

# Optimize your content marketing strategy in 5 steps



## STEP 1: Do you really know what makes your buyer tick?

The B2B buying process will always be the starting point of your marketing success. You can only create relevant content by thoroughly understanding who your buyer is. You should review the questions of your buyers throughout all phases of the buying process; are they clear to you? Do you know what information your buyers are looking for and what channels they are using?

When you're not sure, research your buyer personas. In case you already have buyer persona profiles, check whether they are still up to date. If not, validate your buyer personas.



## STEP 2: Map your content to the buyer's journey

With the insights in your buyer and the buying process you have the basic input to further develop your marketing plan. You can now create your plan in a 2-page overview. Use the 'content mapping' method as the basic structure for your marketing programmes.

List all your content ideas that answer the questions of your buyer. When this is done, you pick, choose and prioritize. Make sure your plans are in line with the business strategy and don't forget to set goals before you start!



## STEP 3: Does Sales know what you are doing?

Sales colleagues do not always understand the importance of content marketing even though they benefit the most, when executed in the right way. Involve your sales colleagues in your plans and throughout the process. This way they understand that you focus on delivering better qualified leads. So align your goals and set joint goals where possible.



## STEP 4: How do you measure results?

Results have to be visible. The success of a marketing strategy depends on that. Are you using CRM, marketing automation, analytics or other tooling? Then make sure that the tools are integrated in your plans. By looking at your content critically and at the interaction with your buyers, you can keep a close eye on the results. Now you can stay focused on your success.



## STEP 5: The right team in place?

Marketing teams come in all shapes and sizes. Do you want to do it all yourself? Then it is important that you have the right expertise and resources available. New ways of working or changes in your team often have a lot of impact. You could consider hiring specialists on temporary basis. Or sign up to additional training.

## Get started

Want to know more about optimizing your content marketing strategy or about training in the B2B Vision Academy?

We are happy to help you. Please send an email to [shimon@spotonvision.com](mailto:shimon@spotonvision.com) or call +31 (0)6 15 95 22 46.

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