

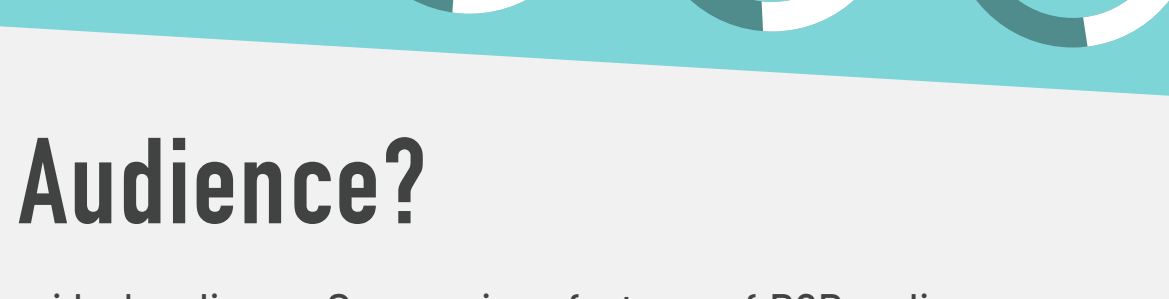


1. Why Do I Want a Content Marketing Strategy?

Content marketing can be used to solve several business challenges, including, but not limited to, engagement, demand generation, lead generation and nurturing.

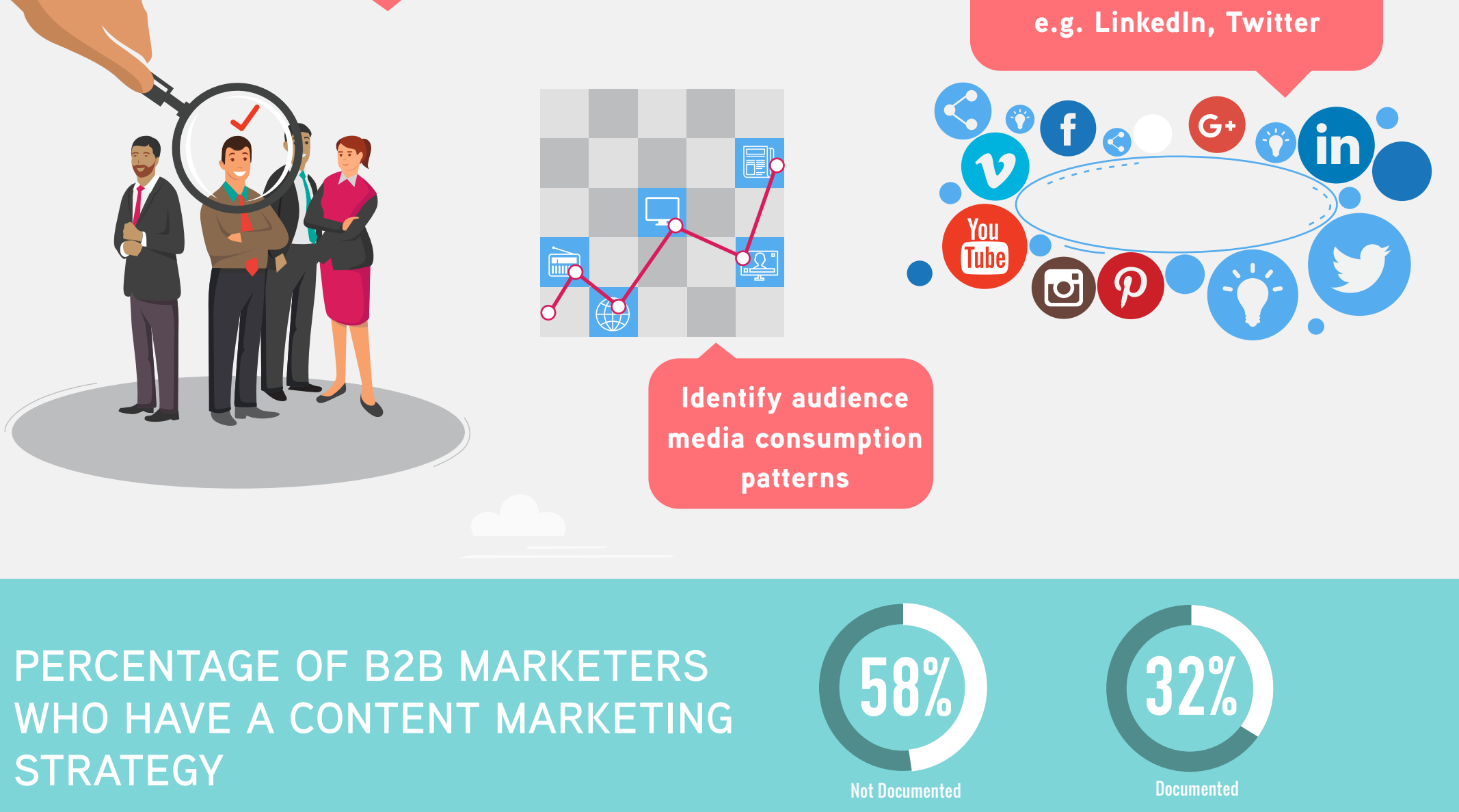


ORGANIZATIONAL GOALS FOR B2B CONTENT MARKETING

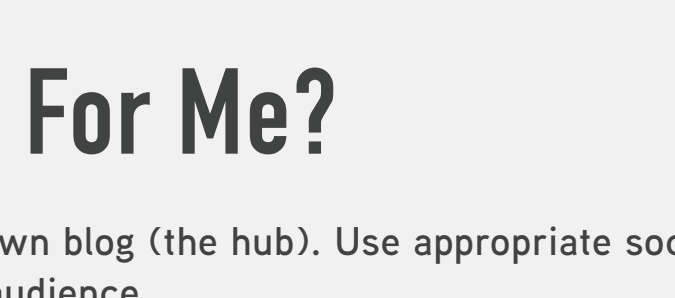


2. Who is My Ideal Audience?

Use audience persona to identify your ideal audience. Some unique features of B2B audience persona are firmography (industry, revenue size, etc.) and behavioural and geographical data.

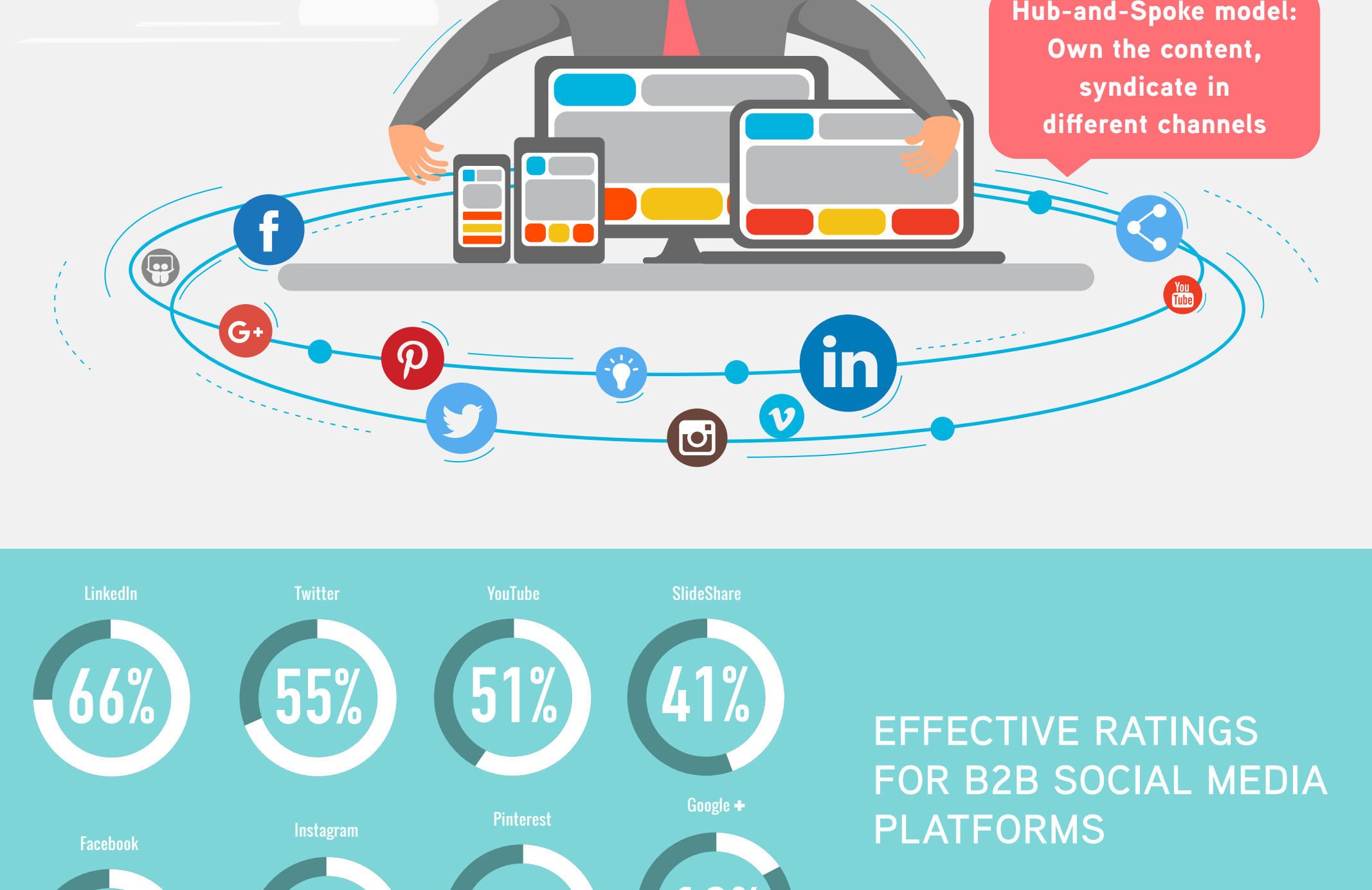


PERCENTAGE OF B2B MARKETERS WHO HAVE A CONTENT MARKETING STRATEGY



3. Which Platform is Best For Me?

Your content publication platform should be your own blog (the hub). Use appropriate social media channels (the spokes) to engage with your audience.



4. What Should My Content Convey?

What type of topics should you cover? Use keyword research tools from Google, Buzzsumo, websites like Quora, and actual interviews to discover your audience's interests.



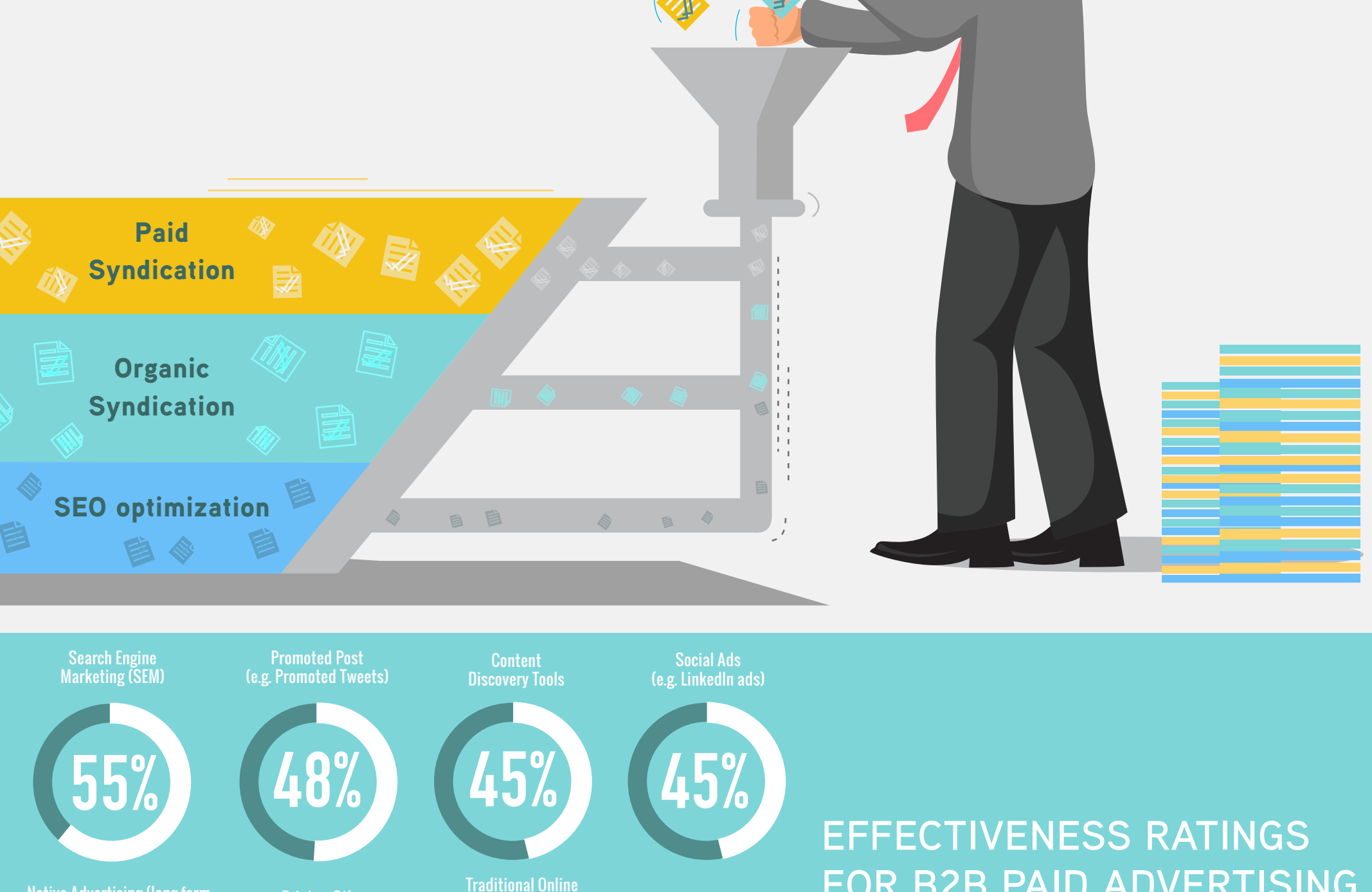
5. Where are the Content Gaps?

A content audit can map your existing content to your medium, persona, and buying stage to identify content gaps, and what content you can repurpose. Ensure content consistency and accuracy.



6. How Can I Distribute Content?

The visibility of content pieces on the internet is crucial. Without proper distribution or syndication, content--no matter how great--has little value.

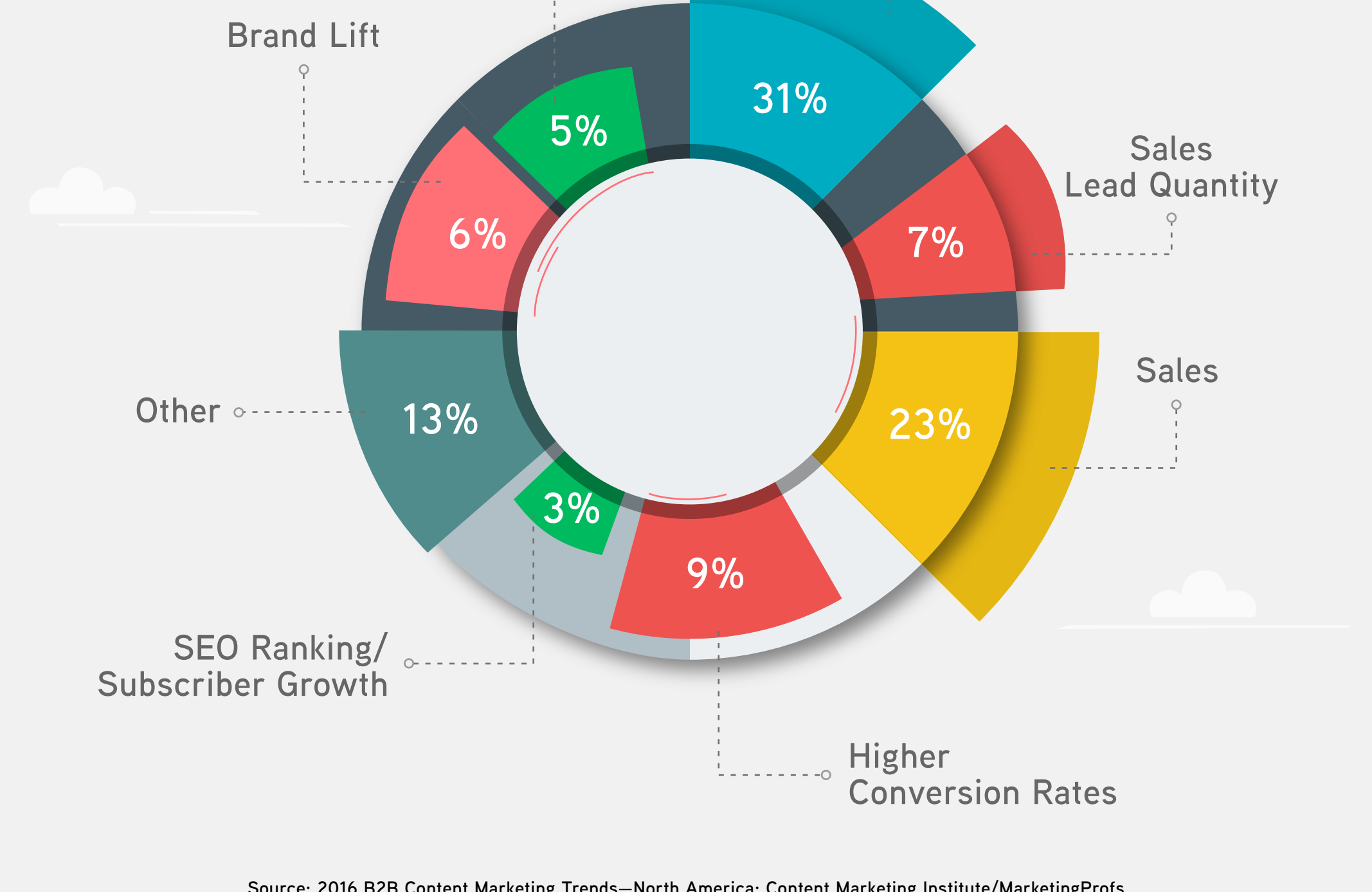


7. How Do I Know I'm Effective?

Monitor, measure, and optimize your content marketing performance and strategy periodically.



THE MOST IMPORTANT METRICS B2B CONTENT MARKETERS USE



Source: 2016 B2B Content Marketing Trends--North America: Content Marketing Institute/MarketingProfs