

How to create

unique
B2B
content

and win your audience's votes

One afternoon, in the House of Commons...

What's causing
the issues?

86%

of B2B marketers
have been creating
more content over
the last 12 months

The internet is inundated with content as marketers clamour for their buyers' attention. If you want to make your voice heard above the racket, it isn't enough to simply curate other people's content.

You need unique and compelling concepts.

We want better quality information!

While curated content can help to fill a content calendar, it isn't going to make your 'party' stand out from the others. To pique your buyers' interests and ensure they 'vote' for you, you have to listen to them.

Address your voters' needs and present content

in an interesting and engaging way.

81%

of content strategists
are expected to focus
more on creating
original content

58%

of B2B marketers cite
delivering relevant content
to prospects as their
biggest challenge

Your election-winning checklist

- Listen to your voters**
what do they want?
- Involve your audience**
use comment boxes etc. to encourage
feedback from readers
- Show passion**
71% of buyers who see personal value
in a B2B product/service will buy it
- Tell a story**
engage your audience by telling stories,
not listing product features
- Be topical**
give your voters the information you know
they want

There is no secret formula to creating unique and engaging content. Interacting with your audience to understand their interests and pain points is an important step but...

...make your content stand out from the rest,

by utilising unique design and themes.

58% of
B2B marketers plan
to increase their
content marketing
budgets over the
coming year



As SEO and lead nurturing become increasingly important to marketers, content creation will only get more competitive. No longer is it enough to rattle out generic blogs and infographics.

Buyers want information that's entertaining, relevant, and will improve their working lives.

So, are you doing all you can?

For more information about how to capture the attention of your audience using unique content

Download 'The Lead Generator's Guide to Creating Unique B2B Content'

info.reallyb2b.com/unique-b2b-content