

10 Best Practices for

STELLAR CONTENT IDEAS FOR YOUR B2B ASSET LIBRARY

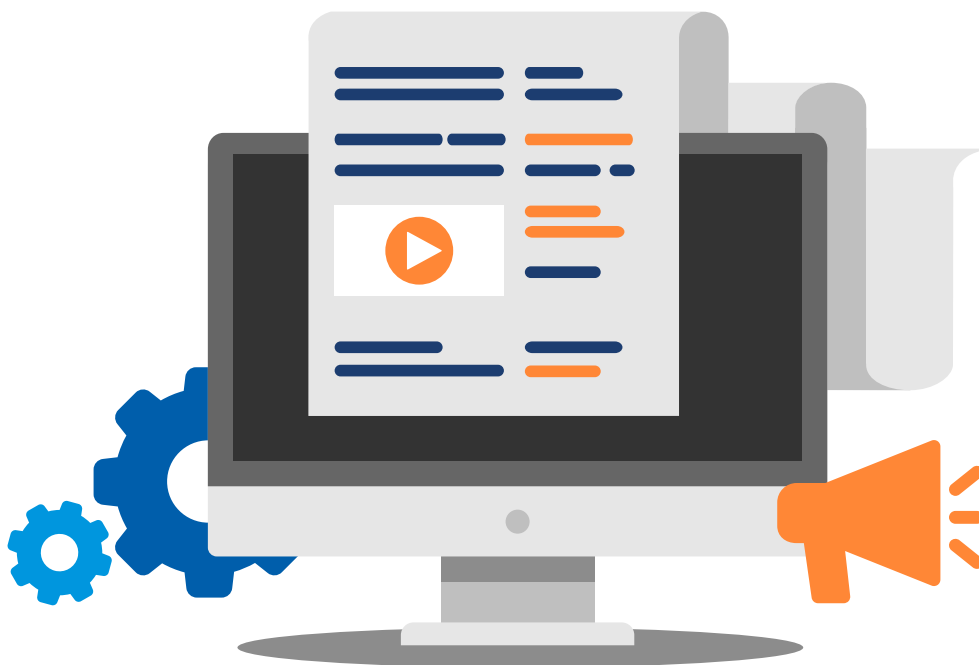
That Every B2B Marketer
Should Know and Use



Content is at the heart of B2B marketing and its popularity has grown at a breakneck pace in recent years—with good reason. This powerful tactic requires only a third of a traditional marketing budget while tripling the number of leads.

Across the globe, B2B marketers employ content marketing to deliver their brand messages—by offering their audiences useful and engaging content. It's how marketers create meaningful relationships with buyers and better increase the chances of a sale.

Timely and high-quality content is an effective way to build customer trust. Thoughtful content production demonstrates your commitment to helping others, and also builds a reliable and authoritative brand image. In other words, your content should speak for your brand at the right time, when your buyers are interested.



Creating and developing your content asset library is key to nurturing your brand's relationship with an audience. Yet finding content ideas can be a daunting task for many B2B marketers.

To assist you in your content development efforts, we've compiled 10 best practices for finding stellar content ideas. These tactics can help you build up a solid asset library that educates and engages both leads and customers, all while landing you more sales.

#1

START WITH YOUR COMPANY'S EXISTING CONTENT ASSETS

Your first step to discovering valuable content ideas for your B2B asset library is, in fact, your B2B asset library. Exploring your existing content and reusing relevant assets can save you valuable time and resources while also curing the ever-so-common writer's block that often occurs during content creation.

You might be surprised by how many useful insights you can draw from existing assets. Case studies, reports, presentations, event briefs, project reports, and statistics are all great preliminary resources—even if they require some updating—to share with your audience.

Data-driven content is in high demand. Therefore, leveraging your company's archives is a fantastic way to showcase your industry expertise as well. Any data from research or your own operations is particularly useful and makes for compelling content. It also helps to position your brand as a thought leader in your relative industry.

What you have to say, therefore, is trusted.

Once you've identified assets that can be published online, you can either repurpose them into content marketing formats, such as blog posts and white papers, or find inspiration for creating new articles, infographics, and e-books. You can also use customer testimonials to reach prospects, which has proven to have a positive impact on sales.

#2

GET IDEAS FROM YOUR CURRENT TEAM'S KNOW-HOW AND PROJECTS

In addition to using existing content assets, you can work with company employees to brainstorm topics. Their expertise can be used to inspire information-rich content.

There are numerous ways to glean inspiration from your team. For example, you can make monthly rounds on what everybody's working on to determine relevant topics and identify successful projects. You can then turn this information into various content assets, such as do/don't blog posts, e-books, how-to articles, infographics, and even videos.

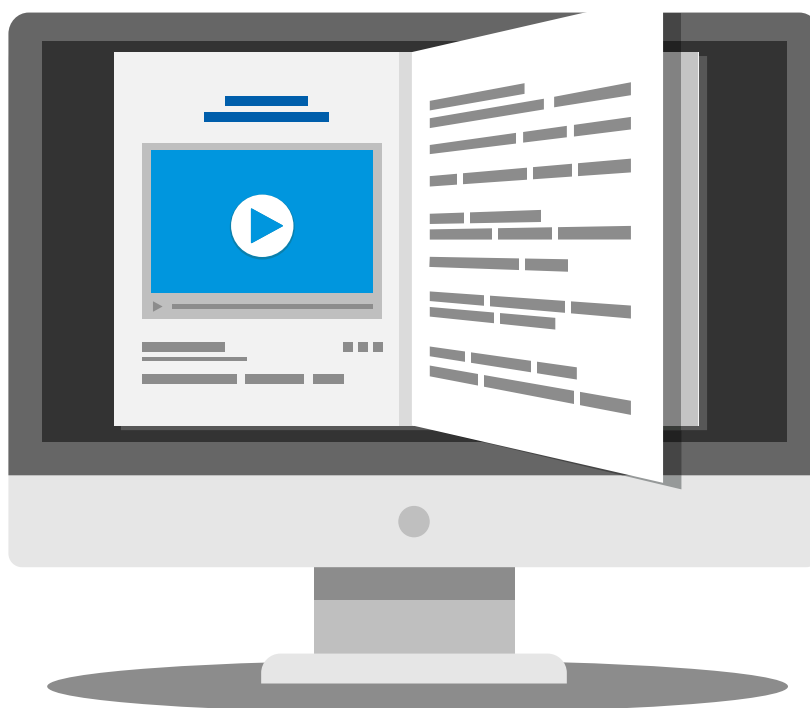
A valuable source of content inspiration is your customer service team. They have a myriad of stories about customer experiences with your products or services. These stories can be directly adapted into engaging narratives for blog posts, solution guides, opportunity guides, product comparisons, strategy templates, and implementation plans.

#3 SHOWCASE YOUR COMPANY'S TALENTS AND INSIGHTS IN A CONTENT SERIES

After digging into your existing content assets and brainstorming with employees, there's one last method for extracting amazing content from your company. It involves getting close with your team members and understanding their top talents and expertise, then persuading them to take part in your company's content. People's personal insights are especially useful for creating a content series.

There are abundant opportunities for a series of content assets. You can make consecutive video episodes that revolve around daily life in your company or follow team members throughout the workday. An alternative approach is to create an interview or conversation series in which your employees share their knowledge of a certain area related to your business. Get creative and build trust with your team members, as this will help you produce more authentic content.

Other types of content series include webinars and podcasts, which are becoming increasingly popular, or blog posts that build up significant know-how in a certain field of expertise. To inspire your team members to participate, it's important to focus on building their personal brands through these content pieces. The series comes from your company's knowledge, but people will be more inclined to participate if they see the personal reward of showcasing their talents and know-how.



#4 INTERVIEW INDUSTRY LEADERS ON YOUR BLOG

Once you've exhausted different content ideas within your company, it's time to look for third-party industry expertise that you can share with your audience. The first step is to identify prominent industry leaders and influencers in your field. This involves thorough market research.

Seasoned experts and active online bloggers are an excellent source of information that can be of high value for your customers. Their own audiences, additionally, can offer a fresh influx of potential leads for your own business. There are different content ideas that can spur from relationships with specialists, including guest blogging opportunities and content partnerships. As with your own team, it's important to determine how you want to incorporate experts into your content.



One of the best ways to leverage industry experts is to conduct interviews. Interviews can be shared on your blog or presented as recorded videos or live events. Hosting the desirable content on your website, rather than on the experts' domain, can increase your traffic significantly. Alternatively, you can invite specialists to participate in your social media conversations (like Twitter) to create higher engagement with your online audience.

#5 GET IDEAS AND CONTENT FROM YOUR CURRENT CUSTOMERS

Your existing customers can also inspire and evoke compelling content ideas. You can illustrate their experiences with your products, or discuss important industry topics once you have developed a good relationship with them. To get there, it's worth investing in continuous communication with them, even beyond the point of the actual sale.

As mentioned earlier, testimonials are one of the most successful content formats. Your prospects are likely to find such assets useful, as they demonstrate the trajectory that your first-time buyers have gone through. Testimonials are also highly informative in terms of the benefits of your products or services. Instead of a theoretical presentation of what your customers gain by connecting with your brand, they offer an overview of the practical application and the positives coming from working with your company.

Other types of content to build solid relationships with current customers include interviews, use cases, surveys, and polls. You can ask your existing community questions of importance to your audience, then share this first-hand information online. It's also important to make it easy for your current customers to share their know-how, experience, and tips on your blog platform or social media channels.

#6 LEARN FROM YOUR COMPETITORS

A truly effective way to find great content ideas for your own asset library is by studying your competitors. Their online channels can be a solid source of inspiration for content topics. As they are targeting similar audiences, you can inspire your own content efforts from their research findings on topics and content forms.

The first step is to identify the top-performing competitors in your field or the companies that are employing content marketing in the most interesting and innovative ways. Then you need to carefully study their online presence. This entails reviewing their websites, social media profiles, the language used, and, of course, the topics they cover in their blog and social media content.

The purpose of this exercise is not to directly copy their approach, but to inspire your own content creation with fresh ideas. There are always different angles to the same story, plus your company has its unique experience and interpretation of knowledge. Your competitors' content can be a reliable source for industry news and important trends in your field.

#7

SCOUT INDUSTRY WEBSITES AND FORUMS FOR TRENDING TOPICS

Another way to stay on top of recent developments in your industry is to regularly explore relevant forums and community platforms, such as Quora and Reddit. It's also important to follow topical social media feeds, news outlets, industry magazines, and newsletters. These resources are available online, so you can easily tap into them for content creation inspiration.

Additional niche platforms you can explore include industry-relevant Facebook groups and Slack chats. You should follow existing conversations or start new discussions whenever possible so that you can spur meaningful exchanges that will inform your content efforts. Or, you can identify key influencers and participants on these platforms and observe the topics they focus on.



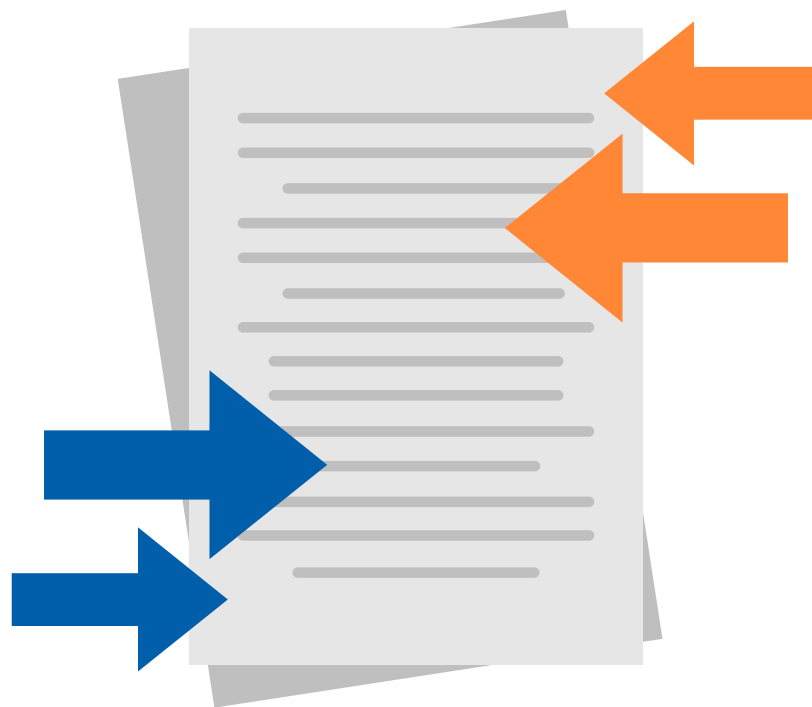
A great way to keep track of news and trends in your field is to use social media listening. In practical terms, this just means following relevant people, like influencers and prospects, on social media and noting the topics they are discussing and the questions they are asking. These sources can give you a completely fresh take on topics for your content library.

#8 CREATE A CONTENT PARTNERSHIP

A unique way to come up with content ideas is to consider the possibility of establishing partnerships for common creation and distribution of content. Your existing partners may be open to such opportunities, or you might look to create partnerships with other organizations that align with your company's value proposition.

By identifying a common goal, both teams can work on crafting a content partnership strategy. In this way, you can easily get inspiration from your partner's content efforts and apply it in your new endeavor. It's especially useful if the other company possesses assets or skills that fill in skill gaps, such as video production or graphic design. Or, they might have compiled or researched valuable data that you can use in the content assets you create together.

Once you've identified your team's strengths, you can work on creating common campaigns. Besides getting ideas for content, such partnerships are very useful in terms of distribution. The channels and audience reach can double since both companies have existing distribution methods.



#9 MAKE SEQUELS TO YOUR BEST-PERFORMING CONTENT

There's a more strategic way to come up with great content ideas for your asset library that doesn't involve much research and brainstorming. Whether it's a blog post, a guide, a video, or an infographic, you can create a sequel if it's performed particularly well. This is a tried-and-true method that many content marketers are applying today to grow their content base and to benefit from top-performing content.

To determine which pieces of content merit sequels, it's important to carefully review and analyze previous assets to identify successes. Naturally, this involves using Google Analytics (or other analytics tools of your liking) to see which pieces drove the most organic traffic to your website. Then, it's useful to focus on understanding the language, visuals, SEO, and timing that work best, so that you can leverage these findings for future content creation and distribution.

#10 GO BEYOND THE LIMITS OF B2B MARKETING

When you've exhausted all the different methods for creating content, it's time to go beyond the typical B2B marketing approaches. Who said that creativity doesn't have a place in B2B? Use your imagination to break the common patterns of content creation, and this might even turn into your best content.

If you are completely out of ideas, using a content idea generator can be a smart way to spark your creativity. Another way to go about it is to research what's trending in B2C content and check what's already been adapted for B2B. If you identify approaches that haven't been applied yet, you can try them out and pioneer them in your field.

Content marketing is here to stay, so it's important for B2B marketers today to get a hold of their content efforts. Coming up with ideas for your B2B asset library can be tough, especially after months of creating content consistently. However, if you're ever stuck when brainstorming ideas, these 10 best practices can shake up your content production.

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As Founder and CEO of INFUSEmedia, Alexander leads a global team that executes campaigns across all industries and company sizes. He leads all facets of global marketing, including go-to-market strategy, demand generation, vertical marketing, data management, field marketing, pricing, retention, analyst relations, product management, inside sales, and sales enablement.

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