



16 Content Formats Hundreds of Tips!

TPG Strategy Team Recommends:

B2B CONTENT FORMAT eBook

"How many words should it be?"

This eBook spells out the very best content formats for optimizing SEO and human engagement.

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BLOG POST
LONG FORM ARTICLE
VIDEO
EMAIL NEWSLETTER
INFOGRAPHIC
CASE STUDY
WHITE PAPER
PODCAST
... AND MORE!



What should a marketer do?

60 to 70% percent of the B2B buyer journey is done researching online before a salesperson is ever contacted*

Hint: You better place the right content online and make it findable.

*Keep in mind 92 percent of all customer interactions still happen over the phone. **
*And 30 to 50 percent of sales go to the vendor that responds first. **

* blog.thebrevetgroup.com

Intro

Content sure has the spotlight today. Customer-centric content innovation and differentiation are required to grow your brand, gain market share, and accelerate the sales process.

1. To create content that truly engages, creates trust in the brand and product, and trust of people, the right messaging is needed, designed specifically for the personas and/or the ICP (Ideal Customer Profile)
2. Ideally, content is created and based on personas and buyer journey stage
 - It's important to design content for each of the buying personas. Most organizations with over 500 employees have a minimum of 7 people involved in most buying decisions. (blog.thebrevetgroup.com)
3. Best practices support the "content repurposing" requirement embedded into the overall content strategy. Content repurposing means taking an existing piece of content and reworking it for different formats and lengths.

Using a purposeful formula for content development is critical to prioritizing the right content:

1+2+3 = Content Prioritization

1. Business Objective: What are the business objectives that marketing will assist in achieving? Specific KPIs? (Key Performance Indicators)
2. ICP/Buying Center Persona Needs: Which Ideal Customer Profiles and Buying Center Personas are aligned with helping to achieve business goals?
3. Buyer Journey: Which journey stage aligns with the content and aligns with helping achieve the user's business goals? Note: When writing content for a Buying Center Personas, each has a unique buying journey and content needs at each stage of the buying journey.

1. Blog Post

- **Positive impact from blogs:**
 - Build up a set of authoritative and trusted content within your buyers' journey stages.
 - Obtain more citations from other trusted sources, leading to better search ranking
 - Own thought-leadership content that you can repurpose/ morph into other content formats

Recommendations:

- We recommend 800 words minimum for SEO (Search Engine Optimization) optimization.
- A typical blog post is 200-600 words, which is too short for SEO ranking.
- Weekly cadence is best for blogs. Daily posting may be best for certain industries.
- Enhancements recommended for the blog post:
 - Create a recording of the blog post (audio version.) Audio recordings are great for busy executives. Example, Bloomberg News website allows you to listen to an AI (Artificial Intelligence) read the article (while you are walking the dog or working on something at your desk).
 - In addition, including a three-bullet executive summary of the article will provide the reader with the overall importance right away.

2. Long Form article

- Positive Impact from long form articles:
- Long-form articles provide a deeper knowledge and thought leadership of a specific topic or multiple ideas in one piece.
- This format helps to create trust and credibility.
- Long-form articles can help support SEO as there is further opportunity to expand on keywords.

Recommendations:

- 3,000 words or less
- Case study – tells the story of the pain points a client encountered and how your company mitigated the problem.
- White paper – technical document that provides insights into a product/service, with overall benefits and ROI (return on investment).
- Annual year in review – this is an article or a newsletter you post at the end of the year to show the achievements and hardships faced by the business.

3. Video

- **Positive impact from videos**

- Aberdeen Group shows that marketers who use video get **66% more leads a year** than those who don't.
- Helps to enable trust of your brand or the brand
- Wyzowl found that 81% of those using **video marketing** saw an **increase in sales**.

Recommendations:

- Based on positive outcomes of video engagement, we recommend 30 or 60 seconds and up to a 2-minute video.
- Maximum 2 minutes for top and middle of the funnel for overall engagement.
- For videos used in LinkedIn paid ads, 30 seconds, or 2 minutes or under is recommended by TPG (The Pedowitz Group). We have seen most LinkedIn viewers drop off at the one-minute mark for LinkedIn ads.
- Developing product demo videos? Length of time has no limit as the video depends on how complex the story needs to be concise.
- Video has proven to get higher engagement in email newsletters (higher views and opens).
- Videos can be highly effective at persuasion to explain pains the product solves for the end user and can oftentimes be more effective than an SDR (Sales Development Reps) call. We recommend including a transcript of the video for those that need further accessibility.
- Other types of videos include explainer videos to introduce prospects/customers to your business or to introduce specific people within your organization to prospects/customers. i.e., introduce the head of customer service to a new customer during the onboarding process.
- Create a video to help with step-by-step instructions on a specific feature.

4. Infographics

- **Positive impact from infographics**

- An infographic is 30% more likely to be read than a traditional article. Plus, it generates 12% more traffic.

Recommendations:

- Publishers like these for sharing strategic content by using images to tell the story.
- Our recommendation is to use infographics to tell a story around statistics, lists, how-to's, interesting timelines, maps, flow charts, and comparisons.

5. Images

- **Positive impact from images**

- Marketing copy is an immensely powerful tool. Shareable, exigent, and persuasive copywriting is a marketer's best friend. When all is said and done, however, it's the allure of the image that is going to get users to stop and look.
- According to the U.S. Library of Medicine, at least 65% of the population are visual learners. Therefore, it's critical to reach them through a method that they connect to. Even for those who are not visual learners, an image is the first and most powerful aspect to catch user attention.
- Image alt tags don't only make for a better user experience, it also allows you to "earn" explicit and implicit SEO benefits
- Without an image, users begin forgetting about text-only ads and posts just 3 days after a given piece of information is shared, with only 10% recalling the brand or message. However, with a relevant image connected to the very same information, users will have 65% post recall.

Recommendations:

- Most content needs professional stock or original photos. The human mind remembers sound, video, and images at a much higher rate than written words.
- Make sure your image fits the channel and the content.
- The image should be crisp and not blurry.

6. Case Study

- **Positive impact using case studies**

- Persuasive content with a testimonial from a customer.
- Builds trust and authority
- Highlight your competitive advantage
- Potential customers like to see customers they know by name buy the product
- Referrals work!

Recommendations:

- One to eight pages.
- Use a professional writer that is experienced with case studies.
- Use data when you can.
- Create niche-specific content.
- Persuasive content with a testimonial from a customer.

7. White Paper/Long Form

- **Positive impact using white papers:**
 - Builds trust and authority
 - Thought leadership
 - Competitive advantage

Recommendations:

- For top of funnel: five to eight pages.
- Bottom of funnel: five to twenty pages.
- Foundational asset with the ability to repurpose.
- Keyword targeting and SEO analysis should be used in creating the subject matter and title.

8. eBooks

- **Positive impact using eBooks**
 - Builds trust and authority
 - Thought leadership
 - Competitive advantage

Recommendations:

- Electronic format books are an uncomplicated way to combine white papers or articles into one digital asset.
- Length? It's up to you. Typically, we see 5 to 8 pages, but depending on the topic, they could grow to 20 pages or more.

9. Presentations

- **Positive impact using presentations**
 - Helps to build engagement
 - Create brand awareness
 - Highlights how the company can mitigate pain points

- Provides traffic to website/contact us form
- Shareable – make it easy to forward and share

Recommendations:

- There are interesting animations for presentations now, with animated images, infographics, motion charts, time lapses, etc.
- However, less is more, usually, so fewer slides and bullets are always the goal.
- If you're already promoting your business with presentations, then this is a useful content format. Plus, it's easy to put them online with a SlideShare account.
- The presentation needs to communicate a clear message, without benefit of narration

10. Webinar

- **Positive impact using Webinars**

- Helps to build engagement
- Create a showcase to highlight thought leadership around a topic
- Wonderful way to GTM (Go to Market) with new functionality/features of a current product/solution

Recommendations:

- Typically, 30 or 60 minutes, but use editing tools to create 2-minute snippets or a 2-to-5-minute summary of key video points. These snippets can be used in social media, on your website, in your emails and landing pages and more.
- Webinars can be live or recorded

11. Quizz/Poll

- **Positive impact using quizzes and polls**

- Helps to build engagement
- Create brand awareness
- Provides some quick insights around your personas/ICPs

Recommendations:

- Users love to see quick poll results and see how peers answer and think. These are great for LinkedIn and other social media.

12. Podcasts

- **Positive impact using podcasts**
 - Thought-leadership shareable content
 - Competitive wins
 - Deepen brand IP and listener relationships

Recommendations:

- Another strategic channel to use to obtain followers
- Recommended podcasts are 30 or 50 minutes.
- Topics can range from product solutions to challenges in the industry, trends, pains, etc.
- We recommend using podcast snippets--2 minutes is great for top of funnel.
- 30-minute length for a demo or explaining a technical product or problem.
- Snippets are great to embed in email newsletters as well, for more engagement.

13. Checklist

- **Positive impact using checklists**
 - Thought-leadership shareable content
 - Competitive wins
 - Deepen brand IP and listener relationships

Recommendations:

- Publishers like checklists and they are easy to share. It's a quick way to learn something and does not require a high attention span. Fewer words can tell the same story in a checklist or chart.
- This type of content includes worksheets, tip sheets, and cheat sheets (like this one!). They're easy to make by pulling out the key points from another type of content (like a blog post).

14. Landing Page

- **Positive impact using landing pages**
 - Ability to A/B test for growth and optimization
 - Optimize UX (user experience)

Recommendations:

- Unbounce and Lead Pages offer Landing Page formats that have higher conversion likelihood, are visually interesting, and grab SEO power.
- For a paid ad, the landing page word count does not matter.
- For SEO/Organic Google, Landing Pages do not have any “official rules” on length, according to data from Google about RankBrain and BERT, or articles from “SEO Valley.”
- We recommend that your Landing Page needs to be at least 3,000 words to rank well in Search.
- Snippets of your landing page show up in search just below the AdWords block or right above the organic results.
- Let your keyword strategy on LPs (Landing Page) dictate H1 and H2.
- Monitor page speeds, too, for SEO optimization. All this counts.
- TPG experts can help here. When 50 to 70 percent of the B2B buyer’s journey is done researching online, Landing Pages and SEO are more important than ever.

15. Email Newsletters

- **Positive impact using email newsletters**
 - Ability to create valued content for subscribers
 - Provide a compilation of thought-leadership content based on different segments of your universe
 - Provide H2H content to create deeper customer relationships by highlighting specific internal employees, i.e., the person running customer success

Recommendations:

- Weekly, monthly.
- Make them short and have a CTA (call to action) that brings you to a landing page or form.
- What is the best format? A few sentences, 1 to 2 images, one obvious CTA. There is your recipe.
- Use a Preferences page too, to allow prospects to opt into certain types of news and content.
- For cyber security, you might have a daily hacker alert or an FBI (Federal Bureau of Investigation) RSS feed. Certain news may need to be published more than once per month.

16. Shareable Content

- **Positive impact using shareable content**
 - Ability to leverage content in different formats to increase audience views
 - Reinforce brand and intellectual property

Recommendations:

- Create shareable content types!
- Make sure your content is easy to share, with shareable buttons on your site, or share-friendly formats.
- Referrals are usually the #1-way B2B companies grow, and shared content is often part of a colleague's referral.

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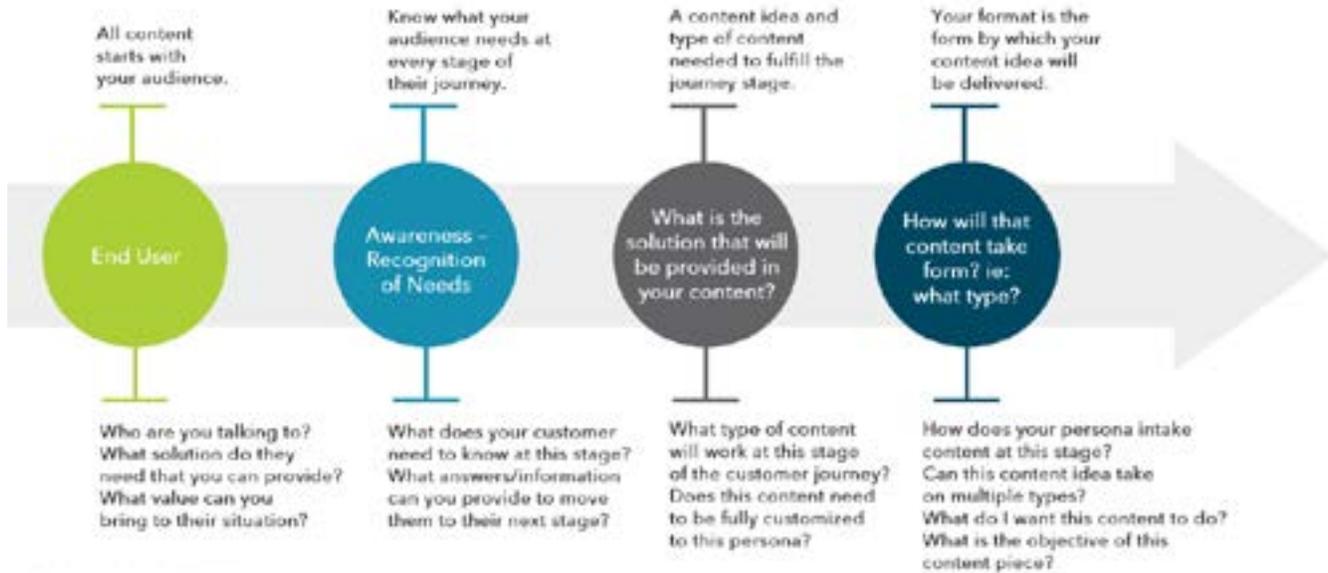




Content Types

- White Papers
- Business Cases
- Market Research Reports
- Whiteboard Videos
- Webcast / Webinar
- Contests
- E-Book
- Posters
- Tradeshows
- Blogs
- Videos
- Infographics
- Analyst Reports
- Customer Testimonials
- Data Sheets
- Editorial Event
- Playbooks
- Guides
- Articles
- Curated Lists
- Quizzes and Widgets
- Mobile Apps
- E-Newsletters
- Trend Reports
- Press Releases
- Live Events
- Demos
- Interactive Demos
- Feature Guides
- ROI Calculators
- Pricing Guides
- Benchmark Assessments
- Competitive Tools
- Customer Newsletter
- Customer Communities
- Training Videos
- Training Webinars
- Sales Tools for Campaign
- Follow Up
- Checklists
- Tip Sheets
- Interactive Demos
- Case Studies

Content Ideation Steps



Want to know more? Send your RFP or an email to: cathy.veri@pedowitzgroup.com or visit: www.pedowitzgroup.com

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