



23 Tips for B2B Marketers to Create Crazy Effective Content



Creating content for your company's website or blog, but not sure if you are on the right track? Don't fret. With a little planning and organization, you can avoid common pitfalls and create content your customers want to read and consume. Here are some simple tips to create effective content.

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Be helpful first. Sell second.

Help your customer make informed decisions about their products, applications and purchasing needs.

Start with a content strategy.

Align actions with intent, manage expectations, avoid wasting time while improving performance of content.

Write content for humans not robots.

Always write with the human in mind. Be clear, engaging and informative.

Take a salesperson "ride-a-long."

Salespeople know customers better than anyone. Get their input!

Make your content easy to share.

Write about trending topics your customers will want to share.

Use AI responsibly.

Be sure to fact check and edit content to ensure it is accurate, relevant and engaging.

Use connections for support.

Align marketing initiatives with industry stakeholders and suppliers.

Share customer case studies.

Show real-life examples of customers experiencing increased productivity, safety, time or cost savings.

Constantly improve your content over time.

Revamp existing content to improve performance and reflect updates.

Social engagement is everything.

Encourage team members to share, comment and contribute to social posts.

Don't forget your Google

Business Profile.

Link this simple, but effective tool in emails, newsletters and website pages.

Spend time on industry outreach.

Reach out to trusted industry experts to share your content.

Know your audience.

Ask customers directly what content they want or need.

Spend time on SEO.

Without effective optimization, your great content may never be found online.

Don't be afraid of long-form content.

Longer content addresses customer questions and help your page's authority and rank in search.

Write what you know.

Use the experts on your team and network to uncover important topics.

Partner with industry publications.

Build relationships with popular industry publications your customers follow.

Use a clear and compelling CTA.

Be clear and direct with a call-to-action (CTA).

Spend time on website pages.

Home page, About Us, Services and Product pages should clearly explain why you can help solve customer problems.

Choose quality over quantity.

Build trust with audience through quality content over time.

Don't give up so quick.

Play the long game, track results and make small adjustments over time.

Align sales and marketing departments.

Both teams should be aware of goals and constraints, and collaborate regularly.

Encourage customer feedback.

Use the comment section or surveys to uncover customer questions and insights.



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