

B2B Content Marketing - The Do's and Don'ts





The Do's

Social Media

Marketing through Social Media is one of the most in things in the industry currently. Also, because it's an easy way to reach the targeted prospect base over 60% of companies use social media as part of their business strategy. In B2B marketing it's very important to show the leadership qualities of the organization as that helps in creating a foundation for gaining potential clients. Sending across trust worthy information through social media platforms is a good thing that can be done for the growth of a business. "The goal is to differentiate, inspire trust, connect, exchange and profit."

Diversification of Content

Content should not only be textual especially B2B content as it gets all the more uninteresting. When it comes to B2B content marketing it must also be graphical- infographics, image based content videos etc. must all be incorporated to make it interesting for the clients. Blogging is a great way as it can be a little informal and images can also be added.

The best part however is the fact that through blogging personalized views, opinions and incidents can be shared without sounding too informal. Through this businesses can share views of their thought leaders seamlessly. Content marketing can also mean marketing through problem solving sections. If a business organization incorporates a section where clients can come and post their problems which are then duly attended by experts that organization would surely get the required attention. Videos are a great way but expensive however still image based videos with some text here and there (appropriately) would be an inexpensive and easy way of promoting a business.

Personalize the Message

B2B content marketing can be downright boring because of the topics they deal with. Here the content are all very dry in nature and people are less keen to read them even if they are interested in the topic. Also, a B2B content many a time is peppered with a lot of technical jargons hence the readability is lost greatly. These should be done away with and details and the information should be put forward in a way as if it's addressing each client separately. There should be a flow a story that's been told. It would also be great if a personal experience pertaining to the topic from the CEO or any well-known business personal is added into the content which would provide for the much needed spice.

Content Preview

While posting articles/content giving away the entire information is not one of the best marketing strategy. It's always best to give a short summery along with highlighting the main points of the content and making the piece downloadable. Also it would be great to ask for contact details from those who wish to download the material and this would help in reaching out to these potential clients later.





The Don'ts

Spamming and Shouting

Marketing should be subtle and not pushy. Especially if it's content marketing it should be informative and knowledgeable. Sending out mailers for a new content uploaded is a good marketing strategy but it shouldn't be excessively done. It's important to remember that spamming is risky for one's brand image. Also, creating a loyal follower base is very important and posting mindless updates (shouting) on social media platforms is an absolute no-no. It's okay if updates are few but they should all be evocative and enlightening.

Falsely Promoting

Falsely promoting simply means putting forward exaggerated information about your organization or business. For example boasting expertise without backing them up with details and statistics will put off clients and you'll lose credibility.

Losing Focus

In today's generation with so many new things coming up each day it's extremely easy to lose focus. In B2B marketing it's very important to keep the content extremely close to your business ideals. Remain on top of issues and what's trending in the industry. Going beyond that would not help you gain your required client base as people are professionals and if they don't find what they are looking for they'll move to other sites/ information just by a click of a button. In short "Follow the actions of thought leaders who are relevant to your business, and listen to the evolving needs of your target group audience."

Sales Pitch

Any content that enlightens the user has it's own value. If Marketers are trying to convert the content into a sales pitch then achieving the expected results might be challenging. Adding sales pitch will not only drive away the audience but the brand will also lose credibility.

Creative and thought-provoking content is always helpful to make a name in the industry. Also it's very important to discuss the industry as a whole instead of focusing on your own products and services.



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To conclude it can be easily stated that B2B content marketing is a fabulous way of forwarding your business. However, planning is of utmost importance. Businesses must first recognize their target audience and send out content accordingly. Also, trending topics pertaining to the industry must always be utilized in the best possible manner as that can help to get the attention of the existing as well as the potential clients. According to KISSmetrics “73% of marketers are now producing more content than they did in the last 12 months.” With so many businesses taking up content marketing it's time you should also take up this strategy for reaching out to potential clients. Lastly, it's important to remember that Content Marketing is an ongoing process, hence writing should be interesting and fresh every time when any copy is being published.

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About Orchestrate

Orchestrate is a US based business process management organization with Headquarters in Dallas, Texas. Orchestrate offers services to the diverse outsourcing requirements of clients in an extensive range of businesses including IT, finance, mortgage and contact center. We provide a comprehensive suite of technology and services to our clients that help accelerate sales and boost their profit. Our comprehensive solutions and services help SMEs and enterprises to implement technologies and processes that boost their profitability across the organization.



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