



2024 B2B CONTENT STRATEGY TRENDS

A Comprehensive Guide

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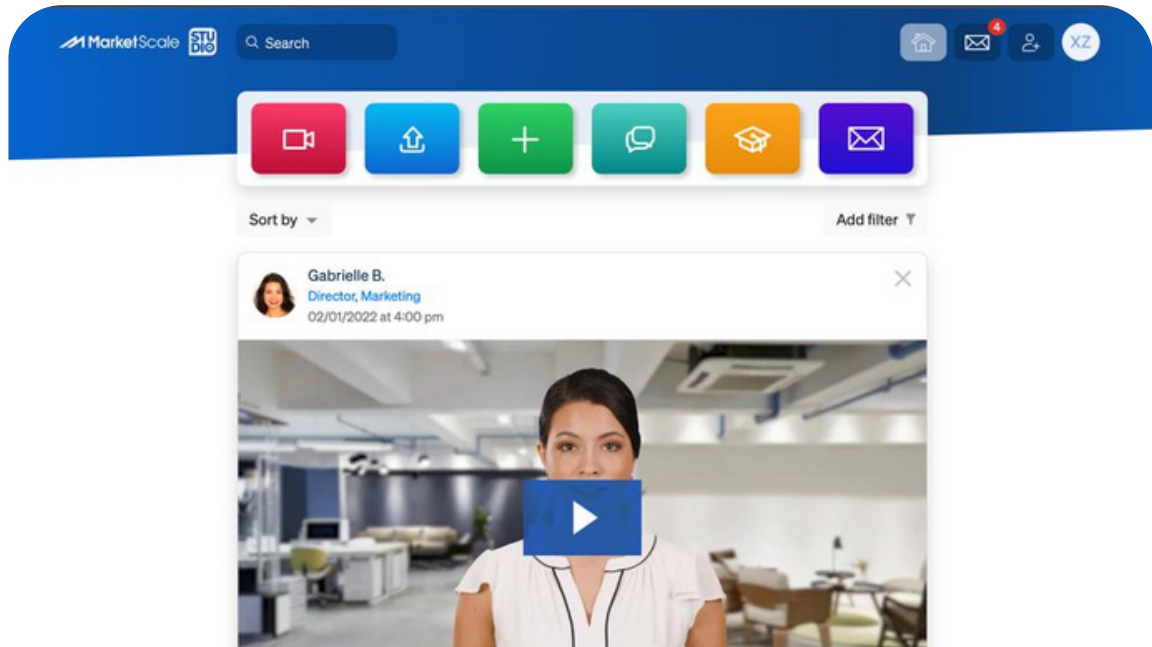
A B O U T M A R K E T S C A L E



Marketscale is a leading B2B marketing and content solutions provider that empowers businesses to thrive in the digital age. With a deep understanding of industry trends and a commitment to innovation, we deliver cutting-edge strategies and technologies that drive growth and engagement.

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I N T R O D U C I N G S T U D I O



Studio.marketscale.com is our dedicated platform for content creation and collaboration. It offers a seamless experience for businesses to produce, edit, and optimize multimedia content with ease. Whether you're looking to elevate your brand through videos, podcasts, or written content, Studio.marketscale.com provides the tools and expertise to make your content shine.

S T U D I O . M A R K E T S C A L E . C O M



PRUNE ESSONO TSIMI

DIGITAL MARKETING STRATEGIST

Prune Essono Tsimi is a seasoned Marketing Strategist known for her hands-on and pragmatic approach. With a unique cross-cultural perspective, Prune offers real and practical solutions that cut through the noise and deliver tangible results. Her multicultural background, extensive global experience, and fluency in multiple languages provide her with a distinct edge in crafting content that resonates with diverse audiences. Prune's strategic prowess, honed through collaborations with a wide range of organizations, including NGOs, tech startups, AV companies, educational institutions, and the hospitality industry, sets her apart in the realm of marketing. In this e-book, Prune combines her multicultural insights with the latest trends to offer a fresh, inclusive, and globally relevant approach to B2B content strategy for 2024.

PRUNE.TSIMI@MARKETSCALE.COM

INTRODUCTION

The B2B content marketing landscape is in a constant state of flux, influenced by evolving consumer behaviors, the advent of new technologies, and shifts within competitive markets. To remain at the forefront of this dynamic environment and achieve sustainable success, businesses must adapt their content strategies to align with the trends that are poised to shape the industry in 2024.

In this comprehensive guide, we delve into the seven key trends that will dominate B2B content strategy in 2024. These trends not only reflect the current state of the industry but also offer a glimpse into the future of content marketing. We will explore each trend in depth, providing actionable insights, real-world examples, and tools to implement these strategies effectively.



CONTENT

1

PERSONALIZATION AT SCALE

2

INTERACTIVE CONTENT

3

VIDEO DOMINANCE

4

SUSTAINABILITY AND SOCIAL
RESPONSIBILITY

5

VOICE SEARCH OPTIMIZATION

6

CONTENT MEASUREMENT AND ROI

7

LONG-FORM CONTENT FOR AUTHORITY



1

PERSONALIZATION
AT SCALE

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Personalization has long been a cornerstone of effective content marketing. In 2024, the emphasis has shifted toward scaling personalization efforts using advanced technologies such as AI and machine learning to deliver tailored content experiences to a broader audience.

AI-DRIVEN DATA ANALYSIS

Utilize AI-powered tools to gain a deep understanding of customer behavior and preferences.



SEGMENTATION

Segment your audience into specific groups based on industry, job roles, company size, and more.

DYNAMIC CONTENT MODULES

Implement dynamic content modules to customize content based on recipient profiles.

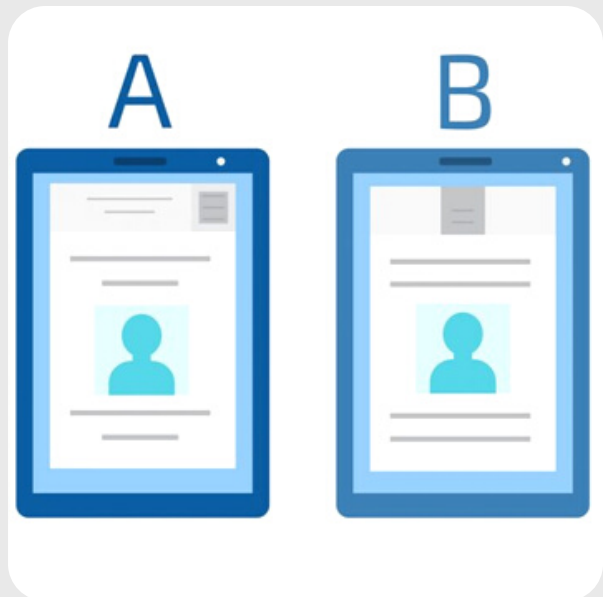


RECOMMENDATION ENGINES

Utilize recommendation engines to suggest relevant content to users, increasing engagement.

A/B TESTING

Continuously refine content strategies based on performance data gathered through A/B testing.



AUTOMATION

Automate content generation using AI tools to manage the volume of personalized content effectively.

CONTENT DISTRIBUTION AUTOMATION

Set up automated content distribution workflows to deliver the right content to the right audience at the optimal time.



LEAD NURTURING WORKFLOWS

Create lead nurturing workflows that guide prospects through the buyer's journey with personalized content.



2

INTERACTIVE CONTENT

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Interactive content, including quizzes, polls, and calculators, has already gained significant prominence thanks to its unique ability to actively engage audiences. And in the ever-evolving digital landscape of 2024, its ascent is set to continue.

INCORPORATE IN BLOG POSTS AND LANDING PAGES

Add interactive elements like quizzes and polls to blog posts and landing pages to boost engagement.



CREATE INTERACTIVE CALCULATORS

Develop interactive calculators that help prospects estimate cost savings, benefits, or other relevant metrics.

EMAIL MARKETING

Utilize interactive content in email marketing campaigns to encourage active participation and click-through rates.



ANALYZE USER INTERACTIONS

Gather valuable insights by analyzing user interactions with interactive content.

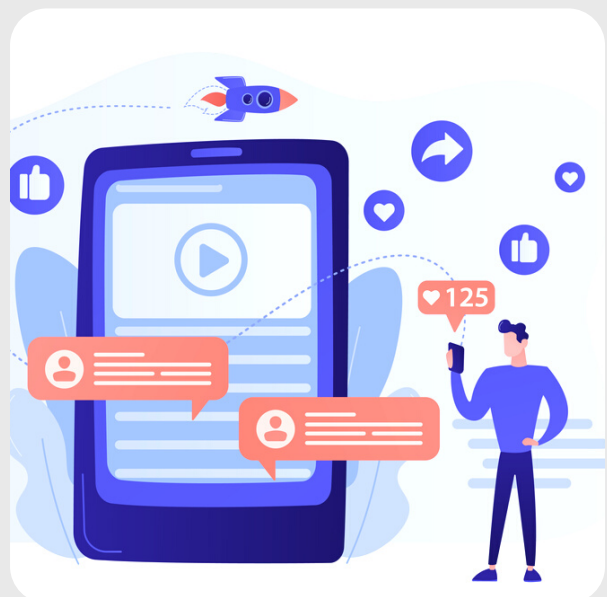


REPURPOSE SUCCESSFUL CONTENT

Repurpose successful interactive content into various formats for maximum reach and value.

ENCOURAGE SHARING

Include social sharing options within interactive content to encourage users to share their experiences and extend your reach.





3

VIDEO DOMINANCE

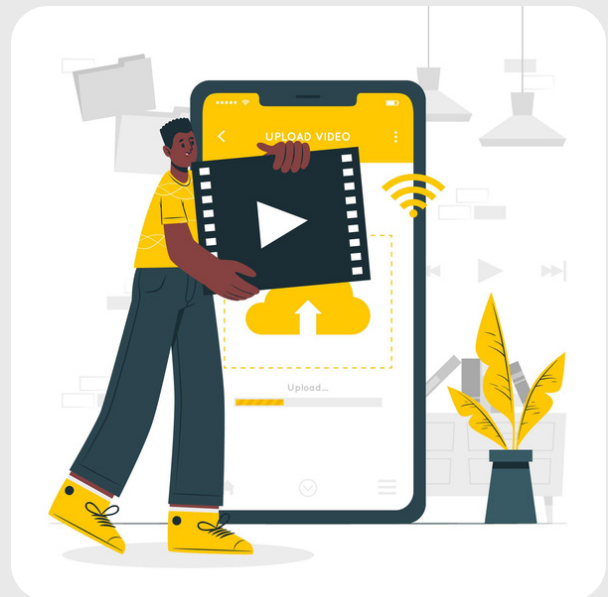
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Video content continues to dominate the B2B landscape. Short-form videos, live streaming, and video series are driving engagement and delivering compelling messages.

PRODUCE SHORT VIDEOS

Create short, informative videos that address common pain points and provide solutions. Tools like Adobe Premiere Pro or Final Cut Pro can help edit and optimize video content.

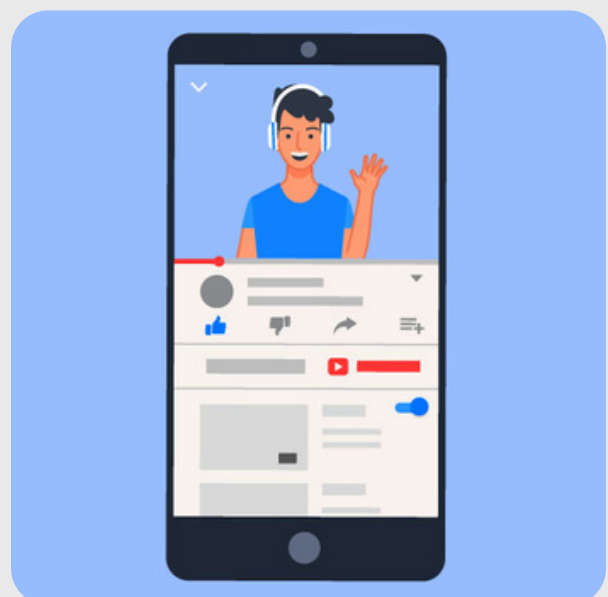


LIVE STREAMING

Utilize live streaming platforms like Zoom, YouTube Live, or Facebook Live to host real-time events, Q&A sessions, and product launches.

VIDEO SERIES

Develop video series that explore industry trends, case studies, and customer success stories. Tools like Vimeo or Wistia can host and manage video series effectively.



WEBINARS

Plan and promote webinars on relevant topics with engaging presenters. Webinar platforms such as GoToWebinar or Zoom can facilitate these events.

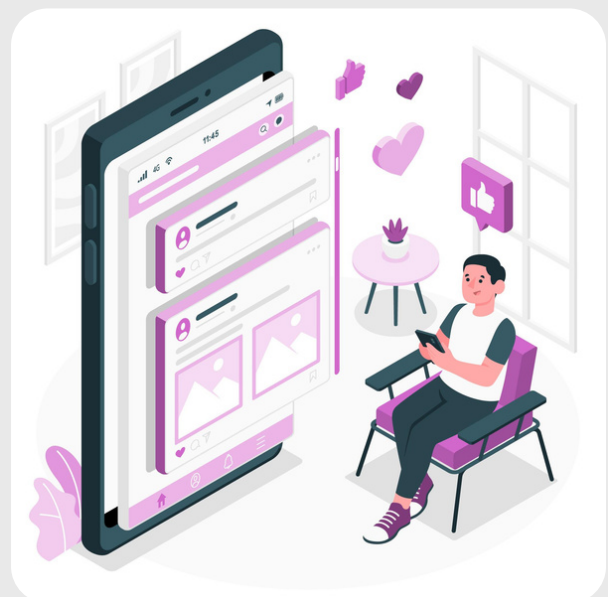


EMAIL MARKETING

Incorporate video content into email marketing campaigns using email marketing platforms like Mailchimp or HubSpot.

USER-GENERATED CONTENT

Encourage user-generated video content, such as testimonials or unboxing videos, to boost credibility and authenticity.





4

SUSTAINABILITY AND
SOCIAL
RESPONSIBILITY

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B2B audiences increasingly prioritize sustainability and social responsibility. Brands are expected to align with ethical and environmental values.

BLOG POSTS AND CASE STUDIES

Showcase company sustainability initiatives through blog posts and case studies.



HIGHLIGHT SOCIAL EFFORTS

Highlight social responsibility efforts, such as community involvement and charity partnerships, through your website and social media platforms.

EDUCATIONAL CONTENT

Create content that educates the audience about sustainable practices within the industry.



EMPLOYEE STORIES

Feature employee stories related to volunteering and community engagement using social media platforms and internal communication tools.



COLLABORATE WITH PARTNERS

Collaborate with eco-friendly partners and share joint initiatives. Promote partnerships through press releases and social media channels.

CUSTOMER FEEDBACK

Monitor and respond to customer feedback related to sustainability and social responsibility efforts. Utilize social listening tools like Hootsuite or Mention to stay engaged with your audience.





5

VOICE SEARCH
OPTIMIZATION

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With the proliferation of voice-activated devices, optimizing content for voice search is becoming essential to capture and retain a broader audience.

OPTIMIZE WEBSITE CONTENT

Craft website content in a conversational tone to answer voice search queries effectively.



SCHEMA MARKUP

Implement schema markup to provide structured data that search engines can use for voice search results.

MOBILE OPTIMIZATION

Focus on mobile optimization, as voice searches are often conducted on mobile devices. Use responsive design and mobile-friendly themes.

FAQ SECTIONS

Create FAQ sections on webpages to address voice search queries directly.





6

CONTENT
MEASUREMENT AND
ROI

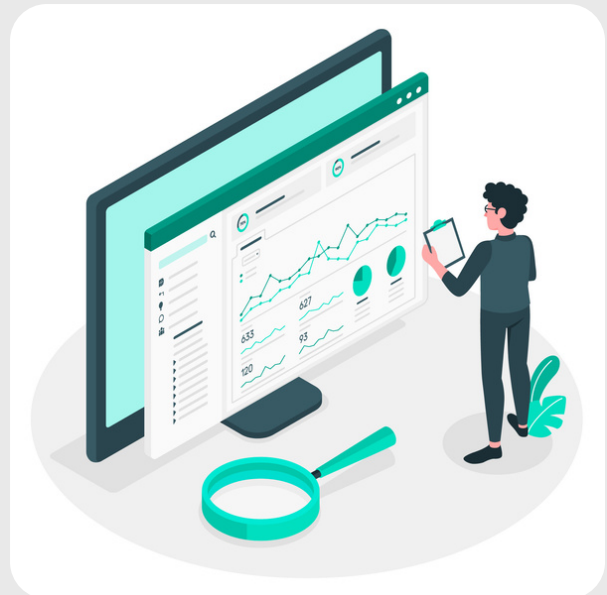
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Businesses are placing a greater emphasis on measuring the ROI of content marketing efforts to justify investments and optimize strategies.

ANALYTICS TOOLS

Invest in analytics tools like Google Analytics, Adobe Analytics, or HubSpot Analytics to gain insights into content performance, user behavior, and conversions.



CONVERSION TRACKING

Set up conversion tracking to measure the direct impact of content on leads and sales.

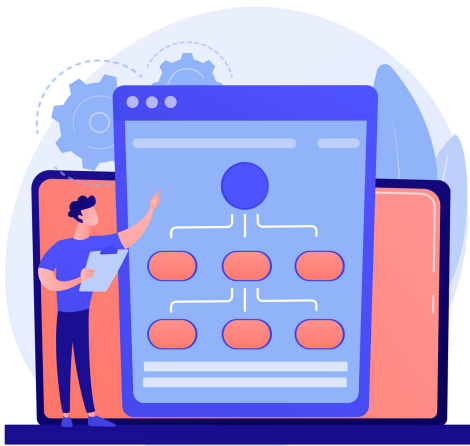
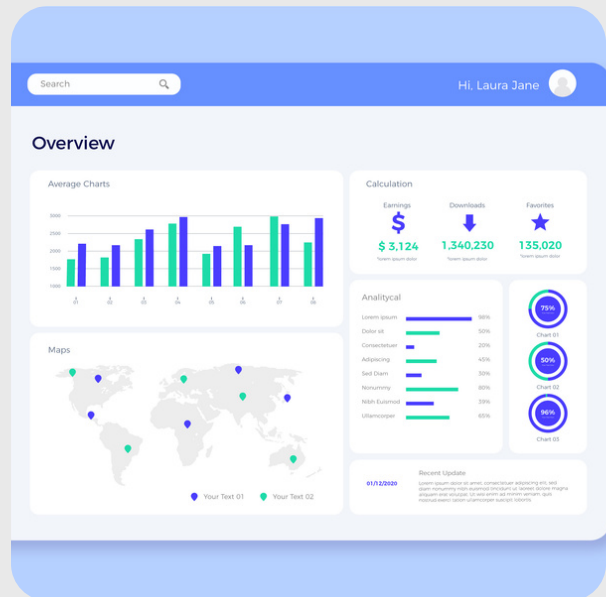
ATTRIBUTION MODELS

Implement advanced attribution models (first-touch, last-touch, multi-touch) to understand the customer journey and the role of content at various touchpoints.



CUSTOM DASHBOARDS

Create custom dashboards using data visualization tools like Tableau or Google Data Studio to visualize content-related metrics and KPIs.



CONTENT AUDITS

Conduct regular content audits using content auditing tools like Screaming Frog or ContentKing to identify high-performing and underperforming content.

ROI CALCULATION

Calculate the ROI of content marketing campaigns by comparing costs to revenue generated.





7

LONG-FORM CONTENT FOR AUTHORITY

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In-depth, long-form content pieces are gaining traction as a means to establish authority and expertise within the industry.

RESEARCH AND EXPERT COLLABORATION

Research industry trends and topics extensively. Collaborate with subject matter experts within your organization to create authoritative content.

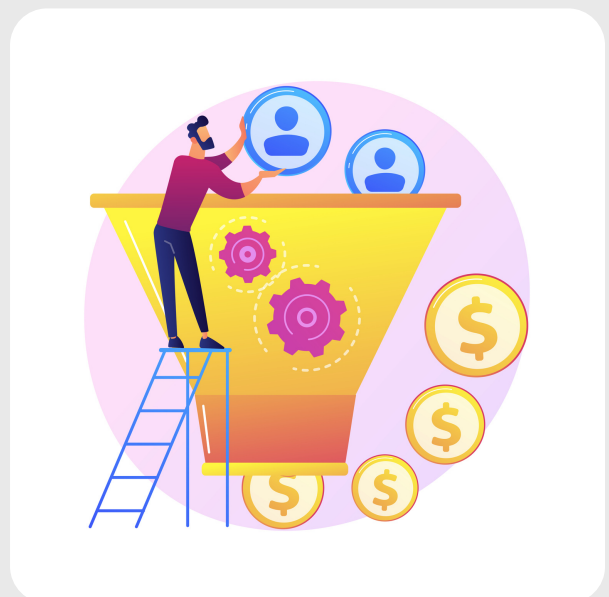


PROMOTION

Promote long-form content through various channels, including email marketing, social media, and content syndication.

LEAD GENERATION

Gate long-form content behind lead capture forms to generate leads. Use lead generation tools like forms integrated into your website or landing page builders.



LANDING PAGE OPTIMIZATION

Create landing pages with compelling descriptions and benefits of accessing long-form content. Tools like Unbounce or Instapage can assist in landing page creation.



LEAD NURTURING

Implement lead nurturing strategies for leads generated from long-form content. Utilize marketing automation platforms like Marketo or Pardot for personalized nurturing campaigns.

MEASUREMENT

Measure the impact of long-form content on brand authority and lead generation using web analytics tools and marketing automation reports.



“

Content marketing is not
just a campaign, it's a
commitment.

-

Jon Buscall

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NAVIGATING B2B CONTENT STRATEGY IN 2024

In this ebook, we've explored the ever-evolving landscape of B2B content strategy for 2024. We've delved into the key trends shaping the industry and provided actionable insights on how to adapt and thrive in this dynamic environment. From scaling personalization efforts to leveraging interactive content, video dominance, and sustainability, we've uncovered the strategies that will drive engagement and success.

V I S I T

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