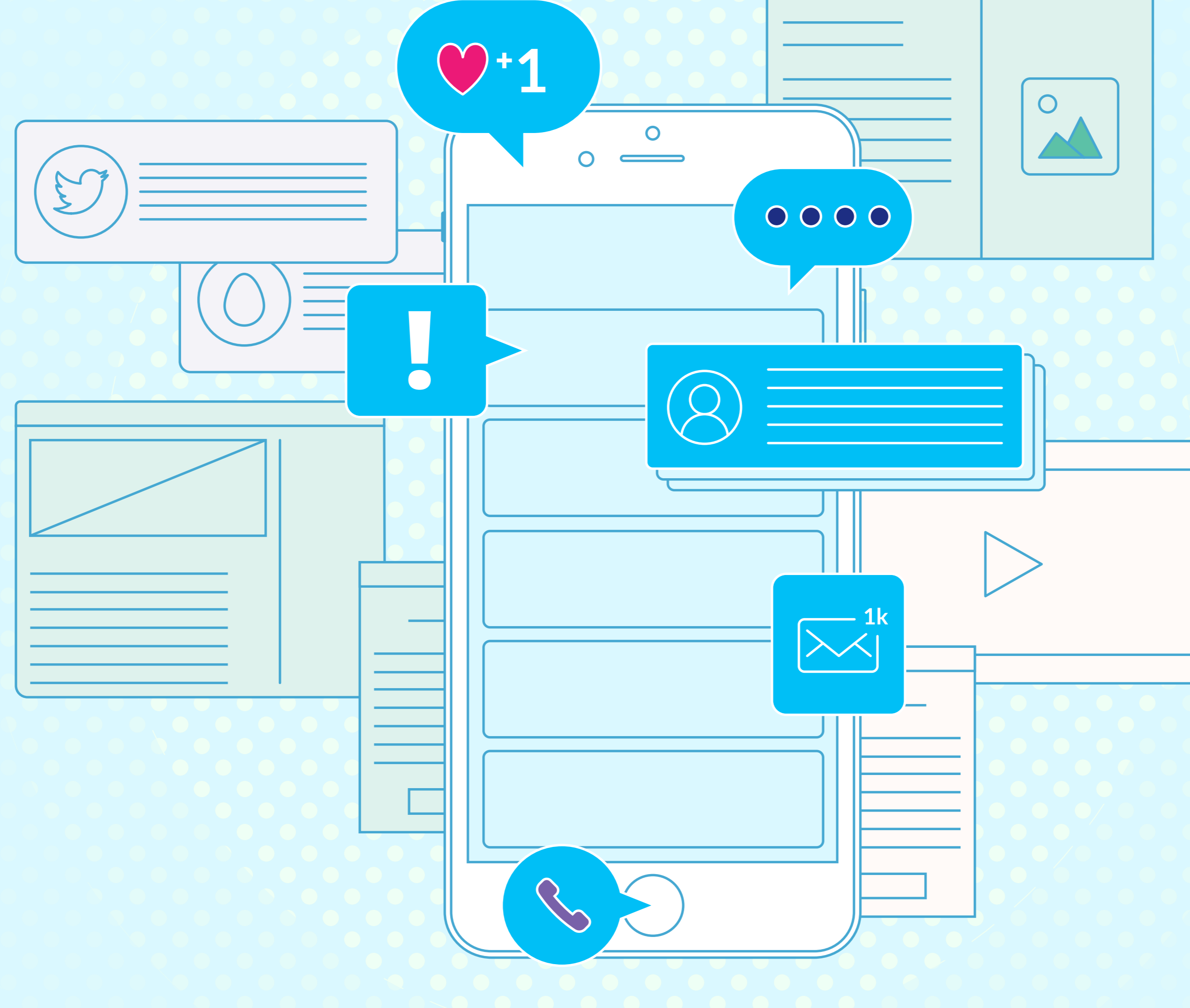


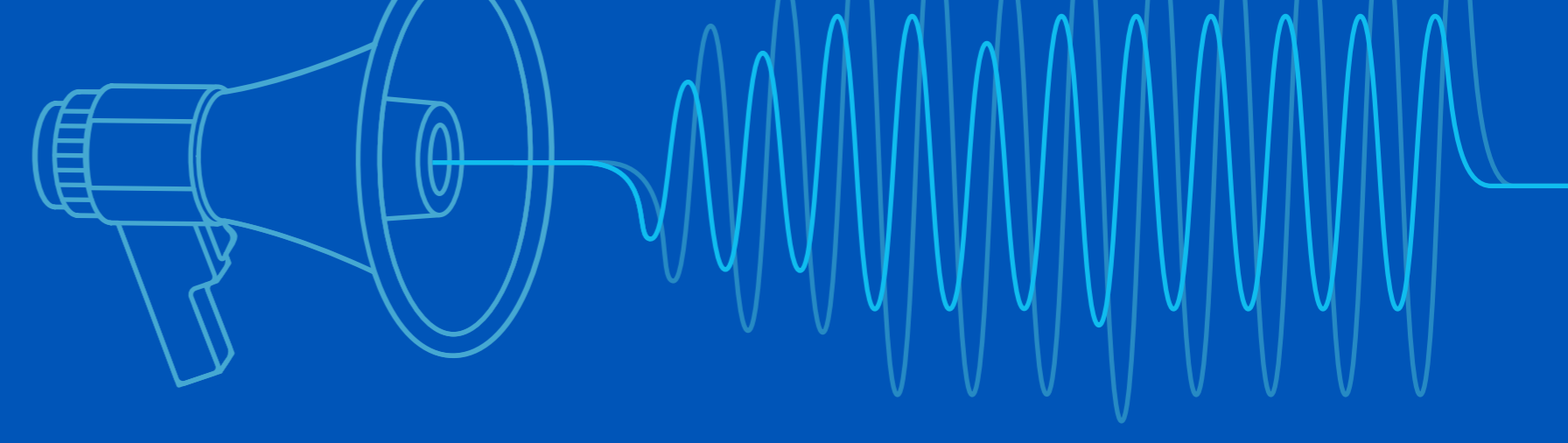
DOES YOUR MARKETING CONTENT CUT THROUGH THE NOISE (OR ADD TO IT)?



IT'S NOISY OUT THERE

B2B buyers have information overload. They're bombarded with marketing messages they just don't care about.

Only **28% of buyers** use marketing collateral in their purchase decision.¹



To help you get noticed in the noisy content ecosystem, we surveyed more than 3,000 professionals to find out what they actually want from your content.

So does your content make the cut? **Ask yourself these questions:**

1 IS YOUR FORMAT ENGAGING?

Professionals say the most engaging types of content are:



The more alive your content feels, the more interest you'll get. **So spend less time (and money) on the static, text-based stuff.**

2 ARE YOU DELIVERING VALUE?

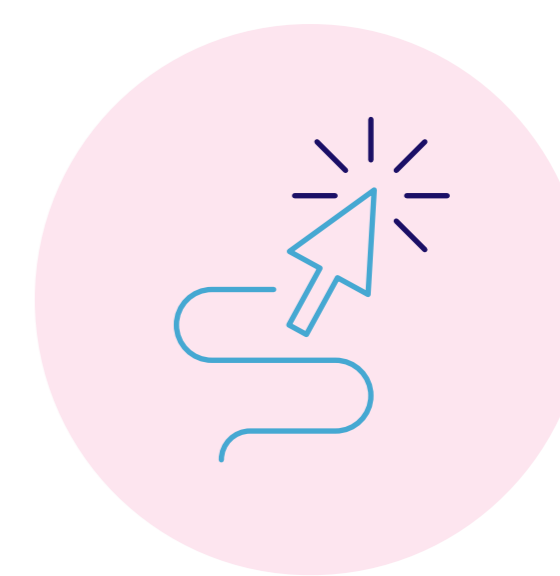
Professionals say the following topics are most valuable:



BEST PRACTICES AND EDUCATIONAL CONTENT



STATISTICS AND RESEARCH FINDINGS



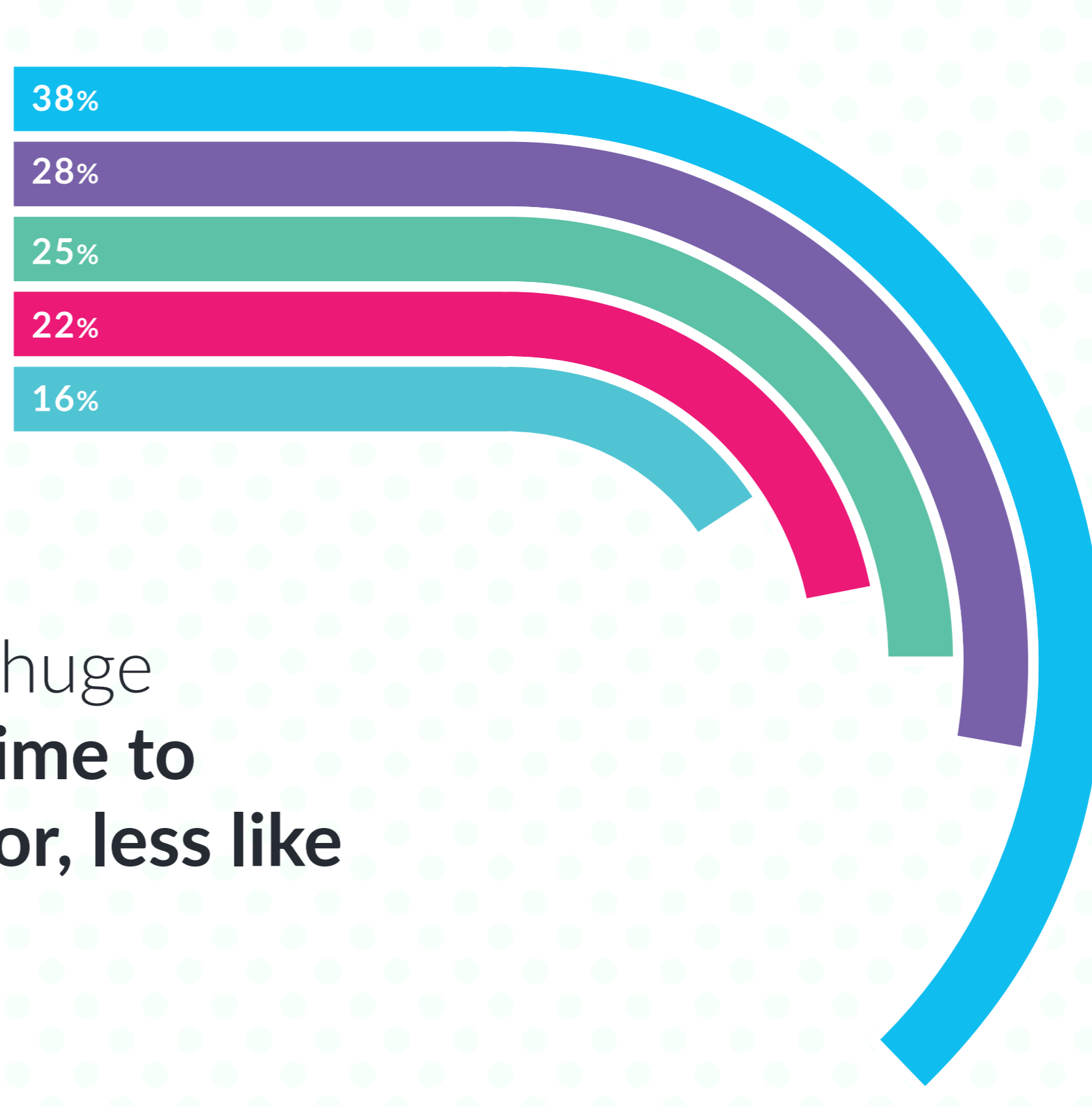
PRODUCT TUTORIAL DEMOS

Your content needs more than just marketing speak. **Customers want practical insights they can put to work.**

3 DO YOU MATCH YOUR AUDIENCE'S MOTIVATIONS?

STRONGEST MOTIVATORS FOR CONSUMING CONTENT

- Learn **new knowledge or skills**
- Stay up to date with **industry trends**
- Spark **fresh ideas**
- Get more **product information**
- Help make **business decisions**



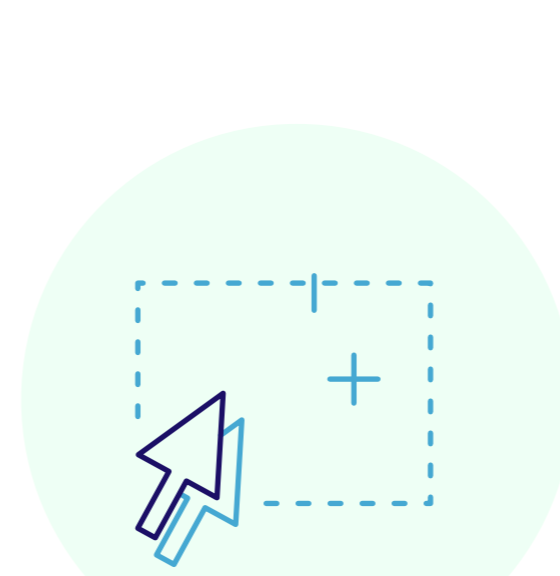
Learning something new is a huge incentive for professionals. **Time to think of yourself like a mentor, less like a marketer.**

4 DO YOU BUILD TRUST?

Marketers tend to focus on marketing collateral and website content, but buyers say the most trustworthy types of content are:



USER REVIEWS AND PEER REFERRALS



PRODUCT DEMOS



ANALYST RANKINGS AND REPORTS

An outside opinion is critical, so provide your audience with authoritative, third-party content to help validate your business.

5 ARE YOU FORMING EMOTIONAL CONNECTIONS?

Emotion plays a bigger part in the B2B buying journey than most marketers think.

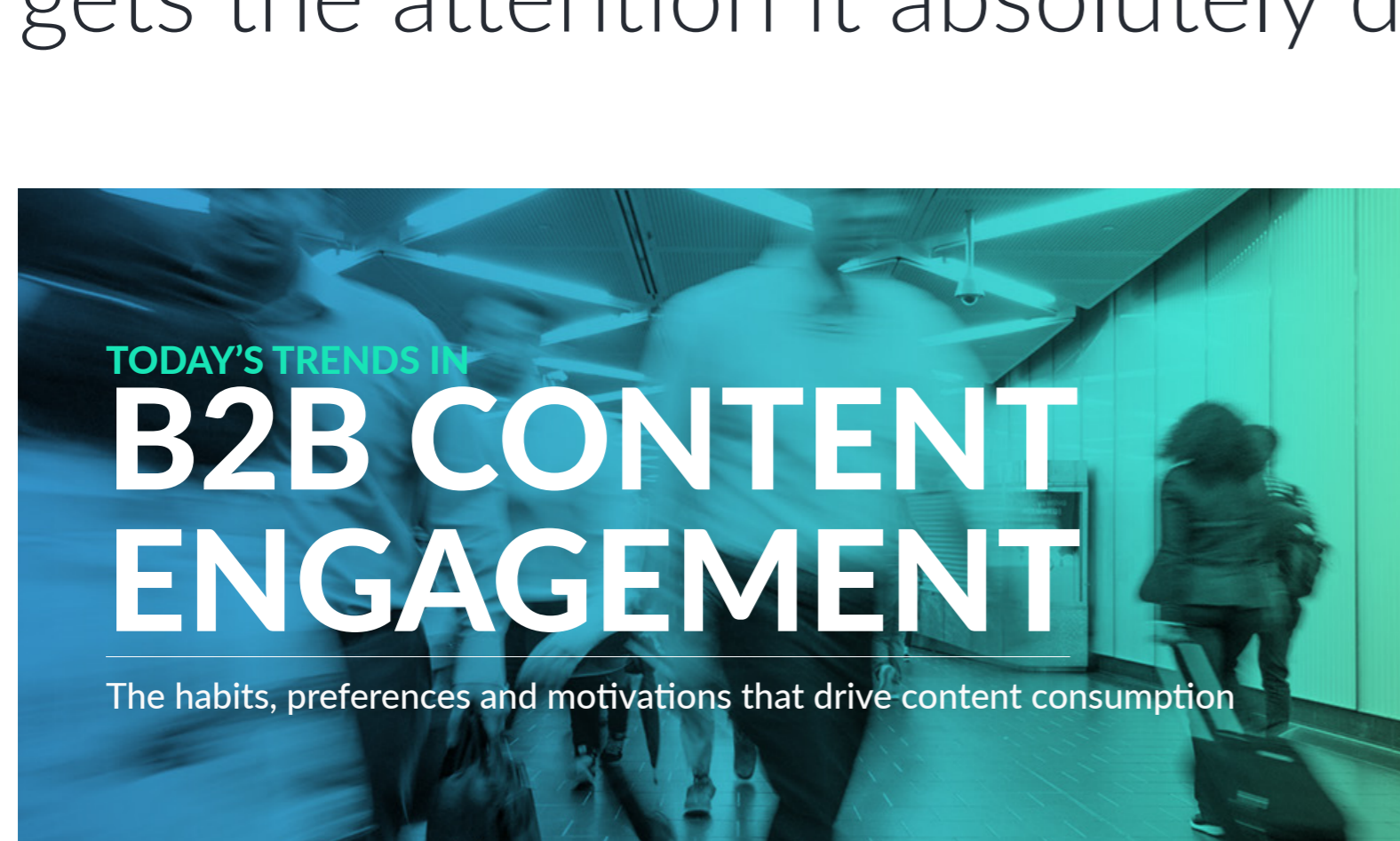
86% of buyers see no real difference between leading vendors in helping them achieve business goals.²



This means your content must build a real rapport with your audience.

But, buyers are **50% more likely to get a product or service when they see personal value**—such as the opportunity for career advancement or confidence and pride in their choice.³

Don't let your content fade into the background static. With the right choices and smart execution, you can make sure your marketing content gets the attention it absolutely deserves.



FOR MORE CONTENT INSIGHTS, GET OUR FULL REPORT:

Today's Trends in B2B Content Engagement.

DOWNLOAD THE REPORT