



Content Marketing Ideas: B2B Edition

Spotlight on Employees

Feature your Employees— they're the heart behind your business. Show off your team and express how working with your company is also working with some of the best workers out there.

Make a Step-by-Step Guide

Show exactly how your company accomplishes tasks. It will layout exactly what future business customers should expect and build their trust with your company.

Show your Community Involvement

People love seeing companies get involved in the community. Even if the public isn't your target market, it is always best to have a good reputation and be memorable.

Educate about Possible Issues

You're in the business to solve problems, but businesses might not realize there is a problem. Educate your market to be on the look out for possible issues and know when to call you before the issue escalates.

Show the Product/ Service in Action

Demonstrate the high quality of your products. Being able to witness a product or service increases the trust between a company and what they are buying.

Case Studies

Without a doubt your business has experienced and overcome some interesting or difficult work situations. Use those stories to show how your company can handle large challenges and still come out successful.

Tips on Preventing Issues

Businesses will appreciate any helpful guidance to avoid running into problems. As the experts, provide simple everyday tips to solve regular problems.

Product Reviews

If you work with a variety of products, try reviewing them online. While you'll want to keep it positive, expressing your thoughts on products will show businesses that you truly consider and contemplate what you use.

Get Testimonials

Social proof is huge for any new customers. A suggestion can go a long way in changing a person's mind. Try taking quotes from business or even better—a short video.