

# Content Is King

## Own the outcomes but share the responsibilities



**In marketing, content will always be king.** In digital channels, that couldn't be more true. But despite these realities, many GTM teams still underestimate the volumes necessary and underinvest in truly differentiating quality. If your organization isn't very focused on creating content going forward, you're going to lose ground. In today's crowded, noisy markets, you won't be seen, heard or listened to.

**In this infographic,** we'll look at what great content is, the organizational obstacles that get in the way of creating it and how teams can overcome such challenges to restart these critical engines.

### Content drives interest – from before a project is created onwards<sup>1</sup>

Great content can create a lasting impression with potential buyers.



79% of buyers engage with marketing materials about potential solutions before an actual project is launched.

Vendors that educate buyers have an overwhelming short-listing advantage.



Buyers are 91% more likely to engage with a vendor who previously helped educate them on the topic.

Great content gets you into more buyers' journeys and can keep others out.



Individual buying team members consume at least 5 content assets before talking to any sales rep.

### Great content starts with a customer-centric mindset

In our two decades of experience helping vendors create breakthrough digital assets, we've identified the core characteristics typical of the best-performing pieces.



#### Five characteristics of great B2B content<sup>2</sup>

- 1. Customer-centric.** Focuses intently on buyers' specific needs rather than on the many particulars your solution might address.
- 2. Constructive.** By anticipating the team's needs, it builds momentum: confidence in themselves to make smart choices and in you as a partner.
- 3. Empathetic.** Addresses the complexities of B2B decision-making and the personal and corporate risk inherent in making an enterprise buy.
- 4. Relevant.** Focuses on supporting the "jobs to be done" by a buying team as they work through their particular buying process tasks.
- 5. Useful.** Guides each functional member of the team through their part in the journey by providing the information they need, at the right times, in the formats they prefer.

### Organizational realities can make great content difficult

A complex mix of factors prevents organizations from consistently creating great content. They are difficult to address in the short term and may be beyond solving for the foreseeable future. That's why, to compete successfully, you may need to think seriously about changing your existing model.

#### Chronic barriers to content creation greatness<sup>3</sup>



Responsibilities for critical content inputs are often **fragmented and widely distributed.**



Finding the right talent – or developing it – is **expensive and takes time.**



Small, under-resourced teams can't manage around combined **quality and the volume demands.**



"Content creators" may actually have a wide variety of **other high-priority tasks.**

### Truly solving content challenges – without going it alone

An expert B2B content partner can help teams end-to-end, from strategy through consistent high-quality deliverables. Careful evaluation of a supplier's subject matter expertise, experience, resources, flexibility and agility can put you on the path to the reliable, sustainable content supply chain you need.

#### What to look for in a great content partner



**Subject matter expertise** and a deep understanding of your markets, buyer personas and industry dynamics.



Proven capabilities in both traditional and **interactive content** formats and delivery.



**Primary research access and capabilities** to ensure content resonates, remains relevant and can offer compelling quantitative claims.



**Content audit and analytics** capabilities to assess what is/isn't working and identify gaps in your library.



Ability to support **global requirements** with regional market knowledge and translation/localization services.



Practical knowledge of the relationship between **content, lead-gen and sales enablement** to achieve campaign and pipeline targets.

**Today's buyers need fast and effective content resources to guide their purchase decisions.** Organizations that can provide this have a big leg up. Struggling teams should consider assistance from expert third-party content creation firms, like **TechTarget's Enterprise Strategy Group (ESG)**, that can help differentiate you and your offering to achieve both near-term goals and longer-term digital competitiveness.

To learn more about achieving lasting content success, contact **Brian McGovern** or **Rich Stone** today.

Source:  
1. TechTarget | 2021 Media Consumption Report: North America  
2-3. ESG | What is Great Content for Buyers and Why's it So Hard?