

Insights In: Leads Out

Build a curve-crushing B2B content marketing machine in 4 steps

You're running in circles trying to pacify sales with more leads, create customized content for each of your channels, and minimize decays in performance with an always-on strategy. All that running may be distracting you from a unique opportunity.

52%

52% of C-suite executives spend more time consuming thought leadership now than before the pandemic.¹

70%

More than 70% of these decision-makers say that less than half of what they consume provides valuable insights.¹

With more high-level eyes on content that a majority finds underwhelming, you're in a prime position to seize your space. To do this, you need to crush it in content creation by providing thought leadership that skyrockets your ROI.

But to crush the curve, you've got to have the right formula—a **Content 360 Model** that does the heavy lifting so you and your sales team can focus on higher-value activities.



Here's a breakdown of that approach in four steps:

STEP ONE

Step 1: Find the sweet spot

Curve-crushing thought leadership exists at the intersection of high-engagement and low-article volume.

In: SEO keywords Audience parameters Campaign objectives

Out: The sweet spot where your brand can authentically enter conversations your audience is engaged in on the LinkedIn platform

63%

According to the B2B Content Marketing 2021 Report, the majority of B2B marketers who reported low content success (63%) attributed that lack of success to content creation challenges.

STEP TWO

Step 2: Flip the narrative

Lead to your brand, not with it. Content that leads with your brand assumes that your audience cares about your business. They don't. They care about their business, their challenges, their bottom line.

In: Key research Relevant stats Compelling data

Out: A forward-looking, education-centered brand that exudes credibility and authority

26%

Just 26% of B2B content producers tie thought-leadership efforts to sales wins.¹

STEP THREE

Step 3: Meet the moment

Your audience wants to control the conversation. They turn to LinkedIn to uncover industry trends and to learn from their peers. When you serve them content that requires them to fill out a form, sign up a for free trial, or speak with a rep, you're only serving them an interruption.

In: Real-time insights Audience behavior Industry trends

Out: Thought-leadership content that fills a gap in the marketplace and delivers immediate, accessible, and high-value insights

90%

Nearly 90% of decision-makers say that compelling thought leadership addresses a topic they're currently thinking about.¹

STEP FOUR

Step 4: Rinse and repeat

The model must adapt to your organization's various groups, stakeholders, and objectives. Is the process scalable? Can you repeat that success every time?

In: Reliable expertise Proven process Scalable formula

Out: Content-creation model that meets audience expectations and exceeds brand objectives with consistency

58%

58% of digital marketers say they need to prove ROI to justify content-marketing spend and to gain approval for future budget asks.²