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 Is King
Owning the outcomes but share the responsibilities

Five characteristics of great B2B content

1. Customer-centric: Focusses 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.
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.

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.
- Ability to support global requirements with regional market knowledge and translation/localization services.
- Content audit and analytics capabilities to assess what’s/what’s not working and identify gaps in your library.
- Practical knowledge of the relationship between content, lead-gen and sales enablement to achieve campaign and pipeline targets.
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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.