



# **B2B Content Marketing: How to create excellent, people-first content?**



## **Are you struggling to find top-notch ideas of B2B content to help your company stand out in the market?**

Fear not, as B2B content is far from dull - there's a wealth of exciting areas to explore!

Now, shall we explore some brilliant B2B content ideas to give your marketing efforts a proper boost?

# Top of Funnel B2B Content Marketing Ideas

## 1. Blog Posts

### Stats:

- Blog posts (19.47%) were the fourth most popular content format used by marketers in 2024, following short-form video (29.18%), images (28.95%), and interviews (21.64%)

### How to create excellent blog posts:

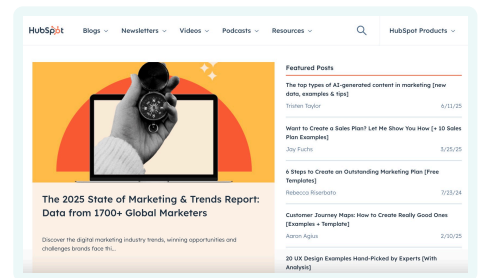
1. Use keyword research to identify relevant topics
2. Create comprehensive, in-depth content (1500+ words)
3. Include real-world examples and data
4. Use subheadings, bullet points, and images for readability
5. Write educational posts that simplify complex industry concepts
6. Use clear language and include relevant statistics

### Content types:

- How-to guides
- Industry trend analysis
- Expert interviews
- Listicles
- Explanations of key processes or technologies

### Marketer's approach:

1. Develop an editorial calendar
2. Use content optimization tools
3. Promote posts through email and social media
4. Research popular industry keywords and questions to inform topic selection
5. Aim for a consistent publishing schedule to build an audience



19.47%

blog posts were the fourth most popular content format in 2024

HubSpot, 2025

## 2. Educational eBooks

**Stats:** eBooks accounted for 39.5% of all demand, with total registrations rising 34.5% (2024).

### How to create excellent eBooks:

1. Develop comprehensive guides on foundational topics in your industry
2. Include original research, expert insights, and actionable takeaways
3. Use professional design with clear headings and subheadings

### Content types:

- "101" style introductions
- In-depth exploration of industry processes
- Technology overviews

### Marketer's approach:

1. Gate the eBook behind a simple lead capture form
2. Promote across multiple channels including email and social media



39.5%

eBooks accounted of all demand, with total registrations rising 34.5%

Heinz Marketing, 2024

### 3. Industry Research Reports

**Stats:** 87% of marketers report that content marketing generates demand and leads (2024).

#### How to create excellent research reports:

1. Conduct original surveys or analyse existing data to uncover meaningful industry insights
2. Present findings in a visually engaging format
3. Include actionable takeaways for readers

#### Content types:

- Annual state of the industry reports
- Trend analysis
- Benchmarking studies

#### Marketer's approach:

1. Partner with industry associations or research firms to boost credibility
2. Create infographics summarising key findings for easy sharing

87%

of marketers report that content marketing generates demand and leads

SalesHandy, 2024



## 4. Video Content

**Stats:** 73% of consumers prefer to watch a short-form video to learn about a product or service and Around 51% of consumers rely on product videos to make an educated purchase decision

### How to create excellent video content:

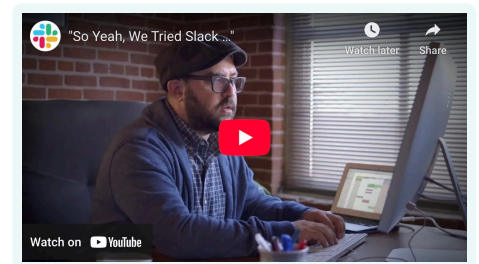
1. Produce short, engaging videos showcasing your expertise or products
2. Focus on high production quality and clear messaging
3. Include captions for accessibility

### Content types:

- Virtual tours
- Product demonstrations
- Expert interviews
- Explainer videos

### Marketer's approach:

1. Optimise videos for different platforms (e.g., shorter versions for social media)
2. Create a consistent brand look and feel across all videos



73%

of consumers prefer to watch a short-form video to learn about a product or service

The Leap, 2025

51%

of consumers rely on product videos to make an educated purchase decision

Plainly, 2025

## 5. Social Media Content

**Stats:** 89% of B2B marketers use LinkedIn for lead generation, and 62% say it produces leads for them effectively (2025).

### How to create excellent social media content:

1. Develop a consistent brand voice and content strategy for each platform
2. Mix educational content with more lighthearted, engaging posts
3. Use high-quality visuals and graphics

### Content types:

- Industry news updates
- Behind-the-scenes glimpses
- Employee spotlights
- Infographics

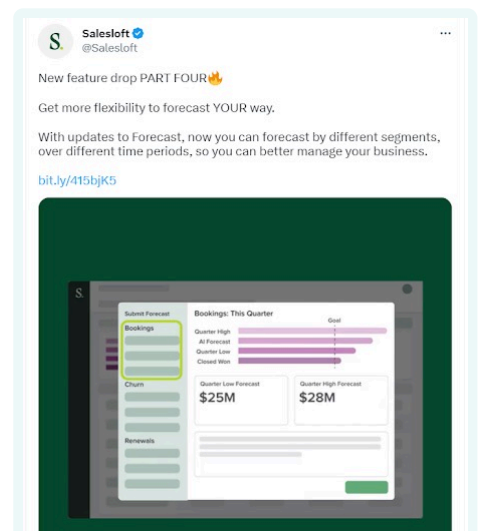
### Marketer's approach:

1. Use social listening tools to identify trending topics
2. Experiment with different content formats like polls or live videos

89%

of B2B marketers use  
LinkedIn for lead  
generation

HubSpot, 2025



# Middle of Funnel B2B Content Marketing Ideas

## 6. White Papers

**Stats:** 78% of B2B buyers used white papers to research purchasing decisions in the past 12 months (2025)

### How to create excellent white papers:

1. Choose a relevant, timely topic
2. Conduct thorough research and include data-driven insights
3. Provide actionable takeaways
4. Use a professional design with clear headings and subheadings

### Content types:

- Traditional white papers (6-8 pages)
- E-books (10-15 pages)
- Interactive PDFs

### Marketer's approach:

1. Collaborate with subject matter experts
2. Use SEO research to identify trending topics
3. Create a promotion plan across multiple channels

78%

of B2B buyers used white papers to research purchasing decisions in the past 12 months

RevNew, 2025





## 7. Case Studies

**Stats:** More than half (53%) of decision-makers rely on case studies when assessing potential vendors (2024)

### How to create excellent case studies:

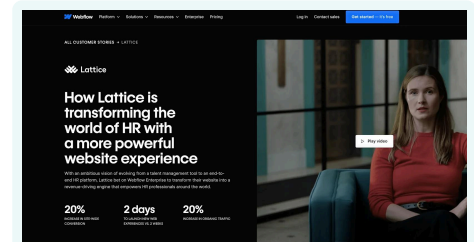
1. Focus on specific, measurable results
2. Tell a compelling story with a clear problem, solution, and outcome
3. Include quotes from satisfied clients
4. Use visuals to illustrate key points

### Content types:

- Written case studies (1000-1500 words)
- Video case studies (2-3 minutes)
- Infographic summaries
- Industry-specific success stories
- Problem-solution narratives
- Long-term partnership showcases

### Marketer's approach:

1. Collaborate closely with sales and account management teams
2. Conduct in-depth interviews with clients
3. Use a consistent template for easy comparison
4. Get approval from featured clients to use their name/logo
5. Create case study summary infographics for easy sharing



53%

of decision-makers rely on case studies when assessing potential vendors

Inbox Insight, 2024

## 8. Webinars

**Stats:** 73% of B2B marketers say webinars are among the best ways to generate high-quality leads (2024)

### How to create excellent webinars:

1. Choose topics that address specific pain points
2. Invite industry experts as guest speakers
3. Include interactive elements like polls and Q&A sessions
4. Provide valuable, actionable content

### Content types:

- Live webinars
- On-demand webinars
- Webinar series
- Industry trend deep-dives
- Best practice sharing
- Product demonstrations

### Marketer's approach:

1. Use webinar software with robust features
2. Create compelling landing pages for registration
3. Follow up with attendees and provide additional resources
4. Promote webinars across multiple channels
5. Share recordings with those who couldn't attend live

**TOMORROW**

## The 2025 Q2 Release is here

Wednesday, June 11th | 11:00 AM or 6:00 PM ET

Your exclusive, partner-first look is here—get early access to the new features and resources going live before anyone else.

[Save your spot](#)

### Why you don't want to miss it:

- Omnichannel Campaign Builder preview
- AI Agents and Customer Hub beta access
- Channel Affinity feature release preview

73%

of B2B marketers say webinars are among the best ways to generate high-quality leads

SalesHandy, 2024

## 9. Comparison Guides

**Stats:** B2B buyers conduct 12 online searches before interacting with a B2B website, and 65% find comparison content most influential.

### How to create excellent comparison guides:

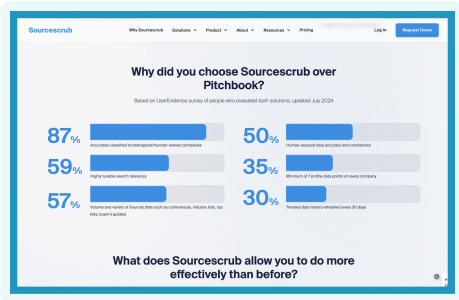
- 1. Develop objective, in-depth comparisons of different solutions or approaches
- 2. Focus on helping buyers make informed decisions
- 3. Include clear, easy-to-read tables or charts

### Content types:

- Technology comparisons
- Process pros/cons
- Industry-specific buying guides

### Marketer's approach:

- 1. Update guides regularly to reflect the latest industry developments
- 2. Consider creating interactive comparison tools



65%

buyers find comparison content most influential

SellersCommerce, 2024

# Bottom of Funnel B2B Content Marketing Ideas

## 10. Product Videos

**Stats:** 90% of video marketers say video helps them with lead generation (2024).

### How to create excellent product videos:

1. Develop clear, concise videos showcasing your products' key features and benefits
2. Use high-quality visuals and professional voiceovers
3. Keep videos under 2 minutes for optimal engagement

### Content types:

- Product demonstrations
- Feature overviews
- Customer testimonials

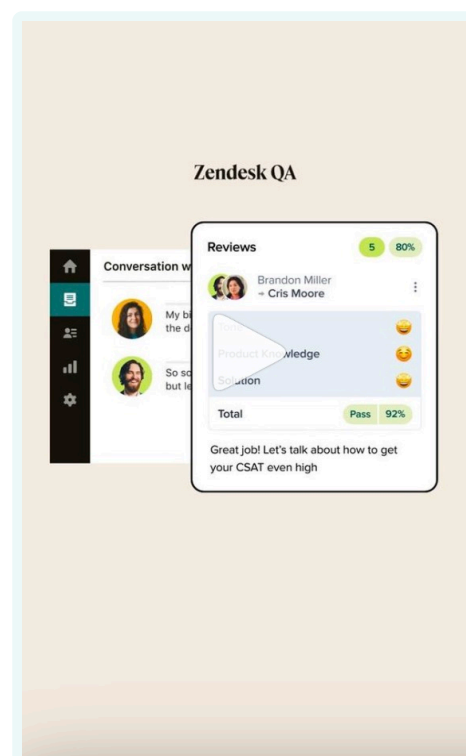
### Marketer's approach:

1. Include clear calls-to-action
2. Optimise videos for search engines with descriptive titles and tags

90%

of video marketers say  
video helps them with  
lead generation

Oren Greenberg, 2024





11. Detailed Spec Sheets

**Stats:** More than half (59%) of B2B buyers find product sheets the most helpful in evaluating shortlisted vendor solutions (2024).

How to create excellent spec sheets:

- 1. Provide comprehensive, easy-to-read documentation on your products' technical specifications, capabilities, and compatibility
- 2. Use clear, concise language and avoid jargon
- 3. Include visuals or diagrams where appropriate

Content types:

- Product data sheets
- Technical specifications
- Compatibility guides

Marketer's approach:

- 1. Ensure specs are up-to-date and easily accessible on your website
- 2. Consider creating interactive product configurators

59%

of B2B buyers find product sheets the most helpful in evaluating shortlisted vendor solutions

Inbox Insight, 2024

### Falcon X500

VEHICLE SPEC SHEET

ENGINE AND PERFORMANCE

Engine Type	500cc, Liquid-cooled, DOHC, 4-stroke, Parallel-Twin
Displacement	499 cc
Max Power	55 hp @ 8,500 RPM
Max Torque	47 Nm @ 6,500 RPM
Compression Ratio	10.5:1
Fuel System	Electronic Fuel Injection (EFI)
Ignition Type	Digital CDI (Capacitor Discharge Ignition)
Transmission	6-speed manual
Final Drive	Chain
Fuel Tank Capacity	17 liters
Fuel Economy	22 km/L (53 MPG)
Top Speed	120 mph (193 km/h)

TECHNOLOGY AND FEATURES

Instrument Cluster	Fully digital TFT display with Bluetooth connectivity
Riding Modes	3 modes (Sport, Eco, Touring)
Traction Control	3-level adjustable traction control system
ABS	Dual-channel ABS (Anti-lock Braking System) standard
LED Lighting	Full LED headlights, taillights, and turn signals
Smart Key System	Proximity ignition with anti-theft alarm
Cruise Control	Standard on all models
USB Charging Port	Located near the handlebar
Quick Shifter	Available in the Falcon X500 Pro package

OVERVIEW

Model Name: Falcon X500  
Manufacturer: Vortex Motors  
Year: YYYY



Price Range: Starting at \$14,500  
Color Options: Midnight Black, Racing Red, Titanium Silver, Sapphire Blue

CHASSIS AND DIMENSIONS

Frame Type	Diamond type steel frame
Front Suspension	43mm telescopic fork, 150mm travel
Rear Suspension	Monro shock with adjustable preload, 130mm travel
Front Brake	Dual 320mm hydraulic discs with ABS
Rear Brake	Single 240mm disc with ABS
Wheelbase	1,440 mm (56.7 inches)
Seat Height	835 mm (32.9 inches)
Ground Clearance	105 mm (4.1 inches)
Curb Weight	195 kg (430 lbs)
Tires	Front: 120/70 ZR17 Rear: 180/55 ZR17
Min Material	Lightweight aluminum alloy

## 12. Podcasts

**Stats:** 77% of marketers prefer podcasts for content generation and lead creation (2024)

### How to create excellent podcasts:

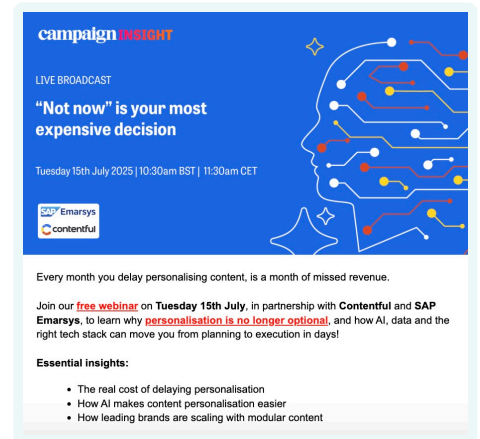
1. Choose a specific niche or theme
2. Invite industry experts as guests
3. Keep episodes concise (20-30 minutes)
4. Maintain a consistent publishing schedule

### Content types:

- Interview-style podcasts
- Solo commentary
- Roundtable discussions

### Marketer's approach:

1. Invest in quality audio equipment
2. Create show notes and transcripts for SEO
3. Promote episodes across multiple platforms



The banner features a blue background with a white line-art profile of a head on the right, filled with circuit-like patterns. Text on the left includes the 'campaign MONITOR' logo, 'LIVE BROADCAST', the title '"Not now" is your most expensive decision', the date 'Tuesday 15th July 2025 | 10:30am BST | 11:30am CET', and logos for SAP, Emarsys, and Contentful. Below the banner, a white box contains the text: 'Every month you delay personalising content, is a month of missed revenue. Join our free webinar on Tuesday 15th July, in partnership with Contentful and SAP Emarsys, to learn why personalisation is no longer optional, and how AI, data and the right tech stack can move you from planning to execution in days! Essential insights: • The real cost of delaying personalisation • How AI makes content personalisation easier • How leading brands are scaling with modular content'.

**campaign MONITOR**

LIVE BROADCAST

**"Not now" is your most expensive decision**

Tuesday 15th July 2025 | 10:30am BST | 11:30am CET

SAP Emarsys Contentful

Every month you delay personalising content, is a month of missed revenue.

Join our **free webinar** on **Tuesday 15th July**, in partnership with **Contentful** and **SAP Emarsys**, to learn why **personalisation is no longer optional**, and how AI, data and the right tech stack can move you from planning to execution in days!

**Essential insights:**

- The real cost of delaying personalisation
- How AI makes content personalisation easier
- How leading brands are scaling with modular content

77%

of marketers prefer podcasts for content generation and lead creation

WiserNotify, 2024

# Bottom of Funnel B2B Content Marketing Ideas

## 13. Conversion Rate / ROI Tips

**Stats:** 85% of marketers want to focus on generating more leads in 2024

### How to create excellent conversion rate / ROI content:

1. Develop clear, actionable tips backed by data and case studies
2. Break down complex strategies into easy-to-implement steps
3. Include real-world examples and success stories

### Content types:

- Blog posts with practical tips
- Infographics summarising key strategies
- Video tutorials on improving conversion rates

### Marketer's approach:

1. Collaborate with sales teams to identify common pain points
2. Use A/B testing to validate tips and strategies
3. Create checklists or templates for easy implementation

**Example:** "10 Proven Tactics to Boost Your B2B Conversion Rates in 2025"

85%

of marketers want to focus on generating more leads in 2024

ViB Tech, 2024

## Optimizing B2B Conversion Rates — All My Tips and Strategies

Written by: [Cassie Wilson Clark](#)



### FREE CRO PLANNING KIT

The Complete DIY Guide to Improving Conversions in 60 Days

[Download the Free Planner](#)

# Wrapping It Up

Creating good B2B content isn't just about making lots of stuff. It's about giving your readers useful information at every step of their buying journey. As marketers, we need to know how to make content that builds trust, shows we're experts, and gets people to buy from us.

## Why is it important to make different content for different stages?

Making different content for different stages helps you connect better with your readers. It addresses what they need to know at each point. This way, more people will engage with your content and be more likely to buy from you.

## Key things to do for good B2B content

1. Know your readers: Always think about what your readers need and what problems they have when you're making content.
2. Use different types of content: Make different kinds of content like videos, blog posts, and infographics. This helps because people like to learn in different ways.
3. Check and improve: Always look at how well your content is doing and make it better based on what you find out.
4. Keep up with what's new: Stay updated on what's happening in your industry and change your content to match.

## Making content for different stages of buying

By making different types of content for each stage of buying, you can guide people all the way from first hearing about you to deciding to buy from you. This keeps people interested throughout the whole process.

- At the start: Make content that teaches people and makes them aware of your brand.
- In the middle: Give more detailed information and ways to compare options.
- At the end: Provide specific information about your product and show how it can save money or make money.

Remember, good B2B content marketing isn't just about making content. It's about making the right content for the right people at the right time. If you follow these tips and keep improving based on how well your content does, you can make content that people really like and that helps your business grow.



