

# B2B Content Marketing for Lead Generation

Rochelle Grayson  
[rochelle@rochelle.ca](mailto:rochelle@rochelle.ca)

February 2021

# Previously in ...

## B2B Lead Generation Framework



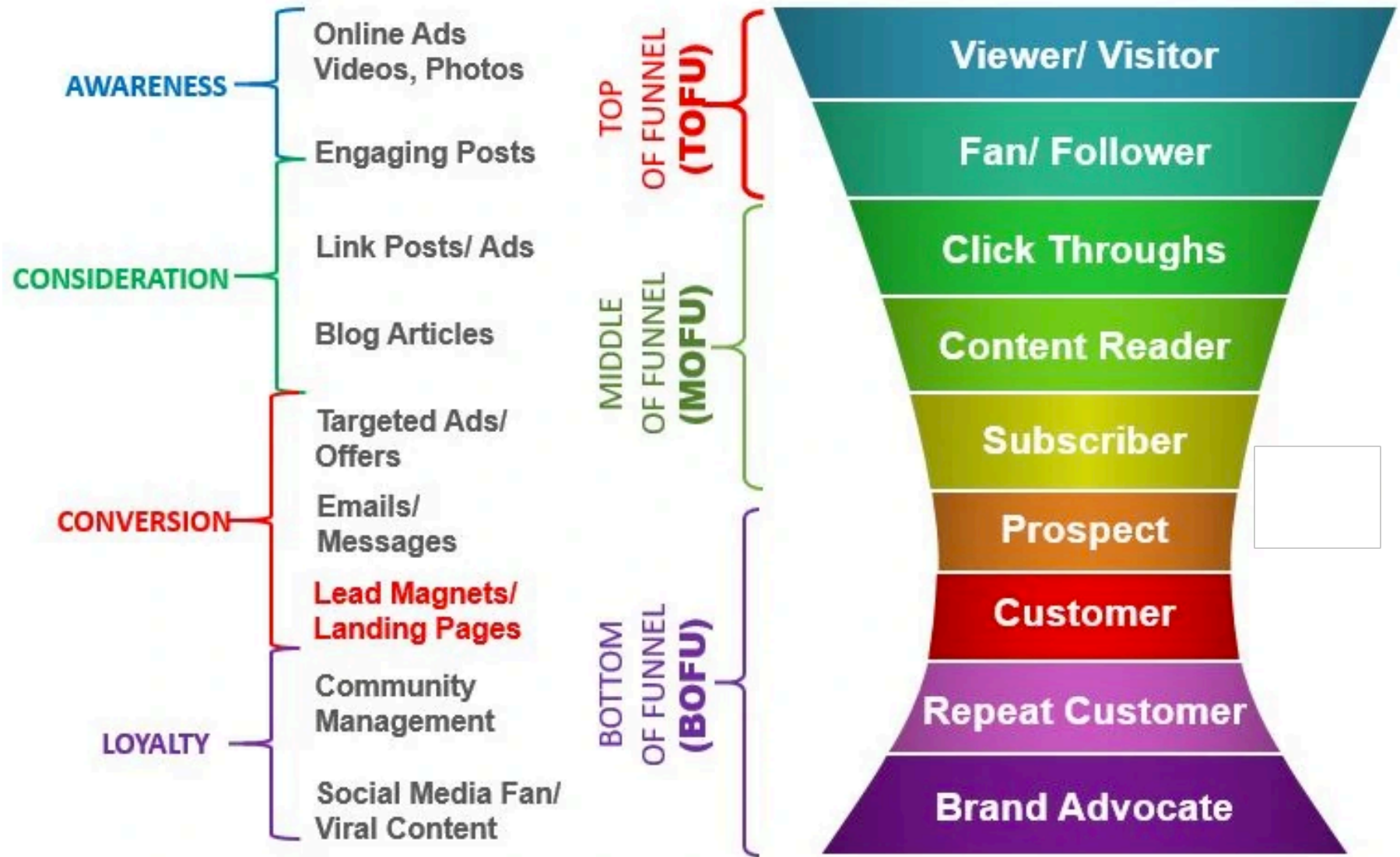
# What We'll Learn

- By the end of today's session, you should be able to:
  - Develop a **B2B Content Marketing Strategy**
  - Map appropriate **B2B content types across your conversion funnel**
  - Explain the purpose of **content calendars**
  - Describe several **content marketing do's and don'ts**
  - List several **content creation tools & technologies**

# Agenda

- Quick Review of Conversion Funnels
- Basic Content Marketing Strategy
- Best Practices for Content Calendars
- Content Marketing Do's & Don'ts
- Types of Content & Recommended Tools
- Action Items & Next Steps
- Additional Links & Resources

# Content Marketing Funnel



# Action Item – Build Your Content Strategy

<b>WHAT</b>	<ul style="list-style-type: none"><li>• What are our content objectives?</li><li>• What does our community / customers want to hear from us?</li><li>• What topics are we going to cover?</li><li>• What formats are we going to use, e.g., blogs, podcasts, videos, infographics, etc.?</li></ul>
<b>WHY</b>	<ul style="list-style-type: none"><li>• Why does anyone care about our content?</li><li>• Why are we creating this content?</li></ul>
<b>HOW</b>	<ul style="list-style-type: none"><li>• How are we adding value to our customers / community?</li><li>• How are we going to deliver our message?</li><li>• How should we say it (tone, language, imagery, etc.)?</li></ul>
<b>WHERE</b>	<ul style="list-style-type: none"><li>• Where will we get the content (assess your limitations)?</li><li>• Where will we curate content?</li><li>• Where will our content be published?</li></ul>
<b>WHEN</b>	<ul style="list-style-type: none"><li>• When will our content be published?</li><li>• When will our content need to be updated?</li></ul>
<b>WHO</b>	<ul style="list-style-type: none"><li>• Who will be responsible for producing the content?</li><li>• Who will maintain the content over time?</li><li>• Who will monitor and interact with the content?</li></ul>

# Content Calendars

[INSERT MONTH + YEAR]						<b>KEY:</b> Holiday Campaign Ebook Webinar Blog Post SlideShare Product Launch Experiment Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		

# Content Calendars

## Social media content calendar template

Social Media Content Calendar [To use the template, click the "File" tab and select "Make a copy..."]

File Edit View Insert Format Data Tools Add-ons Help

100% View only

	A	B	C	D	E	F	G
1	SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK
2	WEEK 1: MONDAY	01/07/2019					
3	FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social videos for viewing without sound? You should be	<a href="https://lisa.booby@ig.com/clean">https://lisa.booby@ig.com/clean</a>
4				CURATED CONTENT			
5				EVERGREEN BLOG POST			
6				LIVE VIDEO			
7				PROMOTION			
8							
9	INSTAGRAM			STORY			
10				ORIGINAL IMAGE			
11				CURATED CONTENT			
12							
13	TWITTER			NEW BLOG POST			
14				EVERGREEN BLOG POST			
15				CHAT			
16				EVERGREEN BLOG POST			
17				VIDEO			
18							
19	LINKEDIN			NEW BLOG POST			
20				EVERGREEN BLOG POST			
21				EVERGREEN BLOG POST			
22				CURATED CONTENT			
23				VIDEO			
24	WEEK 2: TUESDAY	02/08/2019					



# Themes

## Daily Content for Social Media (What to post on Facebook and Twitter):

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
#MusicMonday Ask a music-related question, fact; post CMJ Top 30, music video from YouTube, etc.	From the Archives (Post a photo of KVSC history) and ask an engaging question about it.	Post something random from the website (podcast, upcoming sports coverage, how to become a member, etc)	#TriviaThursday! Ask a trivia question on Facebook and Twitter. Can be incorporated with a concert ticket giveaway.	Playlist of the week (pick random profile from the past week from spintron.com)	Weekend Question (Ask thought-provoking question pertaining to weekend)	Sunday Quote (Music-related quote on Twitter)
Promote Monday Night Live (include link)	#Quote on Twitter	Question of the Day (something thought provoking, see below)	Crispy Critics podcast	#OnThisDay (twitter, maybe Facebook)	Facebook Post on Saturday Programming	Facebook Post on Sunday Programming
New Release of the Week			Music #quote on Twitter			

## Daily on Twitter:

- Featured Artist Spotlight with link to schedule [http://www.kvsc.org/featured\\_artist\\_spotlight.php](http://www.kvsc.org/featured_artist_spotlight.php)
- Retweet positive/important stories from @KVSCnews, @KVSC Hockey, @KVSCsports or other news stories important to Central Minnesota
- Use stumbleupon.com to find music related to sites (use "indie rock," "rock music" or other relevant categories)
- Check for new follows and follow relevant users back
- Comment on a song that is playing
- Post something from pitchfork.com (relevant to music we play)
- Either reply or retweet anytime someone mentions @kvsc881fm
- #OnThisDay (pull an "on this day" in history fact from <http://www.on-this-day.com/>, <http://news.bbc.co.uk/onthisday> or <http://www.history.com/this-day-in-history> (also good for #TriviaThursday!)

# Content Calendar Tweaks

- **Target Audience**

Since you may be targeting different audiences, this is a nice way to see at-a-glance that you have a good mix of content targeting a variety of stakeholders / audiences.

- **Content / Media Type**

Be sure to add the type of media your post will be: infographic, video, story, text post, audio, etc. This ensures you have a nice mix and that all posts are not the same type of content / media.

- **Dependencies**

In some cases, your post(s) may be dependent on someone else completing part of it or completing something else related to it. It's good to write down these dependencies so that you know who needs to get what to you and by when.

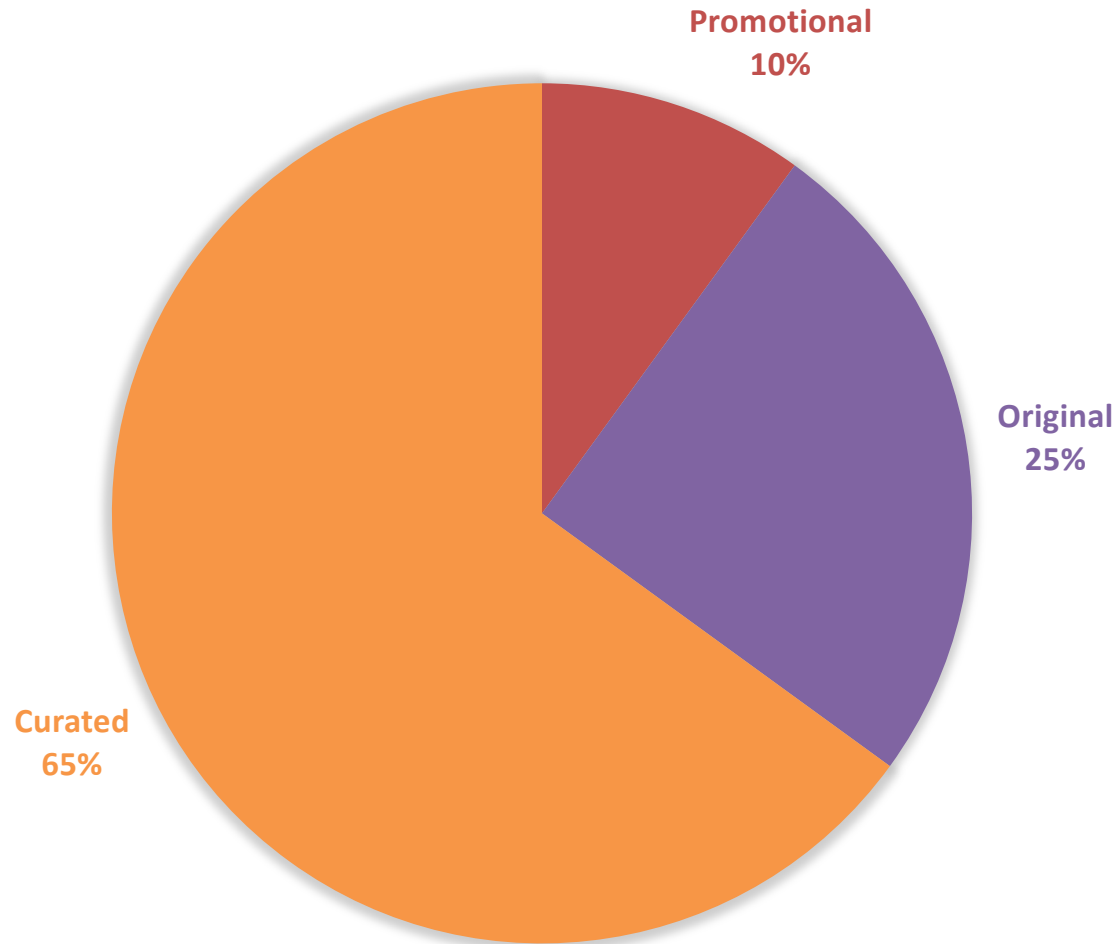
- **Content Themes / Topics**

Categorizing your content this way, makes it easier for you to also find and curate content that fits into the appropriate "bucket". From a follower's perspective, it also creates a pattern to your posts so that followers know what to expect and when.

- **Comments / Notes**

There may be some additional comments or notes you want to include. Give yourself a space to include these.

# “Ideal” Content Mix – Posts

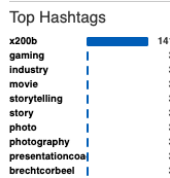
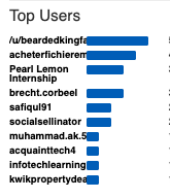
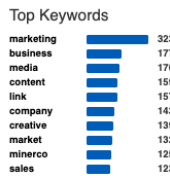


# Do's & Don'ts

- **Do's**
  - Add Value
  - Tell Stories
  - Encourage Conversations / Discussion
  - Experiment
- **Don'ts**
  - Hard Sell
  - Be Generic
  - Ignore Your Community / Leads

# SocialMention.com

socialmention\*   [Advanced Search](#) [Preferences](#)



[Clear all filters](#)

## Mentions about b2b content marketing

Sort By:  Results:  Results 1 - 15 of 62 mentions.

- Collection of 120 remote jobs published recently**  
Remote Customer Service Representative \link) EOS-USA · \$12.50 an hour · Remote sales-marketing, non-tech, customer-support Director of Administration \link) ...  
[https://www.reddit.com/r/remotedaily/comments/fi8w18/collection\\_of\\_120\\_remote\\_jobs\\_published\\_recently/](https://www.reddit.com/r/remotedaily/comments/fi8w18/collection_of_120_remote_jobs_published_recently/)  
3 days ago · by /u/remote-enthusiast on [reddit](#)
- How much less avg time on site is usual for mobile visitors?**  
I'm doing marketing in a B2B industry, which means: Complex and long content and a majority of desktop users on our website (~75%). I've noticed that avg mobile time...  
[https://www.reddit.com/r/digital\\_marketing/comments/fi7zs1/how\\_much\\_less\\_avg\\_time\\_on\\_site\\_is\\_usual\\_for/](https://www.reddit.com/r/digital_marketing/comments/fi7zs1/how_much_less_avg_time_on_site_is_usual_for/)  
3 days ago · by /u/fsratch on [reddit](#)
- EVERYTHING YOU NEED TO KNOW ABOUT DEMAND GENERATION IN 2021**  
<https://preview.redd.it/unymcfsa0h61.png?width=750&format=png&auto=webp&s=0e2fa31795223ceab9b7264d83e8b61d6a1ccf9>  
Demand Generation in 2021 focuses on co...  
[https://www.reddit.com/r/u\\_logichron/comments/fi6v4y/everything\\_you\\_need\\_to\\_know\\_about\\_demand/](https://www.reddit.com/r/u_logichron/comments/fi6v4y/everything_you_need_to_know_about_demand/)  
3 days ago · by /u/logichron on [reddit](#)
- B2B Content Marketing Trends in 2021 [Infographic]**  
Marketing has undergone multiple changes over the years, thanks to constant shifts in consumer behavior and technology. The internet ...  
[www.bing.com/news/apiclick.aspx?ref=FoxRss&aid=5841397C12B843A5AE4C524FFB03B901&url=https://www.business2community.com/infographics/b2b-content-marketing-trends-in-2021-infographic-02385987&c=11836424109158772558&mkt=en-us](http://www.bing.com/news/apiclick.aspx?ref=FoxRss&aid=5841397C12B843A5AE4C524FFB03B901&url=https://www.business2community.com/infographics/b2b-content-marketing-trends-in-2021-infographic-02385987&c=11836424109158772558&mkt=en-us)  
3 days ago · on [google\\_news](#)
- 4th Edition Business-to-Business Marketing Report (2020 to 2021) - Top 100 B2B Advertisers - ResearchAndMarkets.com**  
Business Marketing 2020-2021\* report has been added to ResearchAndMarkets.com's offering. This report presents statistics on B2B spending, comparisons of the eff...  
[www.bing.com/news/apiclick.aspx?ref=FoxRss&aid=5841397C12B843A5AE4C524FFB03B901&url=https://apnews.com/pres-release/business-wire/technology-business-sports-marketing-and-advertising-corporate-news-f0e75239c6b14d949dec0233c1385ba4&c=10330058695297489507&mkt=en-us](http://www.bing.com/news/apiclick.aspx?ref=FoxRss&aid=5841397C12B843A5AE4C524FFB03B901&url=https://apnews.com/pres-release/business-wire/technology-business-sports-marketing-and-advertising-corporate-news-f0e75239c6b14d949dec0233c1385ba4&c=10330058695297489507&mkt=en-us)  
4 days ago · on [google\\_news](#)
- The Thumb Stopper: 3 Traits of Highly Engaging B2B Creative**  
Disruptive. Interactive. Inspiring. Learn why these three qualities are essential to engaging B2B creative content, and find examples of each in action.  
[www.bing.com/news/apiclick.aspx?ref=FoxRss&aid=5841397C12B843A5AE4C524FFB03B901&url=https://business.linkedin.com/marketing-solutions/blog/linkedin-b2b-marketing/2021/the-thumb-stopper-3-traits-of-highly-engaging-b2b-creative&c=14673368587107113908&mkt=en-us](http://www.bing.com/news/apiclick.aspx?ref=FoxRss&aid=5841397C12B843A5AE4C524FFB03B901&url=https://business.linkedin.com/marketing-solutions/blog/linkedin-b2b-marketing/2021/the-thumb-stopper-3-traits-of-highly-engaging-b2b-creative&c=14673368587107113908&mkt=en-us)  
4 days ago · on [google\\_news](#)
- [HIRE ME] I am an experienced writer specializing in Keyword research, pillar posts, info articles, shopify and amazon product descriptions....**  
Hi there, I hope you're all doing alright. I am a great writer, experienced in writing original, engaging and informative articles on a variety of niches. For most o...  
[https://www.reddit.com/r/hireawriter/comments/fhm59/hire\\_me\\_i\\_am\\_an\\_experienced\\_writer\\_specializing/](https://www.reddit.com/r/hireawriter/comments/fhm59/hire_me_i_am_an_experienced_writer_specializing/)  
4 days ago · by /u/ptah22 on [reddit](#)
- Minerco, Inc. (\$MINE) full in-depth DD**  
Hi all, Last week I brought you my DD for Greene Concepts, Inc. (\$INKW), which shot up +122% the day after I posted. Since then, it has experienced a healthy pullbac...  
[https://www.reddit.com/r/pennystocks/comments/fhd5mc/minerco\\_inc\\_mine\\_full\\_indepth\\_dd/](https://www.reddit.com/r/pennystocks/comments/fhd5mc/minerco_inc_mine_full_indepth_dd/)  
5 days ago · by /u/beardedkingface on [reddit](#)
- Content marketing strategy: How to get your story right for a B2B audience**  
The latest in a series of articles produced by Press Gazette in association with marketing solution Lead Monitor looks at how to make your content marketing strategy...  
[www.bing.com/news/apiclick.aspx?ref=FoxRss&aid=5841397C12B843A5AE4C524FFB03B901&url=https://www.pressgazette.co.uk/content-marketing-strategy-get-your-story-right-for-b2b-audience/&c=6597451727504626394&mkt=en-us](http://www.bing.com/news/apiclick.aspx?ref=FoxRss&aid=5841397C12B843A5AE4C524FFB03B901&url=https://www.pressgazette.co.uk/content-marketing-strategy-get-your-story-right-for-b2b-audience/&c=6597451727504626394&mkt=en-us)  
5 days ago · on [google\\_news](#)

# BuzzSumo.com

Web YouTube Backlinks

## Web Content

content marketing

SEARCH

SAVE SEARCH CREATE ALERT

Narrow your results by using the negative operator to exclude non relevant terms, for example: **skincare -beauty** [Advanced Search Tips](#)

Filter your results: [Past 6 Months](#) [Countries](#) [All Languages](#) [Journalists](#) [+ More Filters](#)

VIEW CONTENT

VIEW ANALYSIS

Sort by: Total Engagement 11,959 Results

EXPORT

<input type="checkbox"/> Select All	Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/>		46.1K	233	7	0	7	17	46.4K	
43 Pressing Questions About 'A Recipe for Seduction,' Lifetime's KFC Movie By <a href="#">Andrew Gruttadaro</a> Journalist Dec 7, 2020 <a href="#">theringer.com</a>									
<input type="checkbox"/>		838	6	5K	0	13	1	5.9K	
SEMrush Content Platform   Boost Your Content Marketing Results By <a href="#">Semrush</a> Aug 28, 2020 <a href="#">semrush.com</a>									
<input type="checkbox"/>		3.8K	425	8	1	25	0	4.2K	
Google: Duplicate Content is Not a Negative Ranking Factor By <a href="#">Matt Southern</a> Jan 31, 2021 <a href="#">searchenginejournal.com</a>									

Upgrade to unlock **powerful content insights.**

We constantly crawl the web and social media feeds to bring you the most popular content in any niche.

START TRIAL

Available on Pro, Plus, Large and Enterprise plans

# Develop Content / Lead Magnets

A “**lead magnet**” is a free item or service that is given away for the purpose of gathering contact details.

## Types of Lead Magnets

- **Educational lead magnets**  
Teach your visitors something they don't already know
- **Useful lead magnets**  
Provide a tutorial, calculator, or other tool with which they can solve a problem
- **Community-building lead magnets**  
Create a way for your audience to build a community based on the things they have in common, e.g., direct challenges and group forums
- **Entertaining lead magnets**  
Inspire or entertain your audience, e.g., quizzes
- **Bottom of funnel lead magnets**  
“Push” the visitor from lead to customer, e.g., free trial, discount codes, free consultation

# Educational Lead Magnets

- Training / Tutorials (*How-to*)
  - Video
  - Audio
  - Written or Video Transcript
- Short course
- Sample Chapter / Video Clip / Audio Clip
- Downloadable eBook / PDF / Report / Guide / Audiobook
- Mind Map / Concept Map / Framework
- Infographics
- Webinar sign-up / Event Tickets
- Predictions / Forecasts
- Presentations
- Newsletters
- Virtual Library / Vault
- Market Research / Roundup
- Recordings / Replays with additional commentary



# Useful Lead Magnets

- Cheat Sheets
- Checklists
- Calculators
- Case Studies / Examples
- Templates or Swipe Files (Digital or Printable)
- Toolkits (e.g., themes, digital assets, icons, etc.)
- Scripts
- List of Resources / Inspirations
- Calendars
- Plans or Planner Pages
- Worksheets or Spreadsheet Templates
- Idea Generators
- Recipes
- Coles / Cliff Notes / Summaries
- State of the Industry

# Community-building Lead Magnets

- Direct challenges
- Membership site
- Vertical, “niche” group forums
  - **Mastodon** (open, Twitter-like)
  - **PixelFed** (open, Instagram- like)
  - **Okuna** (open social network)
  - **Mahara** (open eportfolios)
  - Slack forum
  - Facebook / LinkedIn Groups

# Entertaining Lead Magnets

- Quizzes
- Surveys
- Giveaways
- Comic Strip
- List of Quotes / “Quotography”
- Desktop Wallpaper
- Zoom Virtual Background
- Web / Mobile App or Game / Interactive
- Manifesto

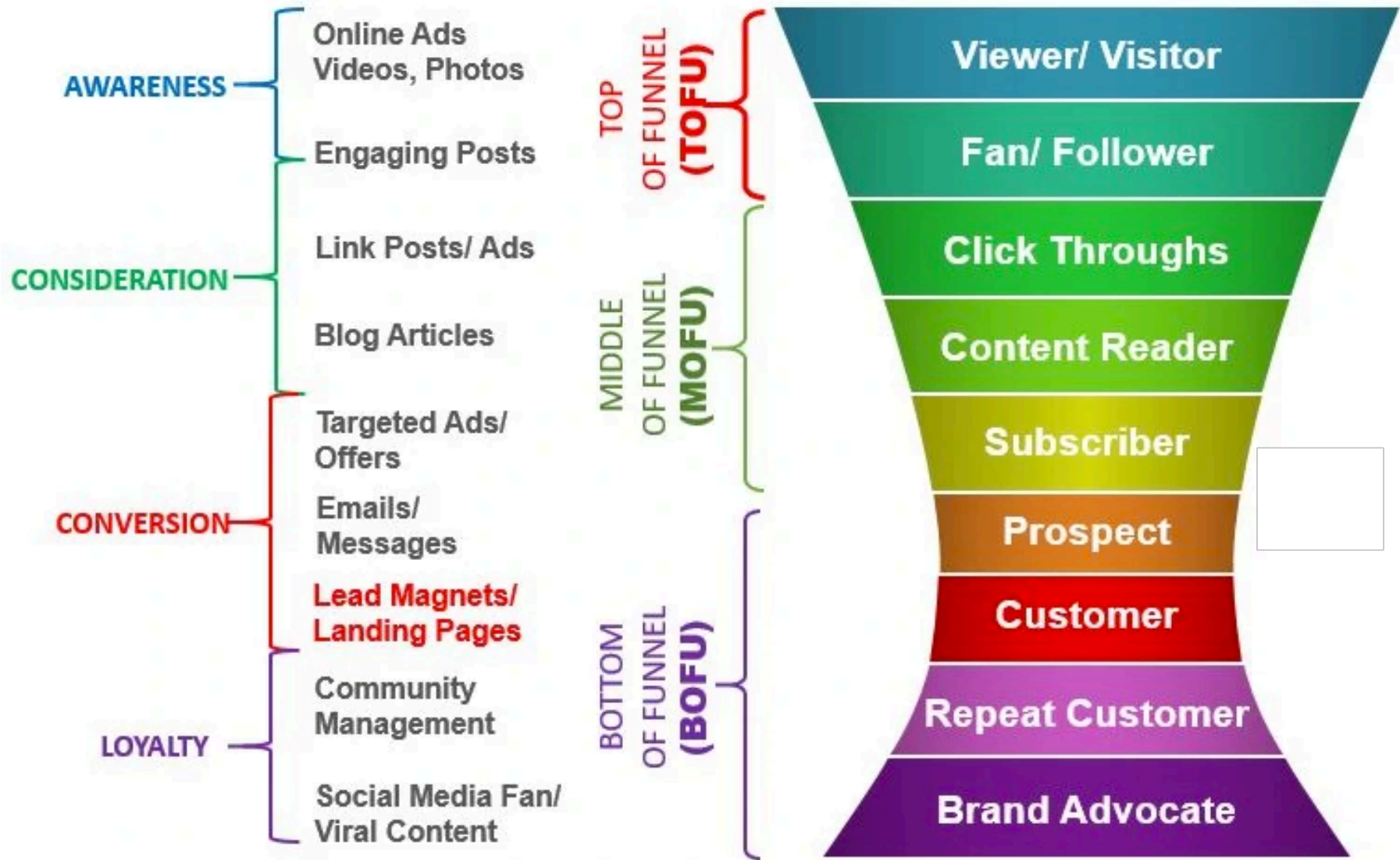
# Bottom-of-funnel Lead Magnets

- Free Shipping
- Free Trial (service, course, or product)
- Coupon / Discount Codes
- Free Service Session / Consultation / Coaching Session
- Free Quote
- Instant access to a free add-on / premium service
- Buy-one-get-one (BOGO) Offer
- Catalog
- Case Studies
- Moving Up a Waiting List

# Action Item – Build Your Content Strategy

<b>WHAT</b>	<ul style="list-style-type: none"><li>• What are our content objectives?</li><li>• What does our community / customers want to hear from us?</li><li>• What topics are we going to cover?</li><li>• What formats are we going to use, e.g., blogs, podcasts, videos, infographics, etc.?</li></ul>
<b>WHY</b>	<ul style="list-style-type: none"><li>• Why does anyone care about our content?</li><li>• Why are we creating this content?</li></ul>
<b>HOW</b>	<ul style="list-style-type: none"><li>• How are we adding value to our customers / community?</li><li>• How are we going to deliver our message?</li><li>• How should we say it (tone, language, imagery, etc.)?</li></ul>
<b>WHERE</b>	<ul style="list-style-type: none"><li>• Where will we get the content (assess your limitations)?</li><li>• Where will we curate content?</li><li>• Where will our content be published?</li></ul>
<b>WHEN</b>	<ul style="list-style-type: none"><li>• When will our content be published?</li><li>• When will our content need to be updated?</li></ul>
<b>WHO</b>	<ul style="list-style-type: none"><li>• Who will be responsible for producing the content?</li><li>• Who will maintain the content over time?</li><li>• Who will monitor and interact with the content?</li></ul>

# Map Your Content Marketing Funnel



# Additional Resources

- 69 Highly Effective Lead Magnet Ideas
- Where to find 100+ Free Lead Magnet Templates
- The Social Media Content Calendar Template Every Marketer Needs (Free Hubspot Template)
- How to Create a Social Media Content Calendar: Tips and Templates (Hootsuite)
- 97 Amazing Freebie (Content Creation) Sites For Founders & Makers
- 13 Stock Video, Stock Image, and Stock Audio Resources for Creators and Marketers
- The Top 149 Social Network Open-Source Projects
- 10 Best Podcast Hosting Platforms

# Content Creation Resources

- **Canva (Infographic & Social Media / General Image / Lead Magnet Creator)** – <http://canva.com>
- **Piktochart (Infographic / Visual Doc Creator)** – <http://piktochart.com>
- **Visme (Visual Document Creator)** – <https://www.visme.co/>
- **7 Elements Of A Great Product Video (With Examples)** - <https://idearocketanimation.com/14293-animated-product-videos/>
- **Free Stock Photos** – <https://www.pexels.com/>, <https://pixabay.com/>, <https://unsplash.com/>, <https://www.canva.com/photos/free/>
- **Videvo (Stock Videos)** – <https://www.videvo.net/>
- **Vexteezy (Vector Art, Stock Photos & Videos)** – <https://www.vecteezy.com/>
- **Powtoon (Animated Videos & Presentation Maker)** – <https://www.powtoon.com/home/>
- **Biteable (Video Maker)** – <https://biteable.com/>
- **Pixton (Comic Strip Maker)** – <https://www.pixton.com/>
- **Animaker (Animated Videos)** – <https://www.animaker.com/>
- **Moovly (Video)** – <https://www.moovly.com/>
- **StoryboardThat (Storyboard / Comic Strip Maker)** - <http://www.storyboardthat.com/business/team-and-business-edition>
- **iMovie (Mac) (Video Production)**
- **Windows Photos (PC) (Video Production)**
- **Adobe Spark (Cloud-based Video Production)** - <https://spark.adobe.com/>
- **Buzzsprout (Audio Podcasts)** – <https://buzzsprout.com>
- **Podbean (Audio / Video Podcasts)** – <https://podbean.com>
- **RedCircle (Audio Podcasts)** – <https://redcircle.com>
- **Anchor.fm (Audio Podcasts)** – <https://anchor.fm>
- **Bensound (Free Audio Loops / Clips)** – <https://www.bensound.com/>
- **Looperman (Free Audio Loops)** – <https://www.looperman.com/loops>
- **Envato (Royalty Free Audio Clips)** – <https://elements.envato.com/audio>



# Thank You!



## Any questions or further ideas? 😊

[rochelle@rochelle.ca](mailto:rochelle@rochelle.ca)

# Social Mention Definitions

- **Strength:** is the likelihood that your brand is being mentioned online, “mentions in the last 24 hours divided by total mentions”
- **Sentiment:** is the ratio of mentions that are generally positive
- **Passion:** is the likelihood that individuals talking about your brand are doing so repeatedly (repeat authors)
- **Reach:** is the range of influence, it is the number of unique authors referencing your brand by the total number of mentions