



# Why B2B Technology Companies Struggle with Content Marketing

## SUMMARY

An overwhelming majority (81%) of B2B companies use content marketing strategies today. However, less than half of them consider their content marketing to be effective. Customer acquisition is increasingly difficult and expensive today and many B2B tech firms are realizing that an effective content marketing strategy can provide that edge in client acquisition – if they can get it right.



## LACK OF LEADERSHIP BUY-IN FOR A CONTENT MARKETING STRATEGY:

Large B2B software enterprises are primarily focused on selling, and everyone in the firm is primed for any activity that involves a tangible lead and a specific opportunity. Content marketing is seen as a secondary activity, with very little tangible results in terms of ROI and lead generation. Leaders in these firms also tend to have low tolerance for what they see as "fluff".

## THERE IS NO CONTENT STRATEGY:

Content strategy is about the right content at the right time in the right place. In many large B2B tech firms, there is no content strategy, and content is very often developed to an editorial plan that focuses on volume of output as opposed to quality and relevance. Very often, such content has little or no alignment with the overall business and market strategy.

## CONTENT IS UNFOCUSED AND OF POOR QUALITY:

In a quarter-to-quarter sales quota driven environment, the main focus of organizational resources is on making the numbers. Tech firms tend to use most of their digital real estate on "selling". Every page in the web site tends to be about products and offerings. The content that hangs off of these pages is mostly sales collateral. Content creation tends to be un-coordinated, assigned to junior-level resources, and is of poor quality,

## THERE IS NO STRATEGY FOR CONTENT DISTRIBUTION:

We find that very often, good content tends to be buried deep inside the site somewhere, with limited or no visibility in social media. Multiple content development programs often overlap even within a specific department or function, with often conflicting timelines and objectives. Social media engagement tends to be spotty and highly uncoordinated, with no alignment to a higher level strategy.



## THERE ARE NO METRICS:

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Most marketing functions struggle to determine the effectiveness of marketing and branding in general, and the CMI survey indicates that only around 20% are tracking ROI on content marketing. If anything, the ROI is even less clear in B2B tech companies.

Here are 3 things we advise our clients to do, especially the ones who are in early stages of content marketing:

- **Develop an overall content strategy:** Most B2B firms have a really good idea of who their target audiences are, and have multiple offerings targeted at multiple audiences. The content strategy needs to address all these audiences effectively and consistently.
- **Develop content with context:** Content without context has no meaning. Many firms outsource content development to firms that have little or no appreciation of the business or the firm context. I work in healthcare, and my clients appreciate the deep level of context we bring to the content and help align it to overall growth strategy and objectives.

- **Develop a content distribution and amplification strategy and ensure alignment across distribution channels:** One of my favorite quotes is that if a tree falls in a forest and no one hears it, it never really happened. All too often, we see high volume content that is invisible on social media, and improperly tagged for SEO. No one gets to see them in all the noise out there.

Customer acquisition is increasingly difficult and expensive today. Many B2B tech firms are realizing that an effective content marketing strategy can provide that edge in client acquisition – if they can get it right.



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This paper has drawn on a wide variety of published sources including industry publications, company websites, news releases, and Damo Consulting Inc research and interactions with healthcare executives and technology firms.

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