B2B Content that Converts & is Built for Repurposing

A B2B Marketer's Checklist for Understanding Customer Needs to Build Content That Converts Prospects to Won Revenue.

Get Quirked!

Content That Converts Checklist

- [ ] Identify key questions your B2B audience frequently asks about the problems you solve.
- [ ] Create a list of common problems your target market is trying to solve.
- [ ] Develop concise, valuable answers to address a portion of each identified question or problem.
- [ ] Make content that provides these partial answers.
- [ ] Ensure every piece of content offers actionable insights or steps.
- [ ] Include a clear call-to-action (CTA), that directs your audience to the solution or product.
- [ ] Distribute content across relevant B2B channels.
- [ ] Monitor engagement & feedback and adapt your strategy and approach.
- [ ] Use insights to develop better resources or product features.
- [ ] Regularly update your content. New questions or evolving market needs.

Identify key questions your B2B audience frequently asks about the problems you solve.

Here are the 3 ways I like to learn more from my audience about their problems. Super quick to build and implement, with some guidelines for success.

- **Conduct surveys or polls to gather direct feedback from your B2B audience.**
  - Don't blast your entire audience.
  - Go after smaller co-horts first that will have big impact to revenue.

- **Analyze customer support tickets or frequently asked questions to identify common inquiries.**
  - While potentially time-consuming, if you approach with help of your analytics team it can be a game-changer.
  - If you've got a private AI assistant, this would help speed things along.

- **Monitor industry forums, social media discussions, and LinkedIn groups to spot trending topics and questions.**
  - Don't worry about capturing everything all the time. Pick times of year to focus your efforts on. Learn from historical revenue performance.
  - You can use a tool like SparkToro to help you aggregate this information.

Create a list of common problems your target market is trying to solve.

Don’t overthink this, just put pen to paper and get started from where you are today. Make assumptions and guesses. Then take those forward using the methods below.

- **Conduct market research to identify common pain points in your industry**
  - Use Ads to test your hypothesis on pain points in headlines, story, and your offers.
  - You can also find your competitors ads and use them to inform your testing. Be contrarian if all your competitors are saying the same things.

- **Analyze competitor websites and marketing materials to understand what problems they're addressing**
  - Literally go take screenshots and spend time evaluation the elements.
  - Go back to the same sites/pages over the course of 3-6 months to see what changes. This is what their testing OR have found to be most effective. Model that, but say it in your own way.
  - It’s 100% OK to have an opinion and dial into it about your industry or products/services.

- **Interview existing customers to uncover challenges they faced before using your product/service**
  - Several organizations I’ve worked with have had Customer Advisory Boards where a representative cohort of active clients is invited to participate in open forum with the organization to improve product, service, and/or relationships.
  - A simple poll or survey to a unique cohort of clients is also a good approach and can sometimes give you even better results for that specific cohort of clients.

Develop concise, valuable answers to address a portion of each identified question or problem.

This is where most get tripped up. Don't we want to address their whole problem? Nope. We only want to show that we have experience with the problem and some possible solutions to it.

- **Do thorough research on each question or problem to provide accurate and valuable information**
  - Understand the way having the problem or desire makes them feel. If your audience needs something solved, they definitely have feelings and burning desires.
  - Use these to your advantage in describing their problems to them. If you can explain their problems and the way they feel about having them BETTER than they can to themselves, you've got them.

- **Consult with subject matter experts within your organization to gather insights and best practices**
  - Book a call with one or two of your SMEs, record it on video and audio.
  - Review it, have it transcribed.
  - Pull everything you can out of those conversations.

- **Use real-world examples or case studies to illustrate solutions and make answers more relatable**
  - Pull from your case studies, tell your clients stories.
  - ***Hot Tip:*** When creating something for a vertical that doesn't align to an existing case-study, that's OK. Make a parallel with the industry, show the problem they experienced is very similar to one the vertical has also.

Make content that provides these partial answers.

I’m literally doing this to you right now. I created this checklist to help you get one step closer to your goal of creating content that helps your audience know, like, and trust you more.

AND that helps them convert to paying clients.

- **Create blog posts that dive deep into specific aspects of your product or service**
  - Write detailed articles addressing common industry challenges and how your solution can help
  - Develop how-to guides or tutorials showcasing your product's features and benefits
  - Craft thought leadership pieces positioning your company as an industry expert

- **Produce videos to visually explain complex concepts or demonstrate your product**
  - Create explainer videos that break down your product's key features and benefits
  - Develop video case studies showcasing successful client implementations
  - Record expert interviews or Q&A sessions addressing common industry concerns

- **Design engaging infographics to present data or processes in a visually appealing way**
  - Create data visualizations highlighting industry trends or statistics relevant to your audience
  - Develop process flow charts illustrating how your product solves specific problems
  - Design comparison infographics showcasing your product's advantages over competitors

Ensure every piece of content offers actionable insights or steps.

We literally want to help our audience get closer to being the perfect client for us. One of the best ways I've found is by demonstrating we can help them by ACTUALLY helping them.

Thought-leadership is good if you have a lot of time to produce it and a lot of money to promote it. You must have content that produces revenue also.

- **Provide step-by-step instructions for implementing a solution**
  - Break down complex processes into clear, manageable steps
  - Include specific examples or use cases to illustrate each step
  - Offer tips or best practices for each action item

- **Include practical tips or "quick wins" that readers can implement immediately**
  - Focus on low-effort, high-impact strategies related to your topic
  - Provide clear, concise explanations for why each tip is effective
  - Encourage readers to take action by highlighting the potential benefits

- **Offer decision-making frameworks or checklists**
  - Create easy-to-follow decision trees for common scenarios in your industry
  - Develop checklists that help readers assess their current situation or needs
  - Provide scoring systems or evaluation criteria to guide readers towards appropriate solutions

Include a clear call-to-action (CTA), that directs your audience to the solution or product.

It’s up to us to guide our audience in the direction we know is best for them. At every stage of the funnel.

These CTA’s are crucial to your ability to provide the most help possible to your audience.

- **Create a compelling headline that clearly states the benefit of your full solution**
  - Use action-oriented language that encourages readers to take the next step
  - Highlight a specific problem your product solves and how it can help the reader

- **Design visually appealing CTA buttons that stand out from the rest of the content**
  - Use contrasting colors to make the CTA button more noticeable
  - Include persuasive text on the button, such as "Get the Full Solution" or "Unlock Complete Access"

- **Offer a limited-time incentive for taking action**
  - Provide a free consultation or demo for those who respond to the CTA
  - Create a sense of urgency with a time-sensitive offer or discount

Distribute content across relevant B2B channels.

Creating your content is never enough. You must promote it if you want to get people to engage.

SEO isn’t going to do this on it’s own, so make sure to think about having a hub (like your website) and driving people to it from places they are already spending time at online.

- **Share content on LinkedIn**
  - Post articles, infographics, and short video clips to engage with your professional network
  - Participate in relevant LinkedIn groups by sharing valuable insights and content
  - Use LinkedIn's native article publishing feature for longer-form content

- **Contribute to industry publications**
  - Write guest posts for respected industry blogs and websites
  - Submit articles to trade magazines relevant to your B2B audience
  - Participate in expert roundups or interviews for industry publications

- **Leverage email newsletters**
  - Create a regular newsletter featuring your latest content and industry insights
  - Segment your email list to send targeted content to specific audience groups
  - Include snippets or teasers of your content with links to full articles or resources
  - You could also leverage your partners newsletters and provide content for them or advertise within them.

Monitor engagement & feedback and adapt your strategy and approach.

What gets measured, gets managed. I said this years ago to one of my Marketing Directors and it sparked what became a huge change for the department.

We weren't playing to vanity metrics anymore. We began attributing engagement with revenue production. This is key to being seen as a profit center, not a cost center.

- **Track key performance metrics for your content**
    - Use analytics tools to measure page views, time on page, and bounce rates
    - Monitor social media engagement metrics such as likes, shares, and comments
    - Analyze click-through rates and conversion rates for your CTAs

- **Collect and analyze user feedback**
    - Implement surveys or feedback forms on your content pages
    - Encourage comments and discussions on your blog posts or social media content
    - Conduct one-on-one interviews or focus groups with your target audience

- **Use A/B testing to optimize content performance**
    - Test different headlines, content formats, or CTA placements
    - Experiment with various content lengths or styles
    - Compare performance of different types of visuals or multimedia elements

Use insights to develop better resources or product features.

Learn from the numbers. Make hypothesis and test them. Use this to also share across departments. You'll be surprised who benefits from your findings.

- **Analyze user feedback and engagement metrics to identify popular topics or features**
  - Review comments, questions, and suggestions from users to understand their needs and preferences
  - Use analytics tools to identify which content pieces or product features are most frequently accessed or used
  - Conduct surveys or polls to gather direct feedback on what users find most valuable

- **Create in-depth guides or whitepapers expanding on popular content topics**
  - Identify top-performing blog posts or articles and develop them into comprehensive guides
  - Combine related content pieces into a cohesive, detailed whitepaper
  - Collaborate with subject matter experts to add deeper insights and analysis to existing content

- **Develop new product features or enhancements based on user engagement and feedback**
  - Analyze feature requests and common pain points to prioritize product improvements
  - Create prototypes or beta versions of new features based on popular content topics
  - Conduct user testing sessions to refine and validate new product features before full implementation

Regularly update your content. New questions or evolving market needs.

Content doesn't always need replaced. It can, a lot of the time, be updated and have the same or bigger effect.

Don't create new just to create new. Make it impactful and necessary.

- **Set up a content review schedule to regularly assess and update existing materials**
  - Create a quarterly content audit process to identify outdated or underperforming content
  - Establish a system for tracking industry trends and emerging topics
  - Implement a feedback loop with sales and customer service teams to gather new insights

- **Monitor industry publications and competitor content for new developments**
  - Set up Google Alerts for relevant industry keywords and topics
  - Regularly review top industry blogs and publications for emerging trends
  - Attend industry conferences and webinars to stay informed about new developments

- **Engage with your audience to gather new questions and concerns**
  - Conduct periodic surveys or polls to identify new pain points or interests
  - Host Q&A sessions or AMAs (Ask Me Anything) on social media platforms
  - Analyze customer support inquiries and frequently asked questions for new topics

Now it’s up to you... or is it?

I know this sounds like a lot. And it definitely can be at times. You won’t always have the time available to do it this way every time and that is OK.

This checklist is meant to help you build the process and begin following it as close as possible. Just focus on being consistent.

If you’re like some who have used this checklist and want your team to learn it as well, I’ve got a free mini-course you can check out and share with your team.

It’s a full how-to course on implementing this checklist and my methodology on B2B content planning, building, and promoting it to drive Revenue.

Check out the course here:

https://getquirked.co/video-series-optin/