



DEFINITIVE GUIDE TO B2B CONTENT MARKETING

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In both the online and offline space, content is central to building brand identity, awareness, and authority by establishing the value an organisation brings to its target market and specific industry.

As such, developing a B2B content marketing strategy has become essential for creating marketing campaigns that reach and resonate with target audiences—particularly given the rise and dominance of digital marketing in B2B.

Crafting original, high-quality, and valuable content, rather than generating content for its own sake is key to securing competitive positioning, enhancing the buyer's journey, and ultimately, aiding sales processes.

Click on the buttons below to navigate to the four main areas this guide covers:

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PLANNING](#)

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AND PROMOTION](#)

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WHAT IS B2B CONTENT MARKETING?

B2B **content marketing** is a powerful strategy centred on creating and distributing valuable, relevant, and informative content across various marketing channels to drive sales opportunities by attracting and engaging leads, as well as clients post-conversion. Successful content marketing is built to address specific audience needs, pain points, and goals to contribute to a personalised **client experience (CX)** and B2B buyer's journey.

Effective B2B content marketing can also boost brand awareness, authority, and equity. The purpose of content can range from thought leadership to educational materials and even sales collateral to support demand generation and lead generation initiatives (such as **lead nurturing**), contributing to growth.

In short, B2B content marketing is a dynamic and impactful tool that has the potential to shape and support critical strategies to drive desired business outcomes.

Who needs a B2B content marketing strategy?

The flexibility of B2B content marketing strategies often leads to them boasting a high Return on Investment (ROI), costing up to 62% less than traditional marketing, while delivering three times the leads ([Demand Metric](#)). This, in tandem with the capacity of B2B content marketing to drive performance for multiple teams, and support conversions, has understandably resulted in developing content becoming a priority strategy for many.

However, perhaps the greatest strength of content marketing is how it can be crafted to support strategies such as lead nurturing or contribute to the building of user journeys for campaigns targeting specific audiences.

For example, if an organisation is looking to feed its sales pipeline with [top of funnel \(TOFU\)](#), qualified leads, content marketing assets can be produced to support this process. In turn, content can play a significant role in motivating the progression of these TOFU leads along their buyer's journey.

This guide breaks down how to build a B2B content marketing strategy that empowers your teams to drive sales opportunities and ultimately, conversions into four core steps.



How to create a B2B content marketing strategy that converts: A 4-step guide

Developing and implementing a B2B content marketing strategy that achieves performance goals requires a solid foundation of processes that can be replicated and refined for future iterations.



Here are the four core areas of B2B content marketing that this guide covers:



1. How to plan your B2B content marketing strategy

As with any strategy, adequate preparation and planning are key to the success of your content marketing. While flexibility is also definitely important, having a detailed game plan from which to deviate is essential.








Content goals

Start by determining the goals that you want your content to accomplish. Not only will this serve as a guide for the rest of your planning and the steps that follow, but this will also ensure that content has a clear function and fulfills its purpose.

For example, limiting the scope of your content is an important factor in avoiding poor [content performance](#) by trying to appeal to an overly broad audience. More general goals may include demonstrating content ROI or the role of your content in your buyer's journey—to assess performance.

Balancing goals is, therefore, an important element of your content planning to ensure that content performs as intended, and for the specific functions you have in mind.

Below are different goals to consider for your content, along with its correlating function and examples of relevant content formats:

 Goal	 Content function	 Example
Drive engagement at key accounts	Lead nurturing	Infographic of how a solution addresses buyer priorities
Drive direct traffic	Sales enablement	Targeted content focused on a specific buyer pain point
Lead generation	Thought leadership	State of the market analysis report
Drive interest and awareness	Educational	Beginner's guide to a central topic related to the brand
Brand authority	Competitive positioning	Webinar with guest speakers on a trending topic
Support post-sales (retention, advocacy, up-sells/cross-sales)	Brand amplification	Exclusive client insights report



Content audit

Once you have identified your goals, start by performing an audit of your existing content ([skip this step](#) if you do not have content). This can be incredibly beneficial for maximising the ROI and performance of your content library and preventing your new content efforts from cannibalising the potential of your older pieces.

The aim of your audit should be to identify the gaps you currently have in your content strategies, and how these can be improved upon while investing resources effectively.

Therefore, to guide your content audit process, be sure to **leverage the data analytics you have available to you to measure B2B content marketing performance by:**



As part of this assessment, **consider also analysing competitor content**. This can focus on a few key areas to inform your auditing (and content creation):

- ✦ The topics covered and how they are explored
- ✦ Design or page features that enhance the content
- ✦ How information is presented to support a strong user experience
- ✦ Lead magnets/free tools
- ✦ Keywords
- ✦ Interlinking strategies

Combining this process with your content goals will help you determine the priorities for your content marketing strategies. In the case that you are yet to build out a library of B2B content marketing, many of the variables above still serve as great points of research to inform your planning.

Content audits also represent the perfect opportunity to repurpose key pieces of content. This can range from rewrites of varying degrees, and include adapting content to suit another format to meet the preferences of a target audience, or account (if part of an ABM or [ABX strategy](#)).

Repurposing can also help the performance of content across a broader selection of marketing channels and target audiences.

[Maximise your content value with repurposing strategies](#) →










Content map

The last element of your content planning process should be mapping out the content that you aim to produce and distribute to each segment of your target audience.

Given the range of functions that your content is likely to serve in your marketing strategies, long-term planning can help to manage production expectations and ensure a broader range of goals are met on a timely basis.

Your content map also serves as a useful resource for supporting sales and marketing alignment, as it allows sales leaders and their teams to gain oversight into upcoming content and collaborate on how to best leverage it in their outreach strategies.

Here are some considerations for building out your content map:

-  Funnel stage
-  [Buyer persona](#)
-  Format ([see types of B2B content marketing](#))
-  Strategies the content supports (the focus of the content)
-  Strategic content needs (ABM/ABX initiatives or time-sensitive content)
-  Difficulty (in terms of the subject matter expertise required)
-  Topic (ideally your core topics)

While you are unlikely to be able to anticipate all of these variables, planning for them in advance will be critical for guiding the trajectory of your content marketing strategies. Depending on your in-house capabilities and goals, consider mapping out content on a quarterly or monthly basis.

Looking to build your B2B content marketing strategy?

INFUSE demand experts craft high performance demand generation programs supported by your existing content, and new content creation to drive buyer engagement →

Sat	Sun	Mon
Jan 6	Jan 7	Jan 8

Below is an example of a cybersecurity provider's content map for a month:

MONTH 1						
TOPIC	FORMAT	PUBLISHING DATE	BUYER PERSONA(S)	FUNNEL STAGE	DIFFICULTY	FOCUS
How to invest in cybersecurity	Infographic	Week 1	Mid-managers	MOFU	Medium	Lead nurturing
Cybersecurity trends	Article	Week 2	Business professionals	TOFU	Easy	Educational
How X solutions address core challenges	Webinar	Week 3	Executives	BOFU	Hard	Competitive displacement
The future of the CIO	Whitepaper	Week 4	Mid-managers, Executives	TOFU	Medium	Thought leadership

For optimal results, be sure to align your content map with the needs of buyers as they progress through the B2B buyer's journey.

This involves developing a range of content formats and types to suit the different decision makers at target accounts and the role they play in the buying process. Ensuring a balance of these content needs across your content map will enable your sales teams to drive demand generation with the entirety of the buying group.



How to align content with the B2B buying group



Source: [INFUSE Insights Voice of the Buyer Report 2024](#)

Discover how to address buyer priorities and engage decision makers →

2. How to produce high-performance B2B content marketing

Consistently producing content marketing that meets your established goals requires the right processes to ensure quality and performance.





Style guide

Whether your content efforts are outsourced or in-house, developing a style guide is a powerful resource for ensuring that your content meets your standards—and supports your brand identity.

Much like your content plan, your style guide will give your content a clear direction. **Here are some core elements to consider for your style guide:**

1 Tone of voice

Depending on the brand identity you wish to convey, your content may adopt a more conversational or professional tone.

2 Word choice

Your word choice should reflect the formality of your tone of voice. For example, a professional voice is less likely to contain vocabulary that reflects spoken language (phrasal verbs and idioms, for example).

3 Writing style

Also linked to the tone of your content, choosing a writing style (AP, CMS, or MLA) acts as a fundamental guiding principle for the content you produce. Many organisations adopt the [AP style](#).

4 Content length

Define the average length and word count for your content per format to help with consistency, readability, and SEO practices. While content should not be limited by these regulations, they can serve as a useful guide.

5 Naming conventions

Consider specific terminology relevant to your industry, along with how your brand refers to them. This should include any terms that your brand has coined.

6 Region-specific spelling and terminology

Be sure to establish guidelines for region-specific content, particularly if your website domain where you host your content library gives users the option to choose their region. Depending on your industry, this may cover terminology discrepancies.

7 Structural conventions

Including regulations for the structure of your content (per format) can help to support readability and SEO best practices. This can also include sentence length and composition.

8 Channel-specific guidelines

If your channel marketing strategy involves tweaking your voice and style to match the preferences of audiences on each channel, be sure to include the specifics here.

In essence, your style guide should act as a reference point for the features that you consider to be the most important for your content. Tone, word choice, and writing style are among the most important elements of your B2B content marketing, as they will contribute to a consistent voice for your brand.

5 5-step process to producing high-performance B2B content marketing

Below is a streamlined process for maintaining efficient, high-quality content creation divided into whether you have an internal content team, or utilise 3rd-party content experts to fulfill your needs.



With an internal content team

Using your content map, define the buyer personas and funnel stage you want the content to meet.

Leverage the latest content performance insights at your disposal to inform the structure and topics the content should cover.

Depending on the strategic value, consider any innovative features to include to drive engagement.

Implement your planning to produce the content.

While creating content, keep in mind any adjustments that can be made to help the content serve its function.

This is perhaps the most important step in the process.

Reviews should determine if content is aligned with the goals and targeting you have in place.

If possible, implement a multiple-step review process within your team to ensure optimal quality control.

This is also a good moment to make tweaks to content features outlined in the original plan.

Include design features that accentuate the concepts that the content explores.

Visual content will also help to improve retention and add to the value of each piece.

This step will depend on the type of content being developed and your design capabilities.

Determine the optimal time to publish your content piece, allowing for any additional time required for development needs.

It is also at this point when you should consider how to promote the new content piece across your marketing channels ([see step 3](#)).

With an external content expert

Supply the expert with the parameters you have in mind for each content piece.

In the case that you do not have a content map, focus this brief on the goals you want to achieve.

Ideally, there should be nothing for you to do at this stage.

Check that the content matches your needs, style, and tone of voice.

If the content expert has understood the brief correctly, this should be a short process.

If the design elements are being handled by the content expert, be sure to provide a brief of your expectations.

If the expert is only providing copy, follow the guidelines above.

In the case that the content in question is going to be published on your website, follow the guidelines above.

If the content expert is publishing your content on their network, be sure to check it launches across the verticals you wish to reach.

Each content creation process will have its own nuances depending on the structure of your team and content creation capabilities.

INFUSE demand experts create and leverage content marketing to meet your objectives as an extension of your team.

Engage your target buyers with INFUSE Custom Content Solutions →

Sat	Sun	Mon
Jan 6	Jan 7	Jan 8



3. B2B content marketing distribution and promotion

Without proper distribution, your content marketing is much less likely to succeed in reaching its intended audience.

Promoting and distribution are critical elements of your strategy that should be informed by in-depth knowledge of target buyer personas and their preferred channels.


[Activating content across a range of channels](#) with an omnichannel strategy guided by these insights can avoid wasted budgets and resources.

There are several types of content distribution that can be implemented depending on your marketing channel strategy and the networks available to you:

- ▶ **Owned content distribution:** This approach leverages the channels that you control, such as your proprietary website.
- ▶ **Earned content distribution:** A type of earned media, which occurs when channels owned by third parties share your content. This could be from guest posts, review sites, social platforms, or even journalists.
- ▶ **Paid content distribution:** This could include pay-per-click (PPC) advertising, targeted display, [influencer](#) or affiliate marketing, content distribution networks, or sponsorships.

Each distribution method comes with its own set of benefits and drawbacks, as well as an ability to support a range of strategies. As a result, utilising a combination of all three approaches is ideal—the more relevant channels you distribute your content to, the better.

Below are some examples of marketing channels and strategies for boosting B2B content marketing engagement and performance:

CHANNEL	STRATEGY
 <p>Social media</p>	<p>Promote your content across your social media channels by leveraging graphics specific to each platform's best practices. These should highlight the key features and benefits of your content pieces. Regular posting can contribute to growing your followership and engagement with new prospective buyers.</p> <p>Learn more in our B2B social media guide →</p>





Email newsletters

As a channel with an opted-in audience, your email newsletters represent a great opportunity to leverage content to garner engagement. For best results, curate the content shared with different audience segments to ensure relevance. This could be by buyer persona or sales funnel stage, for example.



Landing pages

Craft unique landing pages for specific audiences that are bolstered with content relevant to their interests and needs. This can serve as a core element of a detailed client journey that drives your conversions.

[Learn more about client journeys in our guide](#) →



Content hub

As the main channel for your B2B content marketing, your content hub can be optimised to encourage users to engage with a broader range of content pieces. This can include an expert picks section, or simply [investing in the User Experience \(UX\)](#) to ensure that your prospects are better able to find the content that interests them. Making your content library more accessible will improve its lifetime and performance.



3rd party

Create B2B content marketing in partnership with other experts in your industry. Not only does this help bolster your brand authority, but co-authors are likely to promote the content across their marketing channels, increasing its exposure.

Although this should be outlined in your content marketing plan, considering how your content serves as sales enablement will also impact its distribution. Be sure to synchronise with your sales teams to ensure that your content meets their diverse needs and is being leveraged effectively in sales outreach.

Top resources for your B2B content marketing distribution strategy:

[Drive your buyer engagement with a compelling omnichannel presence](#) →

[Repurpose existing content for specific channels and buyer personas](#) →

[How to leverage high-impact content for demand generation](#) →

4. B2B content marketing analysis and optimisation

Measuring the success of your B2B content marketing strategy is crucial for informing your content process—and allowing you to create an iterative cycle that allows for high-quality and innovative content.



To yield a broader range of actionable data insights, consider dividing your analysis and optimisation efforts into three core areas:





#1 Testing

As you continually evolve your B2B content marketing, testing new content features and ideas is an effective strategy for identifying the drivers of your content performance.

The most common method for this is [A/B testing](#). This involves launching two versions of content distributed in a campaign to determine which achieves the best performance. In the case of new features, this could be a comparison between the original content version versus the new version.



#2 Feedback

Collecting direct feedback can be invaluable for guiding your content optimisation efforts. Here are some methods to consider:

- 🟡 **Client council:** As part of your brand evangelism strategy, creating a client council can be an effective way to gain feedback directly from your target audience on a variety of strategies, including your content. Hold regular meetings with clients to determine areas where content can be improved, as well as insights that can inform your content map.
- 🟡 **Sales leadership feedback:** Your sales teams are regularly interacting and broaching conversations with your content. Synchronising with sales leaders to establish a feedback loop to share the top-performing content pieces in sales conversations can be an invaluable insight for your strategies. This can also help to pinpoint the content topics and features that are motivating your prospects the most.
- 🟡 **Surveys:** Depending on the information you are looking to source, these can be activated on your content hub itself on content pages, or via other channels, such as email lead nurturing. However, surveys typically garner more high-quality feedback when they are supported by an incentivisation program. In this case, optimise your budget by prioritizing strategic content pieces and narrowing the targeting for surveys.

[Discover 7 ways to leverage actionable insights from B2B surveys](#) →



#3 Analysis

How you analyse your B2B content marketing performance will depend largely on the analytics platform (and its capabilities) you have implemented for tracking your website, and how you define content success internally.

There is an incredibly broad range of metrics to choose from. As a result, grouping them by core areas can be helpful for focusing on specific performance aspects in your reporting:

1 Content engagement

- Page views
- Bounce rates
- Clicks
- Time on page
- Events/conversions
- Click through rate

2 Demand generation

- Conversions
- Client lifetime value
- Traffic
- Engagement across your channel mix (email newsletters or social media, for example)

3 Revenue generation

- Number of deals influenced
- Average value influenced
- Contacts

Be sure to establish a consistent review cadence for your analytics, ideally that matches the length of each phase of your content map.

[Read more about measuring content success in our guide on how to develop high-impact content](#) →

Types of B2B content marketing

There are many types of content that can be created and utilised as part of a B2B content marketing strategy, particularly when catering to the unique needs and preferences of different audience segments and buyer personas. **Below is an extensive list of the most common content formats (from A to Z), along with tactics for maximising the performance of each one:**



[Discover the top-performing content types in our INFUSE Insights report](#) →

CONTENT FORMAT

STRATEGY



Articles

Perhaps the most common content format, articles differ from blog posts in terms of their more formal voice and defined structure. Although content length is flexible, articles are typically longer than usual blog posts—and cover a topic more in-depth.

Best supported with an array of graphics, articles can be used as strong tools for broaching outreach with prospective buyers. Their role in the B2B buyer's journey (sales funnel stage) can therefore be determined by the topic covered.

For example, articles can be used to address industry trends for different target audiences and decision makers.



Blog posts

While the line between blog posts and articles has blurred in recent years, blog posts are typically less formal and reflect a more personal tone (depending on the brand).

As a format, they represent an efficient way of creating and sharing opinion pieces quickly on trending topics and company news. When scaled across multiple platforms (with content activation) and optimised for search intent for specific buyer personas (SEO), blog posts can be useful tools for yielding engagement.

As a result of their cost-efficiency and potential to support agile strategies, blog posts are preferred by many marketers, and their audiences.



Case studies

A content format best suited to supporting bottom of funnel strategies, case studies are distinguished by their focus on social proof and tangible results.

Case studies should deliver important information clearly and be tailored to the specific audience they are likely to serve.

Be sure to collaborate with sales teams to showcase the most impactful takeaways and support a case study initiative with incentivization for clients.



Checklists

Relatively easy to create, checklists are short, information-rich assets that can be leveraged as sales enablement materials or as complementary resources for longer content pieces.

In either case, checklists can be effective in demonstrating brand authority and adding to the impact of existing content.



E-learning

Courses (especially if free) are great for boosting brand awareness and authority by establishing expertise. These courses can both act as independent content that can be shared across your channels, and a way to deliver your educational, top of funnel content to an invested audience.

E-learning represents a substantial investment. However, successful courses can drive long-lasting brand equity by providing target audiences with value. Courses also establish brand awareness among students, supporting human resources in identifying new talent.



eBooks

eBooks are a great vehicle for delivering large amounts of detailed information on a topic. These can either be created with entirely new content, or compiled by combining existing content with additional information and insights.

Given their length, eBooks are better suited for prospects towards the lower stages of the funnel and must be developed with their interests in mind to maximise their value.



Free apps

While a significant investment, free apps help to boost brand loyalty and authority. Their mobile format also presents an opportunity for marketers to take advantage of the increase in mobile usage and independent buyer research that stakeholders do beyond their work hours.



Lead magnets

Essentially, lead magnets encompass a wide variety of gated content assets. This can range from detailed reports to additional resources that add value to the original content.

However, accuracy and relevancy are key for ensuring the performance of lead magnets. After all, the value of the gated assets must be clear to motivate leads to complete contact forms.



Listicles

Often shorter than other formats, listicles are not only useful for supporting SEO initiatives but also offer users valuable content in a compressed format.

To help guide buyers, and support interlinking strategies, be sure to link to other relevant content pieces throughout your listicles. The list format and short-form nature of listicles make them an attractive content type for the top of the funnel.



One-pagers

In essence, one-pagers are compact versions of content, focused around specific pain points, subtopics, resources, or any other value proposition. As such, one-pagers serve primarily as sales enablement assets.

At the planning stage, consider how strategic assets can be developed based on the unique value of the content. Adopting this practice, especially with specific buyer personas in mind, will help to support your sales teams.



Pillar pages

Pillar pages are long-form, often evergreen content pieces hosted on your website, that are built with interlinking and SEO strategies. These pages branch off into other, supporting content pieces to encourage users to navigate your content to meet their needs and spend more time on your website as a result.

Build your pillar pages around your core topics and map out the user journey to deliver the best experience for users.



Podcasts

Much like webinars, podcasts are another opportunity for promoting thought leadership and boosting brand authority and awareness.

While not the highest-performing content format, podcasts represent another way to empower prospective buyers to consume content according to their preferences and beyond their work hours.

Consider streamlining your production process by repurposing your webinars into podcasts and vice versa—according to the target audience. Short clips from podcasts can also be repurposed into social media content.



Quizzes

Quizzes are a strong asset for driving interaction from prospects while supporting other initiatives such as brand authority.

Quizzes can be used to field direct feedback or as part of an interactive and creative marketing campaign to engage buyers. Be sure to consider experience when crafting your quizzes, to encourage sharing.



Tools

While a more investment-heavy content format, tools have the potential to drive consistent engagement, and sales opportunities as a result (depending on their utility).

The best tools are those that solve a specific pain point for your prospective buyers, solidifying your value by proxy. The better the tool fulfills a need, the more likely it will serve as an evergreen asset for demand generation and lead generation.



Slides

Slides are a versatile format, both as standalone content and as promotional materials on social media platforms.

For best results, keep the displayed information compact, and encourage interaction with the entire deck by defining a clear structure for the viewer to follow (5 steps to X, for example).



Video

Video is a top-performing content format, especially given its versatility to support strategies across multiple channels (socials, paid media, etc.).

As a result, video is a great tool for increasing engagement, both by exploring topics in an interesting way, and by breaking up large bodies of text (in the case of embedded videos in website content, for example).

Be sure to stay abreast of the latest video trends and best practices per platform to yield greater performance from your video strategy.



Visual content

Not to be confused with video, visual content refers to a broad range of supporting graphics that break down complex topics.

This can range from infographics of processes to presentations of data—all a more simplified and accessible view than the original.



Webinars

Webinars are an effective format for providing educational resources and thought leadership in a visually stimulating manner.

Similar to podcasts, webinars benefit from collaboration (co-marketing) with other industry experts or thought leaders, along with their shared audiences.

Depending on your goals, webinars can also be hosted either live or on-demand, allowing viewers to watch the session at their own pace.

As an audiovisual format, webinars can be easily repurposed into shorter video clips for distribution across other channels. Implementing webinars as part of a diverse B2B content marketing strategy not only increases their utility but also gives sales teams more resources for outreach.



Whitepapers

Typically distinguished by their greater length compared to articles, whitepapers are a great opportunity to explore a topic in more detail.

Any opinions here are supported by facts, statistics, and studies, making whitepapers excellent content pieces for establishing brand authority. This makes them ideal for the middle and bottom of the funnel.

Key takeaways

Developing and leveraging a wide variety of content marketing pieces suited to the interests and preferences of your target buyers is an effective strategy for driving engagement. **Below are four key takeaways from this guide:**

- If developed properly, content marketing has the potential to support multiple strategies across your organisation, from sales outreach, to lead nurturing and lead follow up.
- Investing time in anchoring your B2B content marketing strategy with specific goals and mapping out content, can boost performance and alignment with other teams leveraging content.
- Diversifying your content distribution is key to securing quality buyer engagement and greater content performance.
- Implement regular content analysis to inform optimisations, content repurposing, and innovative new content strategies.

INFUSE demand experts are ready to craft high performance demand generation programs to engage your buyers with new or existing content pieces.

**GET IN TOUCH WITH THE TEAM TO KICKSTART YOUR
B2B CONTENT MARKETING STRATEGY** →



About the author

[Alexander Kesler](#) is a visionary B2B marketing leader with over 15 years of experience in building highly successful organizations. As a Founder and the CEO of INFUSE, one of the fastest-growing private companies in America, Alexander specialises in driving growth through demand generation marketing.



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