

# Defining Engaging B2B Content



What is Engaging B2B  
Content?

Offers  
something  
new

- Engaging content offers a new thought, perspective, knowledge of something that was not previously known. It informs the reader of something that he or she didn't know before.
- " Engaging content gives your reader a peek at something he or she hasn't seen before, but can relate to in some way." – Shelly Bowen, Content Strategist

## Provides value to the reader

- Engaging content provides something of value to the reader. It should help with a query posted by the reader, or help them with an issue or question they have. The reader should relate to the content.
- “The only way to win at content marketing is for the reader to say, ‘This was written specifically for me’.” - Jamie Turner, Author
- “Content is anything that adds value to the reader’s life.” - Avinash Kaushik, Author & Entrepreneur

## Tells a story

- Like people, businesses have stories to tell. Engaging B2B content tells the story of successes, or a challenge or a hurdle crossed.
- "Sometimes a person needs a story more than food to stay alive." - Barry Lopez, Essayist and writer

## Draws attention

- Engaging content should draw attention of the reader through the right headlines, or images and of course, the copy.
- “Be so good they can’t ignore you.” - Steve Martin, actor, musician, writer

## Leads to action

- Engaging content should get readers to apply the concepts discussed in the content.
- Content can be so engaging, a reader is compelled to take action. Other times, they will register an emotion like respect, trust, curiosity and desire, and earmark the source in memory or digitally. - Patsi Krakoff, Content marketing Expert

Makes people  
share

- Engaging content is so useful and well presented, that it urges readers to share it.
- “Every piece of your content should be excellent enough that customers are compelled to share it.” - Joe Pulizzi, Founder of CMI





# The Impact of Engaging B2B Content

Your audience  
understands  
your offerings.

- Your audience understands your products or services, its features and benefits, how it works, so they get an understanding of what it offers.
- "Make the prospect a more informed buyer with content." - Robert Simon

You reach  
more people

- If your audience likes your blogs, videos and presentations in social media, they will share and it will reach more people.
- “Create content that reaches your audience’s audience.” - MarketingProfs

## Get traffic

- Encountering your engaging content around the web (and finding it interesting), will bring prospects to your website.
- “Content Marketing is all the Marketing that’s left.” - Seth Godin, Marketing guru

## Get leads

- Your audience finds your content convincing and makes an inquiry to buy your services or products.
- Content builds relationships. Relationships are built on trust. Trust builds revenue. – Andrew Davis, Marketing Speaker & Bestselling Author

# Makes you a thought leader

- Publishing blogs on important subjects, expressing opinions, new ideas, will establish you as an expert on the subject. They will remember you if its you who provided the best answer on a particular topic.
- “Content is King” – Bill Gates

## Builds brand

- Creating useful B2B content is a way to strengthen you and your company as a thought leader in the industry, constantly giving out tips, industry news to your audience, positioning you as an expert. Most successful businesses are thought leaders.
- “You need to create ridiculously good content – content that is useful, enjoyable and inspired.” - Ann Handley, Chief Content Officer, MarketingProfs

## A buzz is created

- Creating B2B content consistently will position you as an object of interest to your audience. They will look forward to receiving more content from you. They will put your business ahead of the competition.
- “We need to stop interrupting what people are interested in and be what people are interested in.” - Craig Davis, former Chief Creative Officer at J. Walter Thompson.



Thank you



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