

A Special Report for B2B Marketing Executives

How to Quickly Produce Effective B2B Marketing Content



EXECUTIVE SUMMARY

Your changing role as a B2B marketing executive

If it seems like the challenges you face in your role as a B2B marketing executive change every time you turn around, it's because they do!

Advancements in technology, introduction of new media types, fluctuations in buyer behavior, and responses to legislative initiatives and global imperatives all affect the ever-changing landscape of B2B marketing. That's generally speaking. Your particular industry undoubtedly has its own set of challenges on top of those!

Your one constant in your B2B marketing challenges

There is one area where all these challenges converge. Content. Regardless of the industry, product, or delivery method, content is required. Content that results in leads, conversions, clicks, shares, and sales. In short, effective content. Content that gets results. Producing that content is your responsibility.

Your top challenges in producing effective B2B marketing content

With 96% of marketers recently surveyed indicating that content marketing is important to their organizations¹, it's safe to say that producing and managing that content is a universal concern, with many challenges.

In this white paper we will address three of them:

- 🌱 How to produce more effective content
- 🌱 How to produce that effective content faster
- 🌱 How to boost staff morale in this pressure-cooker atmosphere

Your solution

In conclusion, we'll show you how specialized training can meet these challenges and make a measurable difference in your ROI.



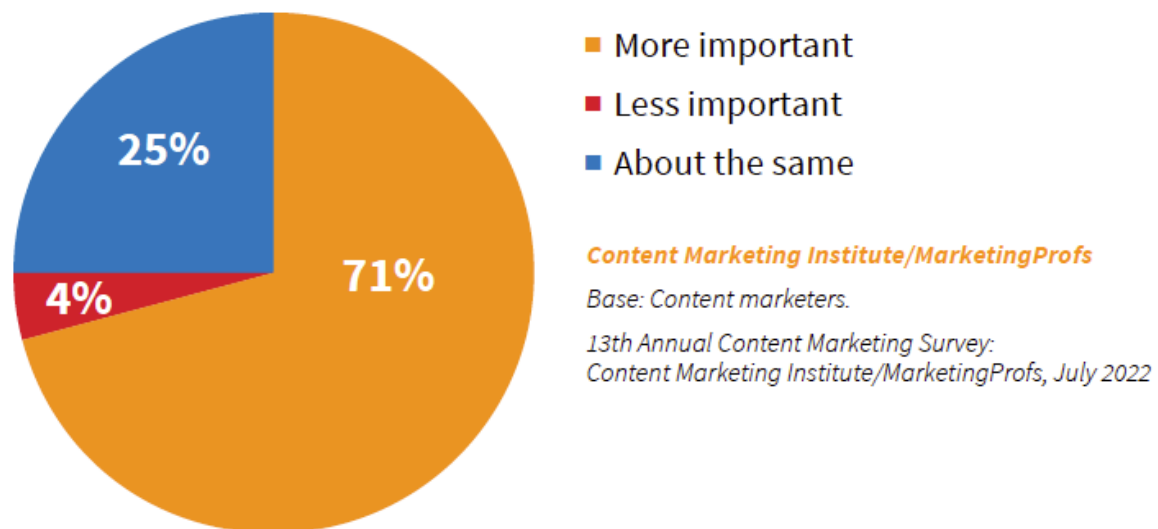
B2B content marketing is too important to leave to chance

For the past 13 years, the Content Marketing Institute (CMI) and Marketing Profs have partnered to produce an annual report on benchmarks, budgets, and trends for B2B content marketing leaders (CMI survey).

You may be familiar with it. In fact, you may have even submitted survey responses that found their way into the facts and figures presented by this collaboration of content marketing educators. Perhaps you were one of the 71% of the content marketers surveyed that said content marketing has become more important to their organization over the last year. Another 25% indicated that the importance of content marketing has remained the same.²

Fully 96% of marketers surveyed consider content marketing important. That's too important to leave to chance.

Importance of B2B Content Marketing in the Last Year

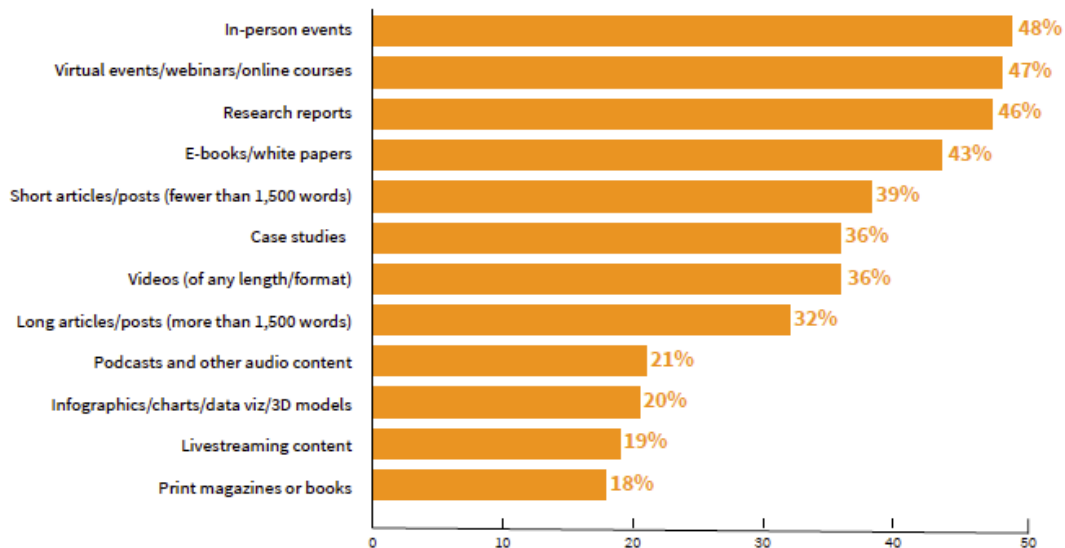


Why you need to produce more effective content, faster

Post-pandemic, we're glad to be back in touch with people. In-person events topped the list of B2B content assets producing the best results for 48% of the CMI survey respondents.³ People are relieved that the crush of the COVID pandemic has eased, enough so that trade shows and other in-person events are surging back onto the scene. That's especially welcome news for B2B salespeople who excel at face-to-face marketing.

But virtual events, webinars, and online courses became the “new normal” during those long months of forced isolation. We all became more comfortable with these online forms of content marketing and they continue to produce good results for content assets that are employed in those electronically interactive channels, as 47% of the marketers noted.⁴

B2B Content Assets That Produced the Best Results in Last 12 Months



Content Marketing Institute/MarketingProfs

Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, “Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply).”

Base: Content marketers who use each content asset listed. Multiple responses permitted.

13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

The buyer’s journey has changed

Buyers became more comfortable online as well, beginning their research through websites, reports, e-books, case studies, and other material available at the click of a button. They often don’t want to interact with a salesperson until they are educated and have narrowed down their alternatives. They may have already eliminated your brand or product from consideration, without you even knowing it!

In fact, Gartner research finds that when B2B buyers are considering a purchase, they spend only 17% of that time meeting with potential suppliers. When buyers are comparing multiple suppliers, the amount of time spent with any one sales rep may be only 5% or 6%.⁵



What are they doing the rest of the time? Researching. In other words, consuming content related to their purchase. Gartner estimates that the typical buying group for a complex B2B solution involves six to 10 decision makers, each having gathered four or five pieces of information independently, for **up to 50 pieces of content** that must be reconciled within the group.⁶

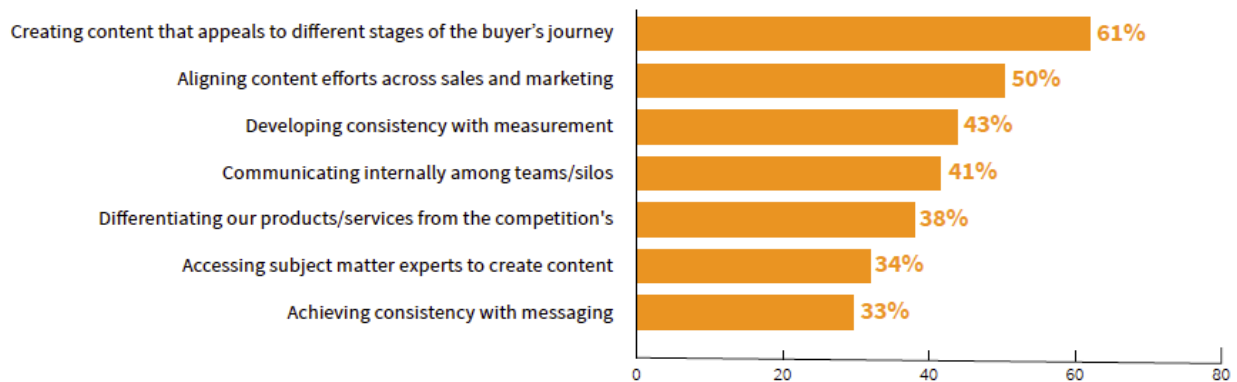
B2B marketing content must keep pace

This shift in the buyers' journey requires a shift in content marketing strategy toward a focus on "buyer enablement," according to executive leadership at Gartner. And "shifting the commercial strategy to buyer enablement requires reallocating resources to producing a different kind of content altogether. There is an urgent need for marketers to move their content marketing portfolio away from thought leadership, industry trends and infotainment, which comprise the bulk of today's content marketing fare, and toward buyer enablement."⁷

There is an urgent need for marketers to move their content toward buyer enablement.

The quality of the content provided at every step of the buyer's journey can greatly influence their decision. According to 61% of the marketers in the CMI survey, producing that content is marketers' biggest challenge.⁸

B2B Organizations' Current Content Marketing Challenges



Content Marketing Institute/MarketingProfs
Base: Content marketers who measure content performance.
Aided list; multiple responses permitted.
13th Annual Content Marketing Survey:
Content Marketing Institute/Marketing Profs, July 2022

Some CMI survey respondents went on to offer their solutions to the challenge of quickly producing effective B2B marketing content. Most said something similar to this marketing executive: “Increase the size of the team...There’s a lot we want to do but we lack the resources to do it all.”⁹

Or this one: “Have more budget to selectively outsource content creation. We simply cannot create enough new content to keep up with the demand...”¹⁰

Increasing staff or outsourcing *can* produce more content, but there’s no guarantee it will be *effective* content. You can easily increase quantity, but the challenge is to increase your *quantity of quality* content, quickly.

Training can help

One CMI survey respondent voiced the solution to this challenge: “Increase investment into training and team knowledge because as a team of three it’s very hard to stay on top of the game.”¹¹

The pressure-cooker environment created by the need to produce more effective content and produce it faster signals the need for training. Training also addresses the third challenge B2B marketing executives encounter — that of maintaining team morale, which can flag in the face of the constant pressure to produce.

How training can boost team morale, keep staff satisfied

In a 2022 employee training study compiled by project management software firm Teamstage, statistics showed that “training increases employee productivity. Better trained employees are more likely to take more control over their work, engage in creative thinking and problem-solving processes. Therefore, they need less supervision, which simultaneously makes them more satisfied with their jobs.”¹²

68% of workers consider training and development opportunities an organization’s most important policy	Companies that invest in training have a 24% higher profit margin* *American Society for Training and Development
Learning and training at a workplace are important to 87% of millennials	Employee retention rate grows by 30 - 50% at companies with a potent training program

Thirteen CMOs and VPs of Marketing interviewed by Demand Gen Report cited one of their top priorities in the coming years was to focus on developing teams that are efficient, productive, and engaged.¹³

How to choose the best training program for B2B copywriting

Google “methods of training and development” or a similar keyword phrase and you’ll be returned articles that tell you “the 2 methods” all the way up to “the top 10 methods” of effectively training people. Drill down into “B2B copywriting training” and you’re met with pages and pages of online training courses, video programs, and conferences. Considering the investment many training programs require, let’s look at what doesn’t work:

Conferences

- The instructor needs to teach to the “lowest common denominator” of a large group — your staff most likely has differing levels of knowledge and skill sets.
- The learning is constrained by time. Overwhelmed attendees often refer to the concept of “drinking from a firehose” when assessing conference-based training.
- Without adequate follow-up, the knowledge gained is often quickly lost.

Video Training

- Compiling a library of video training resources usually incurs a large capital outlay.
- Materials eventually become outdated, requiring significant cost to update.
- No opportunity to interact with presenter.

Online Courses

- By their very nature, often taught by academics in a rigid structure.
- Seldom any chance for interaction with instructor.

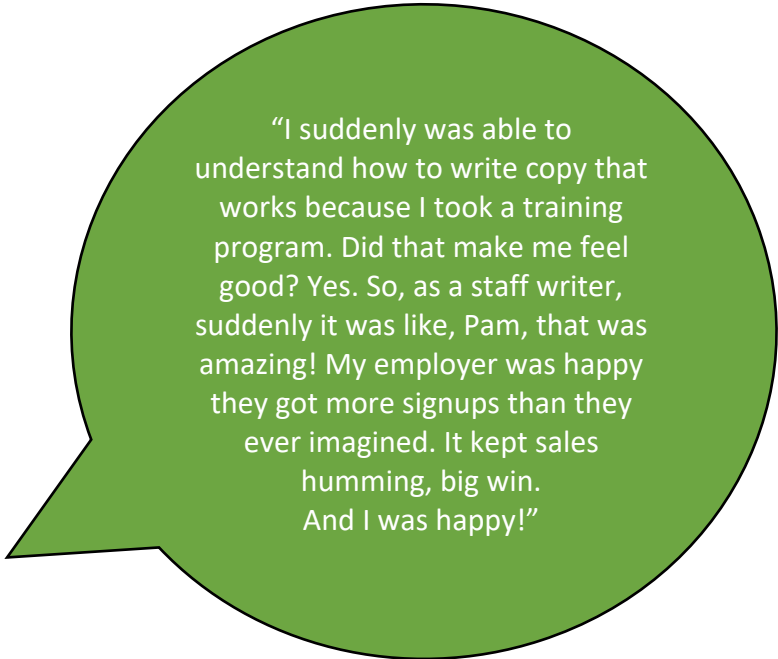
Even combinations of these, and other, methods usually lack the most essential elements of successful training: support and mentoring. Terri A. Scandura, a management professor and dean of the graduate school at the University of Miami, says most Fortune 500 companies see mentoring as an important employee development tool, with 71% of them having mentoring programs.¹⁴

A new training solution...

Producing that high quality buyer-enablement content, producing it quickly, and keeping team members engaged are all challenges that can be solved with **world class B2B copywriting training**. A skilled copywriter, trained in the techniques particular to B2B marketing, can produce that content efficiently and consistently. This is specialized training that many marketing team members have never received. It is training that can make the difference between a lackluster marketing campaign and a blockbuster one.

Consider this example: The typical direct mail response rate over time has been one to 3%. After completing a copywriting training course, one in-house staff writer put her new-found knowledge to the test with a direct mail multi-piece package promoting a B2B loyalty program. The mailing package garnered a **15% response rate**.¹⁵

Not only did the program profit the company, but the writer enjoyed the satisfaction of contributing to the company in a measurable way.



“I suddenly was able to understand how to write copy that works because I took a training program. Did that make me feel good? Yes. So, as a staff writer, suddenly it was like, Pam, that was amazing! My employer was happy they got more signups than they ever imagined. It kept sales humming, big win. And I was happy!”

This training is focused on mastery in driving leads, sales, and retention through effective copy. Writers are trained to write persuasive, customer-focused B2B content and copy, with strong offers and clear calls-to-action.

Over three dozen projects that cover the entire B2B buying cycle are addressed in an ever-growing catalog of courses, extensive library of articles, and in more than 150 targeted professional training webinars.

Skills are perfected through carefully crafted practice assignments; work product can be assessed against comprehensive checklists; templates are provided, eliminating the need to “start from scratch” for each new piece of copy, enabling you to produce content faster.

...With a new approach

The key difference between this training approach and others is that it utilizes **actual B2B copywriters** — experienced professionals currently producing effective B2B marketing content through their own businesses. They are experts in their field.

As active businesspeople they remain up to date on current trends, topics, and technologies, and they remain available to your staff with ongoing support and guidance. In this way you can ensure your marketing writers continue to grow in their knowledge, skills, and abilities.

This unique training will enable you to meet your challenges

Specifically, you will be able to:

- Produce more effective B2B marketing content that results in leads, conversions, clicks, shares, and sales. Content that gets results and makes a measurable difference in your ROI.
- Produce that content faster — to keep up with demand from within and without your organization.
- Boost staff morale as they become skilled, efficient, well-trained B2B copywriters able to respond to the new buyer-enablement strategy of copywriting.

[Learn more](#) about how B2B copywriter training can meet your challenges.

About B2B Writers International

Formerly known as B2BWritingSuccess.com, *B2B Writers International* is a Division of American Writers & Artists Institute (AWAI), a leading publisher of copywriting and content writing training programs and support. Since 1997, AWAI has trained countless copywriters, including thousands of professional B2B writers.

Now, 10 years since our B2B-focused launch, we've re-branded as *B2B Writers International* to reflect our global B2B writing community and to continue providing world-class training on an ever-expanding scope of B2B writing opportunities.



Sources

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² Content Marketing Institute. p.3

³ Content Marketing Institute. p.15

⁴ Content Marketing Institute. p.15

⁵ “The B2 Buying Journey.” Gartner. n.d. Retrieved 16 April 2023 from: <https://www.gartner.com/en/sales/insights/b2b-buying-journey>

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⁷ “Gartner Says B2B Brands Need to Rethink Their Content Marketing Strategy.” Business Wire. 10 October 2018. Retrieved 16 April 2023 from: <https://www.businesswire.com/news/home/20181010005895/en/Gartner-Says-B2B-Brands-Need-to-Rethink-Their-Content-Marketing-Strategy>

⁸ Content Marketing Institute. p.38

⁹ Content Marketing Institute. p.42

¹⁰ Content Marketing Institute. p.42

¹¹ Content Marketing Institute. p.42

¹² “Employee Training Statistics: Cost of Progress in 2023.” TeamStage Blog. n.d. Retrieved 16 April 2023 from: <https://teamstage.io/training-statistics/>

¹³ “The B2B CMO Balancing Act.” Latane Conant. Demand Gen Report. n.d. Retrieved 16 April 2023 from: <https://www1.demandgenreport.com/a/the-b2b-cmo-balancing-act/latane-conant/>

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