

4 WAYS TO MAKE YOUR CONTENT ENGAGING



It's been said that as many as 83% of B2B marketing leaders are failing to produce content that engages their customers. If you think you might be in that category, then let our **probelms** and **solutions** infographic help you out:

CONTENT FOCUSES ON EARLY STAGES OF THE BUYER'S JOURNEY

Picking up customers might not be a problem, but keeping them engaged through their decision-making journey is more challenging.



NO DOCUMENTED STRATEGY

You might have a strategy, but it's different depending on who you ask – and that means not everyone is pulling in the right direction.



CREATE NURTURING CONTENT

Map your content creation to different stages of the journey, and focus on moving the customer from one stage to the next. Then you won't only be creating content – you'll be creating a relationship with your customers.



DOCUMENT YOUR STRATEGY

It's not rocket science. Get that strategy written down, get everyone on the same page, and join up your approach to content marketing.

1 2
3 4

STUFFY CONTENT

"We're a business, and our content needs to reflect that. It's what our customers will expect. But they just aren't interested in our content."



YOUR CUSTOMERS ALREADY KNOW WHAT YOU ARE SAYING

Your customer does nearly 60% of their decision-making without talking to you. They're smart, and they've heard it all before.



GET HUMAN

Take the suit and tie off your content and turn it into something they'd want to read in the evening, not just at their desk. That's partially about making it relevant to them, both professionally and personally, but also about the tone and style you adopt.



SAY SOMETHING NEW

Don't settle for 'interesting' or 'accessible' content. Do your research and tell the customer something they didn't know, which forces them to question their buying criteria.