

# Why should B2B companies be Content Crazy?

---

A PRESENTATION  mantra

By **2020**, customers will manage **85%** of their **relationships** with an enterprise **without interacting** with a human.

Are you ready?

# Test your readiness in the changing B2B Content Marketing scenario

---

1. Do you have a content calendar for the coming year?
2. Do you actively manage your website and blogs?
3. Is your website mobile friendly?
4. Do you have a Social media presence?
5. Does your company use videos to explain products and services?
6. Do you have a dedicated content marketing resource/team?
7. Do you have an annual budget for content creation and content marketing?

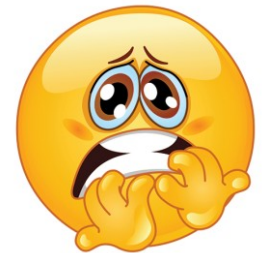
Yes / No

What's your score?

# Have you got some No's?



You could be behind the times!



# Numbers speak

---

STATISTICS SHOWING THE CHANGING B2B MARKETING  
LANDSCAPE

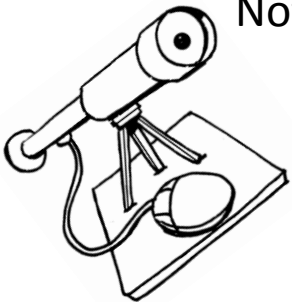
# B2B Buyers

81% of B2B purchase cycles **start** with web search

90% B2B buyers say when they are ready to buy, “they’ll find you.”

70% B2B buyers say they prefer getting to know a company via **articles** rather than ads

Looking for product first.  
Not for you.



# B2B Buyers

**44%** Researched company products using smartphones or tablets

**85%** B2B buyers believe companies should present information via social networks

**68%** B2B buyers now purchase goods online, up from 57% as per the 2013 State of B2B Procurement study, Acquity Group

---

98%

say **content marketing** is core to their marketing strategy

---

95%

identify **website** as the most leveraged content channel

---

54%

**more leads** are generated by **inbound marketing** than traditional **outbound marketing**

---

# B2B Marketers







# Marketers

---

78%

identify **videos** as the most leveraged content type

---

83%

marketers have the **objective** of **generating leads** through content marketing

---

73%

of B2B content marketers are **producing more content** than they did a year ago

---

41%

of marketers **confirm** marketing content's **positive ROI**

---

Did you  
know?

B2B researchers mostly start with a “generic” search and conduct average 12 searches before engaging with a brand’s site

Is your company on the top of search pages?

Non C-suite employees heavily influence purchase decisions

Do you have content to address the needs of all the employees who can influence buy decisions?

Did you  
know?

91% growth in B2B buyers using smartphones throughout buying cycle

Is your website mobile friendly?

By 2017, online video will make up nearly 70% of consumer Internet traffic.

Videos on landing pages increase conversions by 86%

How many online videos do you have?

# Uses of Content Marketing for B2B Businesses

---

# Content Marketing Value

---



Reach target audience effectively



Generate leads



Increase website traffic



Improve search engine rankings



Lower advertising costs



Increase brand awareness



Customer engagement to build loyalty and advocacy



Thought leadership

# Content Marketing Value... Contd.

---



Align content with the buyers' **interests, role, industry and place** in the buying cycle

**Individual customization**, 1-to-1 conversations and many-to-one collaboration



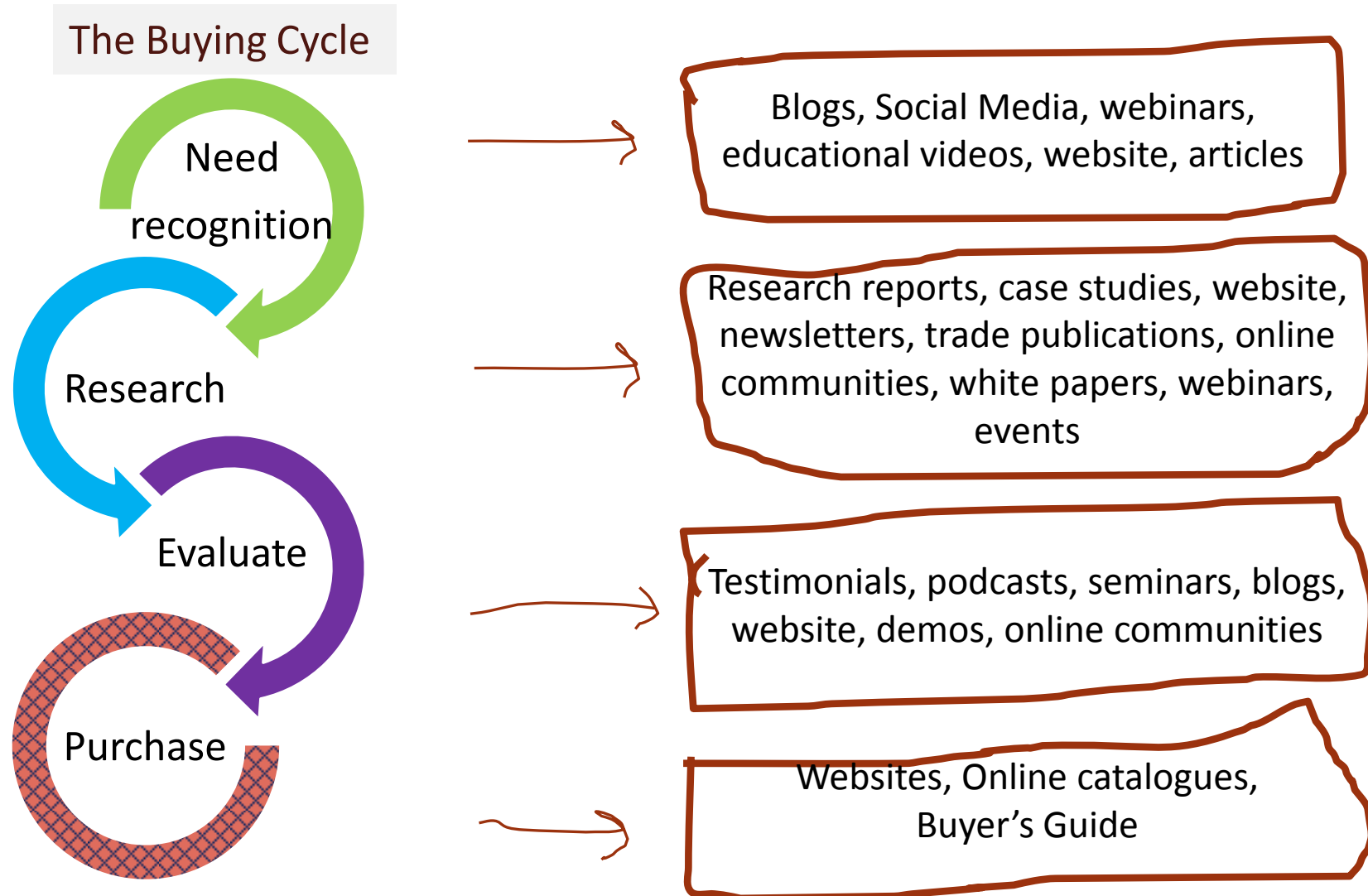
Influence **purchase decisions** by nurturing the prospects

**Passionate subscribers** – create a group of passionate subscribers who will evangelize the brand



**Customer upsell** – create engagement for other products and services

# Content is Required through the B2B Buying Cycle



# B2B Content Marketing Usage (by Tactic)



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs



## **Sources:**

[Target Marketing](#)

[Social Fresh](#)

[Earnest Agency](#)

[Iconrive](#)

[NewsCred](#)

State of B2B Content Marketing 2015, Regalix Research

2014 B2B Content Marketing Trends – North America: Content Marketing Institute/MarketingProfs

The Changing Face of B2B Marketing, thinkwithgoogle

Cisco Visual Networking Index: Forecast and Methodology, 2014-2019 White Paper



# mantran

Content Creation • Content Marketing • SEO Services

[www.mantran.in](http://www.mantran.in)

Email: [contact@mantran.in](mailto:contact@mantran.in)

Bangalore, India