



Image: Gerd Altmann

In 2019, guess which marketing channel produced the most leads for B2B companies? Email!

According to the [Digital Marketing Community](#), “Email marketing is ranked as the top B2B digital marketers marketing channel that delivers the highest ROI at a rate of 49%.”

Rounding out the top five are live events, search engine marketing, content marketing, and social media.

What does that mean for B2B companies?

Your marketing efforts need to happen on more than one plane, while taking a few things into consideration, including the target market, preferred media, and where the lead is along the buyer’s journey.

What type of B2B content helps to move the customer through the buying funnel?

As you can see from this [Modern Marketing Partners chart](#), B2B marketers adjust their approach based on where a buyer is in the marketing funnel.

In Which Stage of the Buyer's Journey Is Each Content Type Most Effective* When Used for Demand Generation Purposes?

	Early Stage (Awareness/Interest)	Middle Stage (Consideration/Intent)	Late Stage (Evaluation/Purchase)
Blog posts/articles	73%	21%	6%
Case studies	18%	42%	40%
Ebooks	56%	39%	6%
In-person events	35%	33%	32%
Interactive content	46%	46%	8%
Podcasts	57%	35%	7%
Videos	54%	40%	6%
Webinars	36%	47%	17%
White papers	34%	53%	14%
Other types of content	36%	37%	27%

**Effective was defined as succeeding at moving leads/potential customers to the next stage (e.g., generating an initial inquiry, nurturing a lead through the buying process or convincing/persuading someone to make a purchase) based on your organization's specific objectives.*

Base: 192 global for-profit marketers, primarily B2B in North America, who use content marketing to generate demand. Aided list.

Source: Using Content Marketing to Generate Demand, Create New Audiences. Content Marketing Institute. October 31, 2018 release date.

Early: blog posts, articles, ebooks, interactive content, and videos, podcasts

Middle: white papers, webinars, videos, interactive content, case studies

Late: case studies, in-person events, webinars, white papers

What does that mean for me?

If your business goal is to increase leads and to generate additional income this year, consider this approach.

1. Define your target market - only those you want to work with this year. Break that down into a top 5, secondary 10, and tertiary 20. Use a [prospecting tool](#) to help you identify those people.
2. If you already have some of those people as clients, consider where they are in the buying funnel. Then develop content using their preferred media format to take the next step in the service-buying process.
3. Develop an on-going, relationship touch-point strategy to connect with them each

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quarter. This may be face to face or over the phone, generally avoid email for this step.

4. Step up your social media efforts by adding more organic content about your business, yourself, and your community to help increase engagement. Testimonials, behind the scenes, and interviews are a great way to give insight into why you do what you do.
5. Create a monthly theme for your marketing and social media efforts that are geared toward lead growth. Share that with your staff so they too can be on the lookout for content and ideas to help you reach a monthly goal.

If you're a sole practitioner, consider working closely with a marketing and/or business development professional who understands your goals and knows how to make them a reality.

If you have marketing or social media questions, or are looking for a support team to help you with your efforts, give us a call or complete the following form. We enjoy helping CPAs and small business owners build their marketing muscle.

First Name (required)

Last Name (required)

Company (required)

Your Email (required)

Your Phone Number (required)

Your Message

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