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HOW TO DRIVE YOUR REVENUE
WITH B2B CONTENT
MARKETING

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Synopsis:

- **How to correlate content marketing performance with revenue and GTM goals**

- **How to analyze the buyer's journey to optimize your content and channel mix**

- **Strategies for futureproofing your content marketing**

Establishing a clear connection between content marketing and revenue can be challenging, especially when considering the length of B2B sales cycles, which are ever increasing, with ever larger buying committees.

However, there are frameworks and best practices that can support you in tracking and optimizing content performance, helping to identify its influence on ROI.

This article breaks down a content-to-revenue framework to determine the outcomes of your strategy, as well as tactics for futureproofing your B2B content marketing strategies to establish a predictable sales pipeline.

#1 IMPLEMENT A FRAMEWORK TO ATTRIBUTE CONTENT TO REVENUE

Attributing content marketing activities to revenue can be complex, especially since most buyer engagement in B2B organizations takes place in the dark funnel or is sales-led—emphasizing the diverse and important role content plays in the B2B buyer's journey.

While achieving full visibility into B2B content marketing outcomes is challenging, establishing a framework that facilitates a connection between revenue and content efforts is key to determine the success of content marketing strategies.

Below are three steps to take to build up a content-revenue framework:

1. Determine metrics

Metrics serve as the foundation of your content-to-revenue framework, making it important to select KPIs that can demonstrate how your content marketing drives revenue. Therefore, selecting metrics that can be directly correlated with your sales strategy and lead pipeline velocity is key to demonstrating the value and ROI of content marketing.

Below are sample metrics, however, be sure to tailor them to the unique content needs of your organization and add additional measurements to this framework as required:

Metric	How to correlate with content performance	How to correlate with revenue
Conversion rate (per page and funnel stage)	Indicates prospects' interest in learning more, as well as buyer discovery	Conversions point to movement in the sales pipeline and the number of leads generated, according to qualification criteria
Pipeline velocity	Demonstrates the ability of content to encourage progress toward a conversion, and can be benchmarked routinely (such as quarterly)	Pipeline velocity can be directly correlated with organizational growth and is key for forecasting revenue
Client Lifetime Value (CLTV)	This metric illustrates the quality of **lead nurturing** and the effectiveness of content in attracting and retaining high-quality clients. It is an overall indicator of a positive brand experience	CLTV is directly tied to growth, revenue, and the overall quality of a sales pipeline

Deals influenced by content and revenue generated

The content assets consumed during a buyer's journey before their conversion into a client can be correlated with revenue

By analyzing the number of closed deals and which content touchpoints prospects interacted with, you can directly attribute this engagement to ROI.

Therefore, identify content consumed during nurturing cadences via your Client Relationship Management system (CRM) or post-sale surveys

EXPLORE HOW TO DEVELOP DEMAND-GENERATION-READY CONTENT TO BOOST YOUR PERFORMANCE ⟶

2. Analyze and optimize the buyer's journey with content marketing

The buyer's journey in 2024 has been shaped by substantial changes in buyer behavior over the past five years, particularly influenced by the rise of digitization, as well as by the subsequent acceleration and deceleration of the tech market (**amplified by AI** and cloud modernization).

This phenomenon culminated in the **B2B tech stall** and rise of **buyer scrutiny** among buying groups, who are now more likely to increase in size, with decision makers adding relevant stakeholders to ensure the best fit for their business needs.

According to the **INFUSE Insights Voice of the Buyer 2024 report**, 68% of buyers are determining tech purchases according to their priority business opportunities, followed by 50% addressing tech compatibility issues. Additionally, 55% of sales cycles last over six months, meaning that brand experiences must **nurture prospects** for at least two quarters to achieve results—especially in organizations where sales cycles are traditionally lengthy.

Below is a framework to guide your buyer's journey analysis and content-led optimizations:

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Tactic	How to action this tactic	Recommended optimizations
Identify friction points	• Utilize **heatmap** tools • **Survey** bottom of funnel leads and clients about their frustrations with the purchase process • Identify web pages with high bounce rates to pinpoint specific issues that are disengaging users	• Perform **A/B tests** on underperforming web pages • Audit content to be more relevant to your audience • Prioritize the mobile experience • Perform **UX research**
Identify market trends	• Utilize trend and news curation tools, such as **Feedly**, to keep track of new developments in your vertical or sector • Attend events and foster relationships with business leaders and consultants • Build a community and leverage social listening tools to identify trends and user pain points	• Share insights from the C-Suite inspired by the identified trends • Craft snackable buyer enablement content to address buyer concerns quickly across their preferred channels • Leverage user-generated content to boost brand authenticity and encourage brand advocacy
Analyze competitors	• Track competitor insights through social media and tools such as **Crunchbase**. • Incentivize surveys with your competitors' clients to gain valuable insights on their outstanding pain points	• Adopt a **competitive displacement strategy** to gain market share • Draft comparison charts and case studies to appeal to middle and bottom of funnel leads. This will solidify your brand in the market • **Leverage partnerships** to outpace competitors and address a broader target audience

Track sales funnel velocity

- Track movement from one funnel stage to the next via **lead scoring** and in-market account behaviors

- Identify drop-off and unsubscribe rates to improve the user experience

- Audit lead nurturing cadences and A/B test emails with different content for funnel stages with lower engagement

- Add a short questionnaire to your unsubscribe experience

- **Leverage buyer intent data** to identify relevant prospect behavior and guide content creation

Foster brand advocacy

- Craft unique offers that clients can refer to peers for a unique benefit (discount, upsell, etc.)

- Develop a brand ambassador program with unique perks, events, or exclusive products

- Launch a referral process and track its success

- Upsell/cross-sell to clients to encourage contract renewals

- Incentivize satisfied clients to provide testimonials/ reviews that can be used as social proof

DISCOVER A DEMAND GENERATION FRAMEWORK TO CRAFT HIGH-IMPACT B2B CONTENT MARKETING ⟶

$ 3. Prioritize cost-effective channels and formats

Building your content distribution with channels that drive high engagement at a low cost is key to maximizing ROI from your content marketing.

According to the **2024 Content Marketing Institute B2B Trends report**, 69% of marketers increased their investment in video in 2024, followed by thought leadership, which demonstrates the value attributed to short-form and authoritative content. However, successfully activating these content formats to achieve performance requires the right mix of marketing channels.

Below is a list of cost-effective channels and formats for driving maximum ROI with B2B demand generation:

Channel	Best practices	Why is it cost-effective?
Social selling	◢ Recommend buyer enablement content for sales to promote and engage buyers ◢ Share targeted messaging tailored to the target audience of each content piece to use in social posts ◢ Develop easily customizable templates for graphics (such as on **Canva**) or share promotional materials	With the aid of marketing teams, sales can develop their own content calendar or repost branded content for free—while driving engagement with their audiences
Omnichannel lead nurturing	◢ Craft personalized cadences for each **buyer persona/Ideal Client Profile (ICP)** and ABM segment ◢ Track conversion rates and score leads accordingly, moving them to different cadences according to their funnel stage, buyer intent, technographics, etc. Content should address relevant pain points for each buyer or buying group ◢ Focus on long-term lead nurturing to **foster relationships** that drive conversions	Lead nurturing can be spearheaded by emails, which are highly targeted and engage prospects who have already demonstrated brand interest. It is a low-cost channel, with the only cost being a CRM or email marketing tool (**some even have free plans**). Other channels can be included as budget allows to provide a rich, omnichannel experience, but emails can make up the bulk of the long-term touchpoints

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Search Engine Optimization (SEO)

- Prioritize long-tail keywords that are not highly competitive and are of interest to your audience

- Build content clusters for strategic themes, with subtopics that signal buyer intent

- Guest post on partner websites to secure backlinks and boost your domain authority and reach

SEO is driven by content marketing for audience keywords to establish continuous web traffic to your company's website

Lead magnets

- Survey clients, prospects, and partners to identify opportunities for resources your audience needs

- Focus on evergreen, easy-to-update magnets, such as whitepapers, microsites, or templates

- Promote lead magnets via social selling, thought leaders, and influencers

As evergreen, high-value assets, lead magnets can bolster lead generation and demand generation for your organization and establish a stable flow of top of funnel leads

Case studies and testimonials

- Engage high-value clients to craft testimonials, scaling these incentives for case studies

- Create case studies for each buyer persona and different industries, which marketing and sales can leverage accordingly

Case studies and testimonials are key to demonstrating social proof and can be utilized to engage bottom of funnel prospects and address any of their remaining pain points

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By adopting these channels and content marketing formats, you can build your B2B demand generation strategy and establish a pipeline for attracting, nurturing, and converting prospects into loyal clients.

ESTABLISH AN OMNICHANNEL PRESENCE TO DELIVER A UNIFIED BRAND EXPERIENCE IN JUST 5 STEPS ⟶

#2 FUTUREPROOF WITH PERSONALIZABLE CONTENT AND OFFERINGS

Part of establishing a cost-effective B2B content marketing library and **distribution strategy** is ensuring that content can be easily personalized and repurposed.

While content can be written in advance for personas, each buyer has their unique set of preferences. In addition, 40% of buyers consume an average of 4-6 content pieces throughout their buying journey (**INFUSE Insights Voice of the Buyer, 2024**), placing greater emphasis on the accuracy of the content utilized at each touchpoint.

Given the increase in buyer-led research and the fact that 78% of buyers establish their purchase requirements before contacting sales (**6sense Buyer Experience Report, 2023**), the content they consume is pivotal in determining their purchase priorities.

Therefore, personalization plays a vital role in ensuring that the touchpoints buyers engage with are truly memorable and relevant, improving demand generation and reducing churn.

Below are three ways to futureproof your B2B content marketing strategy:

1. Craft customizable, scannable assets for each buyer persona

Create short content with a clear value proposition that can be consumed quickly by prospects and easily personalized to address a specific buyer's needs.

For example, you can develop three variants of a one-pager to appeal to specific niches within a buyer persona (by propensity to buy, for example), allowing sales to use the version that fits best with the prospect they are contacting. To increase the customization of your assets and enable content repurposing, you can also develop templates that can be easily edited to rearrange elements according to each prospect.

Repurposing content is the simplest way to counter common challenges when producing content marketing, which according to the **2024 Content Marketing Institute B2B Trends report** are ensuring consistency (54%) and differentiation (54%).

The level of customization possible depends on your capacity, however, if an account based marketing (ABM) approach is already adopted, taking this level of care can elevate your strategies to support an **account based experience (ABX)** framework.

**READ OUR 3-STEP CONTENT REPURPOSING GUIDE
TO MAXIMIZE THE PERFORMANCE OF YOUR ASSETS** ⟶

2. Encourage thought leaders to record short videos

It is well known that video is growing as a key medium for buyers, with 91% of marketers utilizing video in 2023 (**Video Marketing Statistics 2024**, Wyzowl) and a separate survey ranking video as the fourth most effective medium for engaging buyers (**INFUSE Voice of the Marketer 2024**). This popularity can be attributed to the rise of short-form video content across social media platforms as a quick way to glean insights.

Therefore, B2B organizations can leverage this trend by incorporating short-form video into their social selling and social media content calendars to address pain points succinctly. Videos can also be leveraged in email marketing and LinkedIn InMail, with sales representatives recording short clips to engage buyers in creative and innovative ways.

AI tools can help with the generation of assets for capturing attention in social media feeds (such as a unique GIF for a LinkedIn post), as long as this adheres to your brand guidelines.

DISCOVER 4 WAYS TO DRIVE B2B DEMAND GENERATION WITH AI TOOLS ⟶

3. Collect lead intelligence to inform optimizations for future campaigns

Lead intelligence is data on your buyers that is primed for actionability. Therefore, it represents a powerful resource for determining new approaches to improve the performance of your B2B content marketing strategy. Lead intelligence can include insights into key topics, the most relevant keywords for messaging, targeted ad performance, and more.

By collecting lead intelligence on a quarterly basis, you can continuously gain insights to perfect future iterations of your content and B2B demand generation programs, steering them in the right direction to engage your audience.

DISCOVER 4 REAL-WORLD SCENARIOS WHERE INFUSE DEMAND STRATEGISTS LEVERAGED LEAD INTELLIGENCE TO IMPROVE PERFORMANCE ⟶

#3 BENCHMARK CONTENT FOR PERFORMANCE

Assessing the accuracy of your B2B content marketing strategy and buyer persona personalization can be achieved with performance benchmarks. This includes utilizing the metrics covered in step one and combining your evaluation with revisiting your business goals to ensure content is fulfilling its intended purpose.

At this final stage, the link between content and revenue should be clear, allowing you to determine the ROI of your content strategy and identify opportunities for improvement.

Below are two steps to follow when benchmarking your content against revenue goals:

1. Align your content-revenue metrics with GTM goals

Your content should always support your business goals, and **adopting a Go-To-Market (GTM) approach** is the optimal way to anchor the function of your B2B content marketing and correlate its performance with organizational growth and revenue.

Therefore, after each quarter/semester/year, compile your metrics and compare them with the outcomes achieved to evaluate its effectiveness. Then, determine if GTM goals were met in the same timeframe in prior years, and how content supported those goals.

For example, a GTM goal could be promoting a new product to a key buyer persona. Depending on the success of this initiative and the content performance metrics collected, you can determine how your content strategy supported the results. This can be further attested by checking sales funnel checkpoints and interviewing clients about their content consumption and favorite brand assets.

It is also possible to directly assign specific metrics to GTM goals (depending on the GTM model you are using). This can be straightforward for product-led growth, however, for community and **partner-led approaches** this may require input from third parties to benchmark performance.

Evaluating the performance of your B2B content marketing strategy is a never-ending process that should be continually optimized to ensure that success is accurately defined and that your content continues to meet organizational goals.

READ 5 STEPS TO OPTIMIZING YOUR BUDGET TO REFINE YOUR DEMAND STRATEGIES ⟶

2. Determine the most cost-efficient channels and formats

In this step, evaluate the channels and B2B content marketing formats that you previously selected to determine which drove ROI.

This process will allow you to align your channel mix with the needs and preferences of your target buyers to support the best ROI possible.

Keep a close eye on conversion rates per channel, and your overall lead acquisition cost, to determine the best avenues for engaging your audience. Client surveys are also key, as you can ask which channels they used to discover and engage with your brand.

Below are some recommended metrics for this step:

Conversion rate per channel	This will allow you to determine what channels are best at engaging your audience and building your pipeline
Lead acquisition cost (LAC) per channel	The channels with the lowest LAC and highest conversions should be prioritized in your mix
Top consumed channels (according to surveys)	The channels clients utilize the most should be prioritized, even if they underperform in the metrics above. For instance, social media could be key in an **omnichannel approach** but convert less than **content activation campaigns**

DISCOVER 7 WAYS TO GLEAN ACTIONABLE INSIGHTS WITH SURVEYS ⟶

KEY TAKEAWAYS

When driving revenue with content, keep in mind these three takeaways to bolster your performance:

- **Track metrics that can easily be correlated to revenue and GTM objectives:** To steer your B2B content marketing strategy in the right direction, it is important to prioritize metrics that support optimizations, while associating content performance with organizational growth

- **Prioritize low-cost channels and formats:** When launching a content strategy, it is best to identify the channels and formats that drive the highest engagement at a low cost. Start with a pilot and expand as needed based on performance

- **Futureproof with lead intelligence:** Glean data on campaigns to determine the elements of high-impact content and optimize content regularly to continuously enhance its performance

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How to Develop Demand Generation-Ready Content

→

Optimize
How to Develop High-Impact content

→

Maximize value
Demand Marketer's Guide to Repurposing Content

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About the author

Joseph Braue is a digital media, marketing, and content innovator with expertise in growing B2B revenue streams. Joseph has started multiple marketing services in different media companies and grown them into multi-million dollar enterprises. Currently, he leads the INFUSE content services team and helps clients optimize their content performance for demand outcomes.