

H

on demand:

Royally generating ROI with rich B2B content

5 steps to level up your content program and elevate your business results



Use content strategically. Convert leads successfully.

Rich content is crucial.

The strategy behind it even more.

It's all about the right message, the right target group and the right channels.

A clear mission that is not always easy to accomplish for marketers.

However, with a well thought-out content program, new leads are just around the corner.

This guide will take you five steps closer to a sky-high return on investment.

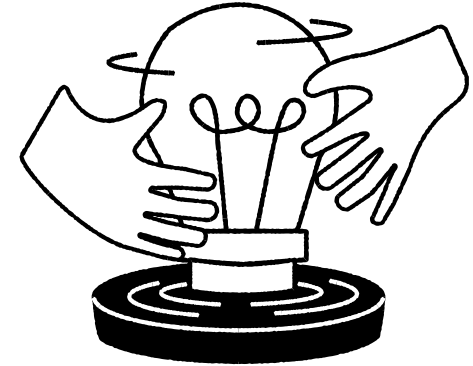
Let's reach new heights together!

MORE SALES WITH STRONG CONTENT.

Is B2B content really worth the effort? One big YES! You better throw your excuses such as "Social media are not popular in our industry" or "There is no interesting content to write about in our business" in the bin. Just like B2C content, B2B content is an important aspect of your company's marketing strategy. Don't forget that, in this story, people like you and me also play an important role. The goal is to truly satisfy the expectations of your audience in the best way possible and, in doing so, increase your customer base.

A SKY-HIGH ROI WITH YOUR NEXT MARKETING CAMPAIGN.

This guide tells you how a master content program will help you write a success story at the launch of your next campaign. Five crucial thinking exercises that are indispensable when developing your marketing strategy. The proof is there, with this plan of action Handlangers achieves the strongest results time after time.



“B2B isn't equal to 'it', it is 'you and I'”

DON'T THROW SPAGHETTI AGAINST THE WALL TO SEE WHETHER IT STICKS OR NOT.

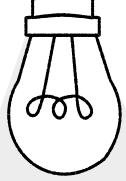
There's a thin line between success and failure. There is just no way around it: the success of content stands or falls with a well-considered strategy that you draw at the start of the process. Simply sending an overload of content in the direction of prospects and waiting to see how it turns out, is definitely not the way to go. Before you know it, you will find yourself in a pickle. Let's kick off by transforming these no-go's into to-go's, and slowly but surely become King of Content!

No-go's:

- Don't overwhelm your prospects with irrelevant information.
- Never publish content without a well thought-out conversion strategy.
- Don't churn out promotional material.
- Don't sell to a company. B2B content doesn't always have to be really formal and boring.

To-go's:

- Skip the blablabla. Focus on the direct needs of your customer.
- Set a clear vision and align the goals, tactics and strategies of a campaign.
- Provide potential leads with valuable content.
- Sell to people. Add humour, share a success story or a relatable anecdote.



5 thinking exercises when writing a master content plan:



01

Dive into
their world.

02

Take stock
of content.

03

Get on (nurture)
track.

04

KPIs are key.

05

Anticipate current
customer behaviour.

on demand:

01

Dive into their world.

The starting point? The world of your target audience. Always.

It's a matter of figuring out who your ideal customer is. Sales is what we're doing it for, but first, you need to find out for whom you're creating content.

As a marketer, it is important to get an overview of all the needs and desires of your prospects. Only then you'll be able to respond perfectly to their needs and provide them with content that is valuable, persuasive and decisive.

There are two possibilities. Either your content catches on and opens new doors to interesting leads. Or it goes completely wrong and no one within your target audience notices or records anything. Immersing yourself in the world of your target audience, is an exercise you better take very seriously. It's a crucial first step while outlining your strategy, one that will determine the success of your campaign.

The ideal lead looks like...

Look for similar characteristics and behavioural patterns among your current client base and draw detailed personas. These are profiles that fully complies with that of an ideal customer within the buyer journey of your company.

on demand:



The following questions may help you along the way.

Some specific persona questions:

How would you briefly formulate a bio of your prospect in terms of job title or function, sector, size of the company, their responsibilities within the company?

What are their bottlenecks? How would they search for a solution?

What product or service features are decisive in the decision-making process of your prospects?

What customer experience or service are they looking for?

Can you answer the above questions? Perfect! Then you're already one step closer to generating new leads! Consumer-focused content here we go!

CONSUMER-FOCUSED CONTENT HERE WE GO!

02

Take stock of content.

Next practice on the list: take stock of your current content archive. Set up a spreadsheet in which you list all the blogs, landing pages, white papers, social media content, reference cases... you've already published and group them by content type, channel, target audience and the stage within the buyer journey.

Hold on. The buyer journey, buyer funnel?

In case you lost us along the way while reading the terms buyer journey and buyer funnel. We've got you. This is what you need to know about it.

First of all, these terms are not synonymous. There's no buyer funnel without a buyer journey and vice versa. Yet the two are very similar when we look at their visualisation. In any case, one is the consequence of the other, so you simply don't have to choose between these two. It is important to have insight into both the buyer journey and the buyer funnel.

So, the difference between journey and funnel. The buyer journey is the path a potential customer takes in the decision-making process towards an actual purchase. The process consists of three main stages: awareness, consideration and decision. As simple as that. The prospect encounters a problem, searches for a solution and then will be convinced by a partner who offers an answer to the problem.

The buyer funnel is more sales-related. It's the evolution from a prospect to a lead.

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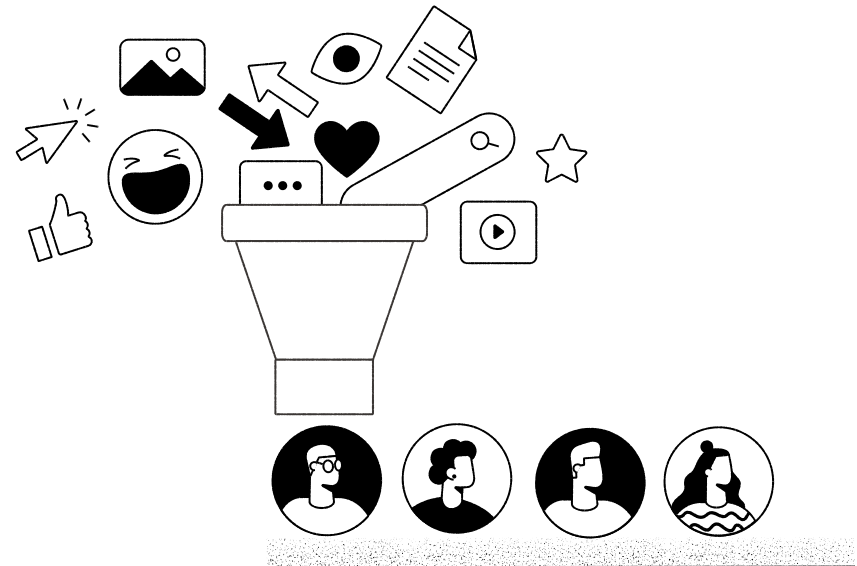
Imagine a funnel, because that's exactly what it is, into which you throw all the subscribers, visitors and people who don't know your brand. The closer they get to the end of the funnel, the more likely they are to become a new customer. The path they follow? That is the buyer journey. That's it.

But why would you put all this effort into content that is already live? The chance you bump into an unpleasant surprise is more likely to occur than you might think at first. Missing links, outdated information, forms of which the flow doesn't work optimally or CTA buttons that lead to an error page. These mistakes can creep in.

But that's not the end of it. Time for a quality check! Does your content score points in terms of how valuable, accurate and relevant it is? You better sort out all content that overlaps, has not delivered results in the past or simply does not seem to catch on. Get rid of it. Shift your focus to content that scores well and take it to a higher level by aligning it with your goal, brand message and the needs of your target audience.

Five traits of a rich content archive:

- 1. You have content for every stage of the buyer journey.*
- 2. Your target audience can easily find and notice your content.*
- 3. There's a match with the brand message your company wants to radiate.*
- 4. It offers a solution to the challenge (pain) of your business.*
- 5. It incites action.*



03

Get on (nurture) track.

WE'RE SORRY BUT IT ISN'T 'ONE SIZE FITS ALL'.

To launch a successful campaign, you need content for each stage within the buyer journey. The key to success? Call-to-actions all the way! From raising awareness to customer retention, each stage within the funnel aims to trigger a prospect and prompts a very specific action.

And that's exactly the meaning of a nurture track. Nurturing is nothing more than providing your target audience, at the right moment in the buyer funnel, with content that will most convince them to take the next step in the decision-making process. And that's exactly what we're aiming for.

WHERE EARNED, OWNED AND PAID MEDIA WORKS IN HARMONY.

Go for a strategy where you use different touchpoints to interact with your prospects. The days of pushing one message through one channel are over. Instead, look for a good balance between earned, owned and paid media with one purposeful call-to-action linked to it.

OH YES, LET'S CLEAR THINGS OUT FIRST. EARNED, OWNED, PAID, HERE WE GO.

Likes, shares, retweets, reviews - these are earned media, and you have to deserve them. Provide content that creates buzz, the rest will follow. It's one of the most valuable marketing techniques. We all trust a brand on the advice of a friend, right? There is no getting around, but word-of-mouth is worth gold.

When it comes to owned media, you take the reins yourself. Webshop, website, social media channels, blog... You are the boss.

Paid media includes any form of paid advertising. Google AdWords, Facebook advertising, commercials, sponsored content, magazine ads... By using your budgets efficiently, newly generated leads are guaranteed.

THREE IS A PARTY.

But never forget that together they stand strong, so aim for a balance between earned, owned and paid media. They go hand in hand.



04

KPIs are key.

NO SKYROCKETING ROI ZONDER KPI'S.

Set key performance indicators, success indicators that can help you evaluate your marketing campaigns and are a good guiding line too during the development of a campaign. In this way, all eyes are on the same goal and you will actually pursue the results you want because they are more tangible.

Tracking your campaign using CRM, Google Analytics suite (UTM codes) and marketing automation is the only way to efficiently determine the value and success of your content. Halfway through step 4, you probably had enough of it, but we'll list it anyway. These are the three major indicators that will tell you more about how successful your marketing campaign is:

Brand awareness

- Website traffic
- Social media engagement
- Share of voice

Lead generation - qualified leads

(those who downloaded content and are ready to buy).

Sales

- Closed deals
- Purchases
- New opportunities in the pipeline

05

Anticipate current customer behaviour.

If your content is not hitting the mark as planned, try a different approach. Be flexible and anticipate when prospects seem to have different needs than you determined before or at the beginning of the process. Your target audience evolves and changes over time. Brush up your content, look at the flow from a different perspective and, above all, keep riding the wave.

It certainly doesn't stop after the launch of your campaign. Keep adapting your strategies to the changing behaviour and desires of your prospects. Only then your message will stick. Below, we've listed some factors you better keep an eye on.

Keep an eye on:

- The popularity of the content
- The frequency of touchpoints
- The timing of your campaign
- The changing behaviour of your prospects.

on demand:



**At the end of
the ~~tunnel~~, *funnel*
there is ~~light~~. *are leads***

So, stop throwing spaghetti against the wall.

We start and end with pasta.

But hey, it's that simple and this way you'll never make the same mistake again.

Refining marketing strategies takes time, energy and effort.

But a strong content program is worth its weight in gold. We're all here to generate new leads, right?

What are you waiting for? Immerse yourself in the world of your target audience!

Ready to draw that master content program?

If you're looking to take your marketing campaigns to the next level or get to grips with marketing automation and more effective ways of lead generation, we're here to help.

So get in touch.

HANDLANGERS

Accomplice to your success

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The whole point of our business is to add value to yours.

HANDLANGERS is a marketing and communications agency with strategy at its core. We build brands, develop concepts, set up campaigns, and create new business for our clients.

Next target: converting prospects into leads.

Marketing automation, lead generation and online targeting are in our DNA. And with compelling content, engaging visuals and successful strategies, we aim to turn heads and drive results.