

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



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:

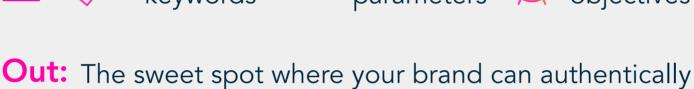
Curve-crushing thought leadership exists at the

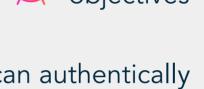
Step 1: Find the sweet spot

intersection of high-engagement and low-article volume.









enter conversations your audience is engaged in on the LinkedIn platform According to the B2B Content Marketing 2021 Report,

the majority of B2B marketers who reported low



to content creation challenges.

content success (63%) attributed that lack of success

your brand assumes that your audience cares about your business. They don't. They care about their business,

Step 2: Flip the narrative

their challenges, their bottom line.

Lead to your brand, not with it. Content that leads with









Relevant

Compelling

Just 26% of B2B content producers tie

thought-leadership efforts to sales wins.1

only serving them an interruption.

- Audience Real-time Industry 具島 behavior insights trends Out: Thought-leadership content that fills a gap in the

marketplace and delivers immediate, accessible,

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





and high-value insights

Step 3: Meet the moment

compelling thought leadership addresses a topic they're currently thinking about.1

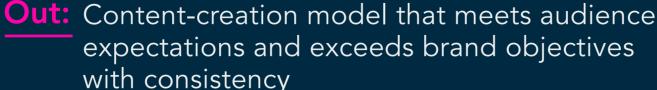
Step 4: Rinse and repeat

STEP FOUR

The model must adapt to your organization's various groups,

stakeholders, and objectives. Is the process scalable? Can you repeat that success every time?





with consistency

Reliable expertise



58% of digital marketers say they need to

process

EMAIL

Scalable

formula



prove ROI to justify content-marketing spend and to gain approval for future budget asks.²



CHAT

Chat with the team that built the model.

TEXT





CALL

Sources: 1: 2021 B2B Thought Leadership Impact Study—Edelman

2: The Long and Short of ROI—LinkedIn