B2B Content Marketing Tips for 2020

A recent article says the reason that most B2B content marketing fails is that B2B content marketing is boring! Here are 5 tips to make your B2B content marketing less boring and more effective.



1. Go Outside Your Owned Media: Amplify outside your owned channels, such as media and influencer relationships, guest blogging and speaking events ~ Content Marketing Institute
2. B2B Videos: Your employees are experts. B2B videos featuring your employees provide a great medium for highlighting your expert employees ~ Neal Schaffer
3. Promote Your B2B Content: Competition in the “attention economy” is intense, and relying solely on organic reach is a potentially disastrous mistake. ~ Wordstream
4. Translate Experts: B2B content marketers "rely on subject-matter experts for credible information," but using technical language and jargon makes the articles difficult to understand and remember. ~ Publishing Executive
5. Build Trust: Produce content that is highly relevant to the problems your audience is facing and avoiding topics that provide no value. ~ LYFE Marketing