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DEMAND

# **5 Ways** Your Content Can Better Connect with Your Buyers



## 5 Ways Your Content Can Better Connect with Your Buyers

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The rules of B2B marketing, branding and storytelling have changed forever.

Buyers no longer want your company name and logo pounded into their heads. They don't want to feel stuck in your world. In fact, they want the opposite. They want to feel like *you*, the marketer, are immersed in *their world*. That you're walking through their day-to-day life and providing valuable insights and best practices based on their most personal challenges, goals and needs.

In order to feel this deep connection with your audience and build their trust, you must speak to them and engage with them in a way that resonates. Here are five ways to do just that...



## **Be Timely (But Be Authentic)**

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Gone are the days of strict brand parameters and messaging guidelines. Innovative content marketers are breaking through the noise by embracing timely topics and trends that connect with audiences on a more personal level.

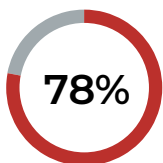
We're not saying that every blog should be filled with GIFs or that every content piece must reference a celebrity. Quite the contrary. When a company tries to capitalize on an Internet fad or cultural phenomenon, but it doesn't make sense for their brand or their audience, it comes off as phony and can turn a lot of people off.

So, before you try to do a Marvel movie-themed E-book, think critically about whether it's the right fit.



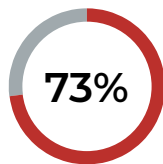
## Talk to Your Buyers, Not Over Them

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Nearly all B2B buyers (97%) say they place a higher emphasis on the trustworthiness of content sources — a significant jump from 2018 (78%), according to the latest [Content Preferences Survey](#). While “trustworthiness” is partly defined by the studies and sources you cite, it also includes what you say and *how* you say it.

Are you being direct and to the point with your audience, or are you speaking a bunch of brand-approved *gobbledygook*? People are more critical of the businesses they engage with in all areas of their lives. They also can identify phony and inauthentic marketing speak from a mile away. That’s why we’re seeing more brands revisit their tone and style guidelines. Rather than trying to establish themselves as uber-intellectual experts, marketers are embracing a more approachable, conversational style of writing that allows them to talk to their audience — not over or at them.



Loosening up a bit will allow you to resonate better with your current and prospective customers. Consider this: 73% of buyers saying they have less time to devote to reading content and conducting research. The easier you make it for them to read and retain information, the more likely it is that your insights will truly stick with them.



## Shake Up Your Storytelling Channels

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The average B2B buyer is time-strapped and hungry for information. While they're eager to learn about new technologies, tips and insights that will make them better at their jobs, they can't afford to spend hours researching trends, downloading several assets at a time and reading them in depth. That is why auditory storytelling and interactive experiences are making headwinds in the B2B landscape.

- Podcasts allow them to hear straight from industry experts as they commute to and from work.
- Videos allow them to get new industry benchmarks and best practices as they empty their email inboxes.
- Interactive content hubs create curated content experiences for specific industries and roles, so buyers can go as “deep” into their journey as they want — and easily access information on all devices.

Some marketers are even taking the “snackable content” trend to the extreme by creating highly visual and interactive experiences that rely on concise and impactful copy. Your audience may not gravitate to all these formats; however, it's important to consider how you can deliver relevant information to them in a way that will align with their content needs and preferences.

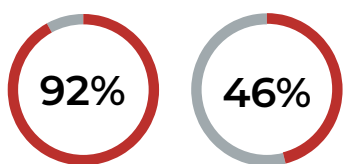


## Embrace Your Community

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We don't need to share any data to make the case for influencer marketing. It's already garnered a lot of hype recently, and many B2B brands are tapping experts, authors and analysts to support and amplify the stories they're trying to tell. These influencers are a powerful sounding board for content ideas and can also help validate your company's positioning on a particular topic or trend.

But there are other, more accessible influencers who could make an even greater impact on your marketing efforts. Now more than ever, buyers are eager for feedback from their peers.



A whopping **92% of buyers give the most credence to peer reviews and user-generated feedback**, and 46% said the most valuable resources for researching B2B purchases were their colleagues and peers.

While these practitioners may not have millions or Twitter followers or have several weeks on the *New York Times* best-seller list, they are clearly influencers in their own right. Find a way to include them in your strategies moving forward by involving them in:

Focus groups (for persona, messaging and content research)

- Content creation
- In-person events
- Social campaigns
- Webinars
- Videos



## Consider New Metrics for Success

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Usually, marketers focus on a standard set of metrics to gauge the impact of their content — the most common being downloads. But the problem is that it's impossible to determine what action a buyer took after consuming downloaded content...or if they took any action at all. As you expand your list of content formats and experiences, try to expand your list of key performance indicators (KPIs), too.

For example, interactive platforms and experiences can help you see the amount of time people spend in these experiences, which links they click and if there are particular areas of the experience that aren't resonating. Videos and podcasts also require new metrics, especially in the context of a long-term campaign or amplification plan.

Looking at content engagement and other KPIs will allow you to confirm whether content is truly resonating with your target audience. You also will be able to identify specific areas of pieces that should be revisited and refined to improve overall performance. The key, however, is ensuring that whatever you measure aligns with the initial goals you had in place.



## Take the Leap

It's an exciting time to be in content marketing. Our personal and professional worlds are melding together, which means our audiences' content consumption patterns and preferences are changing. They're more open to creative themes, interactive experiences and choose-your-own journey adventures. The opportunities are out there, you just have to embrace them. Are you ready to take the leap?

Learn more about these and other key trends and how to integrate them with buyer insights in a complimentary B2B Buyer Engagement Hacking Session with Content4Demand's expert team. Call (888) 603-3626 or contact [holly@content4demand.com](mailto:holly@content4demand.com).

## Need more inspiration?

Here's how our panelists are making their mark with buyer-focused B2B:



Thriving in  
the Era of the  
Empowered  
Shopper  
Aptos



Game  
Changers  
Fuze