.

A powerful case study, on the other hand, outlines a problem, describes your company's custom solution, and shares big outcomes often in terms of money saved, timelines shrunk, and quality improved. It's true that getting access to those success metrics is tricky: you often don't get that kind of feedback on outcomes from clients unless you really press them for it.

If you only have 2-3 complete case studies, that's fine: it's way better than having 20 on your website that don't tell an interesting and complete story.

Producing content endlessly

I meet lots of teams who are on a hamster wheel of content creation. Two blog posts a week, a lead magnet a quarter, social 2x a day no matter what. This means you have a lot of content, but the velocity and volume you're producing might mean your team is spread too thin, you're talking about too many topics, and it may not be high quality differentiated content.

There are 3 things to do here that will save you money and time and get your message out there more broadly:

1. **Repurpose** what you already have by creating other content formats from it. For example, a blog post can become 10 social posts or a newsletter. Three related blog posts can become an ebook.
2. **Refresh and republish** older blog posts. This costs less and takes less time than writing new posts, and if you've got a winner why not get extended life out of it?
3. **Distribute broadly**. Put your content out there on all the channels where your customers hang out and don't be afraid to distribute the same thing multiple times. Broadcasting one piece of content is much better than posting 6 pieces no one sees. Distribution channels include SEO, social media, and email (newsletters).

Writing content for everyone

Many B2Bs sell a couple products or services, in different verticals, to different buyers. This makes for a very complex content matrix. But not ALL buyers have the same business value, and not all buyers deserve the same amount of attention.

Instead, you should look for your top-value buyers (3-4 maximum) and really focus on creating content that is specific to the way they speak and the problems they have. You have to find out which buyers have historically given you the most value, and then create content that is very customized for each of these types of buyers. From there, you can move on to customize the content for specific verticals or client when it makes sense.

Writing about too many topics

There is a LOT you could talk about, but should you? B2Bs sometimes go far and wide with their topics, talking about anything under the sun potentially related to their business. For example, does a blog post on work/life balance or the best practices of online meetings have ANYTHING to do with your product or service if you are not Zoom?

Ask yourself: What do you want to know for? What topics do you want 'own' in the marketplace?

If you are trying to stand out in a crowded marketplace you need to claim 3-4 themes (often called pillars) and cover them in depth. Those topics should sit at the intersection of customer problems, the product or service that you offer (how you solve those problems), and your goals for growth.

This is not only easier to execute and repurpose, but when you can align your brand with a few topics by covering them very well, then you will distinguish yourself from competitors. It's that simple.

Not having the right team in place

Many marketing teams have 1-2 writers on contract who may be handling the whole program. Yet, a staff writer often does not have the broad skills needed to run your content strategy: SEO expertise, social media knowledge, messaging chops. While they can craft words and write conversion content, they cannot help you with repurposing, distribution, buyer personas, and differentiated messaging. For that you need a content strategist.

There is no reason to hire one full time, and this is where a fractional can really add value. This type of professional can build your content strategy and run the program for you, whether that means managing your existing team or bringing my own team of specialized localization writers.

Does any of this sound familiar?

If you want to shift your content strategy to one that is more focused and effective, don't hesitate to reach out to set up a discovery call at lee@globiacontent.com



Globia helps B2Bs grow with expert content marketing strategy, precise editorial planning, and hands-on team management to create top-notch content that drives brand awareness and conversions.

Connect with me below to talk about how we'd grow your business with content marketing.

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An organization is hands-down better off with Lee on the team. She can zero in on the most important outcomes and put a plan together with the appropriate urgency, deliverables, and ROI. She is adaptable, easy to work with, and most of all brings massive expertise to the table.

--Jordan Evans, CEO, Language Network