

# CONTENT MARKETING

Because your best marketing doesn't just sell, it solves.

With the extended buying process and frequently complicated relationship structures that distinguish them from consumer businesses, B2B companies have unique challenges – and more importantly, opportunities – to create meaningful engagements with customers and prospects.

Remember that advertising is only one part of marketing. Ads can carry your message and encourage sales, but you need more than advertising to truly market a product or service. That's why – especially in the Internet Age – you need a marketing plan that includes a content strategy. Content is the foundation of most marketing tactics, and good content can drive leads, grow audience and awareness, build trust and improve SEO.

A sound content marketing strategy doesn't just sell to customers, it helps solve their problems.



# CONTENT MARKETING TRENDS AND STATISTICS

You don't have to take our word for it that content marketing is valuable and beneficial to business buyers – there are plenty of research reports that tell that story for us. Consider some of these trends that underscore the value in content marketing:

**67%**

of respondents in 2020 said they rely on even more content than they did last year to research and inform purchase decisions.

How many pieces of content have you typically consumed before engaging with a salesperson when you are amid making a purchase decision?

1-3: **23%**    3-5: **48%**    5-6: **16%**    7+: **14%**



Email and educational content are the top two ways B2B content marketers nurture their audience.

Businesses publishing 16+ posts per month get almost 3.5x more traffic than businesses publishing less than five articles.

**16+**    **3.5x**

Top content formats B2B buyers have engaged with during their buying process:

**65%** Video    **60%** White Papers    **56%** Blogs  
**54%** Webinars    **54%** Case Studies

**Here's another important statistic:** According to Content Marketing Institute, half of B2B businesses outsource at least some of their content marketing activities. That's not surprising. A proper content strategy requires more than a few blog posts. To tap the full potential of content marketing, you have to develop a robust and sound strategy. Maintaining that will present another set of challenges. Let's talk about how to overcome those challenges with MultiView.

\*Sources: Demand Gen Report 2020 Content Marketing Preferences Survey; Content Marketing Institute

# MULTIVIEW CONTENT MARKETING SOLUTIONS

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The act of buying itself accounts for only a small part of the buying journey. Depending on which of the many reports you read, a potential buyer completes anywhere from 70-90% of the buying journey before contacting a business or sales rep. If you're relying solely on salespeople to identify and nurture key relationships, this means you could be absent from two thirds of the buyer's process leading up to the moment of decision.

The benefits of content marketing are not limited to brand awareness and thought-leader status. Similarly, the benefits of your business to your customers are not limited to the products you sell. The experience and expertise you have matters to both current and potential customers. The right content marketing strategy tells your story and promotes your knowledge in a way that differentiates you from competitors and leads to monetizable interactions.

Sharing your story and valuable insights grabs the attention of potential buyers, as well as develops brand loyalty and affinity over time. You can reap those benefits by delivering relevant content that your target audience wants and needs at **all stages** of the buying journey.

Our content marketing specialists work with you to develop a unique strategy that engages buyers and establishes you as an industry leader. Our team then executes your plan, writing and publishing content on your behalf.

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# OVERCOMING CONTENT MARKETING RESOURCE NEEDS

Adding content marketing to your strategy need not mean longer hours for you nor possibly discontinuing other important efforts or tactics. But to develop and execute an effective content marketing strategy, your business would potentially need to hire additional staff to cover a wide range of roles and expertise.

## Recommended Expertise & Focus Areas

<b>Content Creators</b>	Writers and designers for original content, such as articles, blogs, infographics, whitepapers, videos.
<b>Subject Matter Experts</b>	Experts of topics relevant to your target audience to share experience, give opinions for content, provide commentary on trends, industry developments.
<b>Editors</b>	Oversee and coordinate content production including: review / editing of original content, curation of other relevant content.
<b>Social Media Manager(s):</b>	Monitors activity and facilitates personal interaction. Promotes brand, posts/distributes content.
<b>Content Marketing Strategy</b>	Foundation built on knowing and serving the right target audience by consistently distributing meaningful content

### **You can do it yourself ... OR you can partner with MultiView**

By bringing in the content marketing experts at MultiView as an extension of your team, you can avoid making those trade-offs. Count on our team of strategists and specialists to design a custom program and enable consistent execution, building trust in the marketplace while fueling your sales and leads pipelines.

## CONTENT CREATION

The first step to great content marketing is creating great content. Our holistic approach to leveraging content successfully amplifies your brand in the marketplace and even improves your search engine optimization (SEO) results. Expert writers create original content – such as articles, blogs, interviews, and press releases – under your brand. We then match content to your marketing goals and ensure relevance and appeal to your readers. Your dedicated strategist also helps you determine the optimal frequency of communication based on your brand and budget.

**We can create content that meets buyers anywhere they are along the purchase journey, including:**

- Email newsletters
- Case studies
- E-books
- White papers
- Infographics
- Blog posts/articles

A tactful approach to

**CONTENT**  
+  
**DISTRIBUTION**

- Amplifying your brand recognition
- Asserting your brand authority
- Earning industry leader status
- Increasing opportunities to build relationships
- Fuels a multi-channel marketing strategy

## SOCIAL MEDIA MARKETING

Social media outlets such as LinkedIn, Twitter, and Facebook are not only good for reinforcing your company's brand and message, but also establishing and maintaining your brand reputation. Whether or not your business is active on social media, your customers and prospects are. Social media outlets are an opportunity to add a branded channel that can facilitate real-time and deep engagement with your audience.

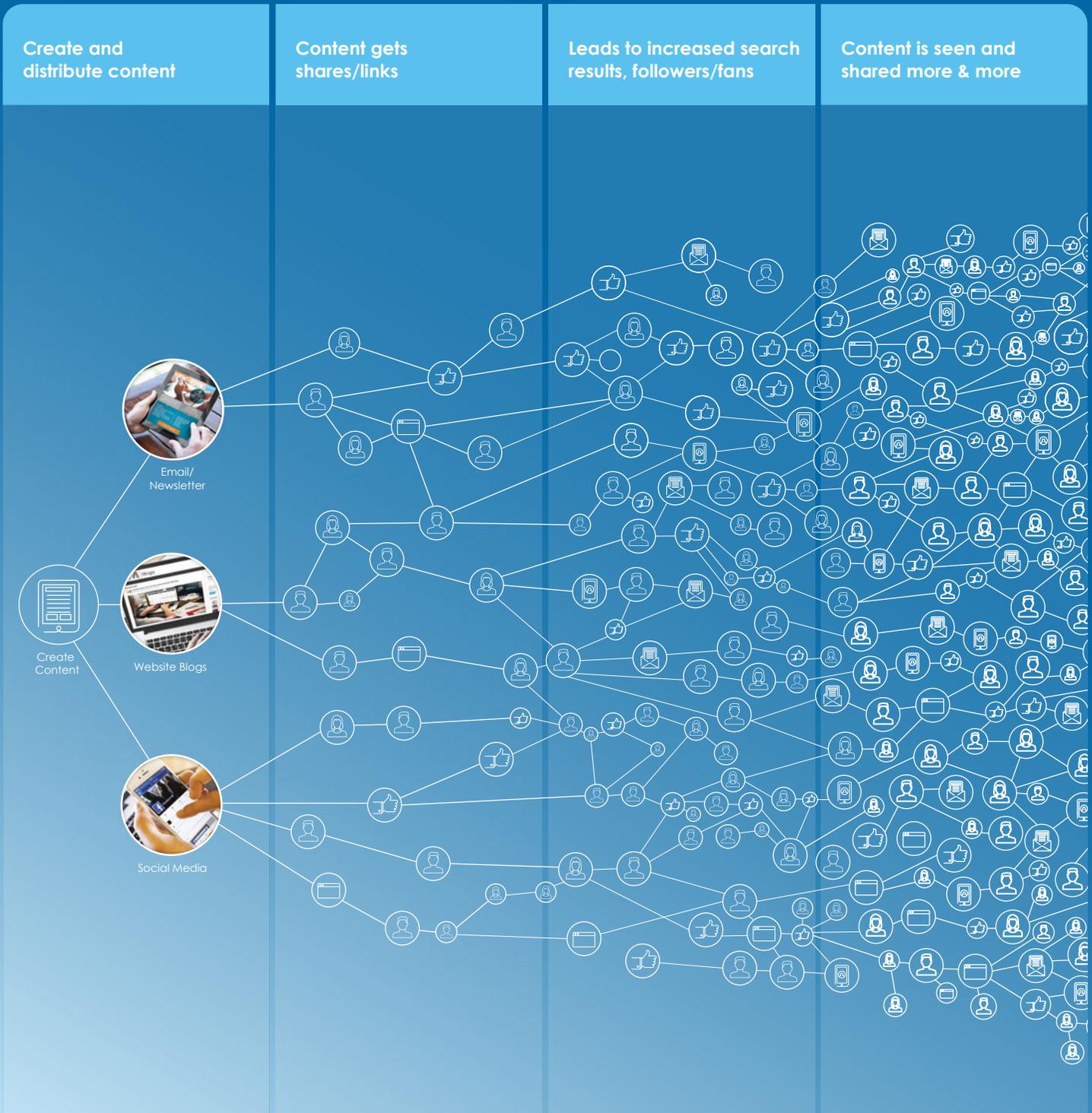
**Our social media experts can extend your reach into this channel and manage the experience through custom posts and messages, promotional campaigns, and social listening. Take advantage of personal, daily interactions with your followers to strengthen relationships and build new ones.**



- Own your online brand
- Strengthen your voice
- Intensify audience engagement
- Create brand affinity
- Proactively monitor your online reputation

# THE COMPOUNDING EFFECT OF DIGITAL CONTENT MARKETING

While advertising is vital to your marketing strategy, so is content. Investment in content creation leads to the generation of enduring assets that compliment, support and often outlive other marketing efforts such as advertising. Through digital publishing and sharing, assets extend audience reach exponentially.



# CONTENT MARKETING IN PRACTICE

Meet Cade Smith, President & Owner, Smith Safety Suppliers

Explaining how content marketing works and why it could benefit your business sounds a little theoretical without putting it into practice. So let's illustrate everything we've been talking about with an example focusing on a fictitious company and B2B marketer. Established in 1968, Smith Safety Suppliers is a trusted source of fire extinguisher support, producing fire extinguishers and disaster prevention supplies.

Cade always knew he'd eventually take over the family business and worked his way up from floor employee. He is a magnificent multitasker and became known throughout the company as having a "lifetime supply of potassium bicarbonate" because of all the fires he's able to put out.

By the time Cade was entrusted with the business, he knew that he had to grow outside of the tri-state area and the internet was an open door for growing his business nationwide with a new audience.

Since nobody knows more about fire extinguishers than Cade, it became clear that putting his expertise out there was a surefire way to draw in new customers. After all, manufacturing plants across the country need the added safety and protection that Smith Manufacturing provides.

Cade decided to produce a monthly newsletter filled with insights on the latest technologies. He provided helpful safety tips on Facebook. He posted weekly blogs and even contributed as a guest blogger on other sites. And it worked. He got an influx of new leads while staying in touch with previous and existing customers.

But between running the company, handling its marketing efforts, and attending vital industry trade shows – Cade's "lifetime supply of potassium bicarbonate" can only go so far. He simply couldn't maintain the consistency he needed to keep his online audience engaged. As Cade considered hiring an employee to take what he had started and truly develop the business' presence online, he realized he didn't exactly know who or how many people to hire or what all skillsets to hire for. **Cade needed help, and that's where MultiView came in.**



## Key Challenges to Content Marketing

- **70-90% of the buying journey is completed before sales is contacted**
- **Quality content and consistent delivery requires both strategy and resources**
- **Managing meaningful engagement in a sea of digital distractions requires expertise**

## GIVE VALUE, GET VALUE

Offering value to your customers doesn't end with the products you sell. The knowledge you have is important to potential buyers, and showing it off sets you apart from the competition. But we also know that the pressures of running a business don't leave much time or resources for creating compelling content, and that's where we can help.

Instead of hiring new employees, let our experienced content marketers turn your story and insights into newsletters, blog articles, infographics, e-books and other materials that are easy to share. Additionally, our social media managers keep the conversation going by growing and monitoring your online presence and acting as an extension of your staff. We'll work with you to understand your business and design a custom program that builds your customers' trust and your company's pipeline.

**Learn more about content marketing and what it can do for your business.**

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MultiView Inc., the leader in digital publishing solutions for associations and digital marketing solutions for B2B marketers, connects the B2B world. We build digital publications that bring thousands of trade associations together with millions of their members, spanning nearly every industry. We also deliver digital marketing solutions that connect tens of thousands of B2B companies with millions of their customers at every stage of the buying journey. For nearly two decades, we've developed unmatched data and insights about B2B buyers and the deep expertise needed to reach them online. Leveraging this powerful combination of knowledge and experience is how we create the connections that deliver real results for our partners and customers every day. MultiView is a portfolio company of the Stagwell Group. We are headquartered in Irving, Texas, with offices in Washington, D.C., Toronto, and Utah. [www.multiview.com](http://www.multiview.com).