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

Where advertising is the “buy” component of your marketing strategy, content marketing is the “build” portion to complete the equation. Whether you think of it as building content assets or building relationships through the sharing of content (aka. knowledge sharing), content marketing builds trust and improves buying potential by giving something for nothing. When the focus is on the audience and the problems they’re trying to solve, that something is very valuable.
Key Market Trends
Content marketing has the power to exponentially grow your audience, and therefore sales, by transforming your status from a vendor-to-consider to a reliable expert and trusted partner. And current market trends only underscore the importance of content marketing:

- **B2B buyers are seeking knowledge** whether it’s to be educated, find inspiration, or get answers.
- **Social media matters to B2B companies** in an increasingly digital world where it’s often a blurry line between a buyer’s personal and work activities online.
- **B2B buying is very collaborative**, involving internal and external influencers who may all require convincing before endorsing a company or product.

45% of B2B buyers view 3-5 pieces of content before engaging a sales person

The role of content in a B2B purchase decision

<table>
<thead>
<tr>
<th>Whitepapers</th>
<th>Case Studies</th>
<th>Webinars</th>
<th>Ebook</th>
<th>Videos</th>
<th>Blog Posts</th>
<th>Infographic</th>
</tr>
</thead>
<tbody>
<tr>
<td>83%</td>
<td>67%</td>
<td>75%</td>
<td>68%</td>
<td>63%</td>
<td>56%</td>
<td>52%</td>
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It’s hard to deny the importance and impact of having a consistent presence with your target audience, proactively providing them answers to the questions they’re asking or to the ones they don’t know to ask yet. However, it’s not easy to develop an effective content marketing strategy. And if you’re already executing on a content plan, you know it’s not easy to keep it going. Let’s talk about the ideal solution to common challenges.
Meet Cade Smith, President & Owner, Smith Manufacturing.

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 Manufacturing 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 tried producing a monthly newsletter filled with insights on the latest technologies. He provided helpful safety tips on Facebook. And it worked. He got an influx of new clients and he kept in touch with everyone he’s done business with.

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.

Cade needed help, and that’s where MultiView came in.
MultiView Content Marketing Solutions: Give Value to Get Value

If you think about it, the act of buying itself accounts for a very small piece 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 their sales department. If you’re relying solely on sales people 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 truth – who and what product will I choose?

The benefits of content marketing are not limited to brand awareness and thought leader status. (By the way, what business would turn down those things though?) Similarly, the benefits of your business to your customer 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.

Routinely sharing your unique 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 valuable, 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 your unique strategy to engage buyers and establish you as an industry thought leader.

Create

Publish

Manage

Our team then executes your plan, writing and publishing content on your behalf. They also manage daily interactions on your social media outlets.
Content Creation: Start the Conversation

Our holistic approach to leveraging content establishes your voice with original, branded content and engages customers with the topics that matter most to them. Additionally, we curate the most relevant industry content so that you’re recognized as the single source and authority. Our dedicated strategist determines the effective frequency of communication based on your brand and budget.

This way, you meet the information needs of customers, potential buyers, and even their influencers – without relying on sales interaction. And because we match content to your marketing goals and ensure relevance to your readers, your brand is successfully amplified in the marketplace. You’ll see improvement in your search engine optimization (SEO) results as well.

Content Original & Curated + Distribution

Be present with buyers and influencers throughout the buying journey

Social Marketing: Monitor Your Online Reputation

Social media outlets are an opportunity to add a branded channel that can facilitate real-time and deep engagement with your audience. The fact is, even if you’re not taking advantage of this channel today, you’re probably already coming up in conversation.

Our social media experts extend your reach into the channels your audience uses most, ensuring your active presence and taking advantage of personal, daily interactions with your followers. Whether it’s through custom posts and messages, promotional campaigns, or social listening, this intentional online brand management converts social behaviors (such as following and mobile views) into buying.

Linkedin facebook twitter Google+

- Amplify your brand
- Earn thought leader status
- Increase opportunities to building relationships
- Feed a multi-channel marketing strategy

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

Proactively monitor your online reputation
Why Is Content Marketing So Important?
If for no other reason, B2B companies should consider the compounding effect of content marketing and specifically digital publishing. While advertising is vital to your marketing strategy, so is content marketing. Investment in content marketing leads to the generation of enduring assets that compliment, support and then outlive other marketing efforts such as advertising. By addressing industry and audience interests, content marketing assets stay relevant beyond a product version and promotional campaign. Through digital publishing and sharing (i.e.: through social media), assets extend audience reach exponentially.

The Compounding Effect of Content Marketing and Digital Publishing

Did you know? 8 zetabytes of digital data shared in 2015 (yes, ZETAbytes!)
Overcoming Content Marketing Resource Needs

Adding content marketing to your strategy shouldn’t mean longer hours for you and possibly discontinuing another important effort or tactic. To develop and execute an effective content marketing strategy, your business would need to hire an individual or individuals to cover a wide range of roles and expertise –

Recommended Expertise & Focus Areas

<table>
<thead>
<tr>
<th>Content Creator(s)</th>
<th>Subject Matter Experts</th>
<th>Editors</th>
<th>Social Media Manager(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writers and Designers for original content - articles - blog - infographics - whitepapers - videos</td>
<td>Experts of topics relevant to your target audience - share experience - give opinions for content</td>
<td>Oversee and coordinate content production including: - review / edit of original content - curation of other relevant content</td>
<td>Monitors activity and facilitates personal interaction - Promotes brand - Posts/distributes content</td>
</tr>
</tbody>
</table>

Content Marketing Strategy

Foundation built on knowing and serving the right target audience, by distributing meaningful content consistently to the most engaging channels.

You can do it... OR 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 your customers’ trust and your company’s pipeline.
The Key Takeaways

The dynamic and competitive digital landscape requires a proactive and comprehensive approach that removes the dependency on the sales department for customer engagement and increases a company’s presence with potential buyers:

- Nurturing isn’t just the responsibility of the sales team anymore.
- Marketers must have the company’s brand and message in front of buyers and influencers at multiple points in the buying journey.
- Content marketing and digital publishing can have a compounding effect that leads to audience and sales growth.
- And of course, thought leader status and a strong brand reputation come from addressing your audience’s needs throughout their buying journey.

With MultiView’s Content Marketing Solutions and expert staff, ensure that your business is making its case all the way to the moment of truth.

We’ve been doing this a while, for over 15 years in fact. In that time, we’ve completed more than 1 million ad campaigns and successfully connected potential buyers to marketers just like you. Our sheer numbers prove it: we’ve served over 150,000 businesses and created more than 400,000 custom ads. Identifying and reaching your most qualified potential buyers starts by partnering with a company that gets B2B and gets real results. Simply put, it starts with MultiView.