

THE AGENCY PLAYBOOK

FOR PERSONALISED B2B
CONTENT STRATEGIES



Synopsis:

- The importance of personalising content to engage buyers
- How to develop an omnichannel content strategy for targeting the entire buying group
- Key metrics to calculate the ROI of personalised content



Given the shifts in B2B buyer behaviour, agencies face the difficult challenge of proactively addressing their buyers' unique needs and challenges across multiple regions—and marketing channels to secure buy-in.

The rise of independent buyer research has brought a refocus on the role of high-quality, buyer-led content in the buyer's journey. Engaging and supporting buyers requires personalised content that leverages buyer behavioural data to deliver an enriched experience.

Successful demand content acts as a competitive strategy, supporting buyers as they navigate complex [buying journeys](#) and ensuring brands stay top of mind.

With buyers becoming increasingly defensive, establishing clients as trusted sources of information—and derisking their solutions—has never been more critical.

This playbook outlines strategies designed to help B2B media agencies create tailored, high-impact content that aligns with their clients' needs and drives demand generation success.

Why personalised content strategies are critical to client success



Buyers have become more independent and informed in recent years, conducting extensive research in [the dark funnel](#) before reaching out to their vendors of choice. This takes place up to 70% of the way through their buying process, only after a consensus is reached with the rest of their buying group ([6sense, 2024](#)).

Buying cycles can take more than a year from the time research begins, with this process varying greatly from region to region. Buyers in Belgium and the UK have longer cycles than buyers in the Netherlands, for example ([6sense, 2024](#)).

Given the extended period of time buyers spend in the [consideration stage](#), content has become essential for enabling buyer-led research. In fact, between 33% to 50% of buyers rely on seven or more pieces of content when evaluating technology solutions ([Voice of the Buyer, 2025](#)).

For agencies, effectively engaging their clients' buyers starts with creating and activating content that supports **buyer enablement** and clearly demonstrates the **unique value** of client solutions.

However, success with this strategy is defined by providing buyers value through a consultative approach that establishes clients as thought leaders and industry experts. To support this, content should be personalised to each buyer (and buying groups') unique needs.

This is vitally important in Europe, where 90.5% of buyers choose vendors they have had prior experience with ([6sense, 2024](#)).

Standing out early as a competitor in this scenario is, therefore, crucial.

“Buyers don’t want more content—they are already overwhelmed by what’s out there. There’s an abundance of generic material being produced. LLMs are great for getting started; tools like ChatGPT can help shape a framework or a first draft. But ultimately, it is up to us as humans to add that crucial layer of value. We need to bring a clear point of view and breathe life into content—creating assets that truly engage buyers rather than just adding to the noise.

What buyers are really looking for is content that helps them make informed decisions and gain internal buy-in. That is why we must prioritise quality over quantity and ensure everything we produce is shaped by a strong brand voice and a coherent strategic narrative. These are the actions marketers must take to meaningfully engage today’s buyers.”



— Kiri Craig
Managing Partner,
onebite

Below are four key steps to developing a personalised content strategy that engages buyers and derisks offerings.



1. Develop or optimise ICPs

In order to drive conversions, demand content must be created with a deep understanding of prospective buyers' behaviours, preferences, and [intent](#)—across geographies.

In many cases, clients will already have developed their own Ideal Client Profiles (ICP). However, agencies can fulfill an important role by enriching these personas with demand intelligence to ensure that content strategies address the [specific challenges and needs of each member](#).

The more precise and relevant the content, the greater the value it delivers—enabling better performance, including conversions and [ROI](#).

Below is a list of data sources for enriching ICPs:



Intent data from website and social analytics

- Content consumption
- Browsing behaviour
- Interactions with brand touchpoints



Sales and marketing data

- Common objections and buyer motivations
- Marketing feedback on audience engagement patterns
- Account data such as buying group structure
- Demand intelligence including prospect scoring, segmentation data, intent signals, and behavioural data
- First-hand engagement with buyers at trade shows, networking events, and summits



First-party client feedback

- Surveys and polls
- Product reviews and testimonials
- Support tickets and client success interactions
- One-on-one conversations with existing clients
- Organised focus groups to discuss preferences and challenges



Third-party tools and social listening

- ▮ Social media monitoring platforms for mentions and sentiment
- ▮ Keyword research to identify common pain points and trends

Combining these sources ensures a comprehensive, data-driven approach to building personas that accurately reflect buyer needs and behaviors.

When enriching ICPs with behavioural and intent data, agencies working with UK or EU-based audiences must ensure strict compliance with the General Data Protection Regulation (GDPR).

This means verifying that all personal data used is lawfully obtained, consent is properly managed where necessary, and data processing aligns with the client's stated purpose.

Leveraging first-party data—such as direct interactions, surveys, and trade show engagements—is often the most compliant path.

For third-party intent data, agencies should prioritise partners who adhere to GDPR standards, offer full data transparency, and allow clients to audit consent mechanisms. Balancing demand intelligence with data privacy safeguards not only mitigates legal risk but also builds trust with both clients and prospects.

[Build ICPs from scratch to fuel your campaigns with our definitive guide](#) →



2. Personalise content to drive engagement

Personalisation is key to ensuring your content speaks directly to the needs, challenges, and motivations of each prospect within a buying group—to drive demand.

Combine data from ICPs and account intelligence on the roles of each member in the purchasing process, with their stage in the buyer’s journey. These insights can guide your content strategy and allow you to craft highly relevant content that captures attention, nurtures engagement, and accelerates conversions.

This content should support the buying process and encourage engagement among buying group members. Building personalised content hubs (also known as content libraries) is a useful tactic to employ here, as they can contain a large amount of information relevant to specific buyers and personas, which can answer all their questions and act as a useful research tool.

For example, educational content that supports buyer-led research will enable prospects to make a more informed purchasing decision about a client’s product or services, as well as field questions from other buying group members. When developing your content, consider how it will enable buyers to advocate for solutions within their group.

Below is an example of how content can be used to engage various members of a buying group.

The account depicted is a large logistics business in the manufacturing sector considering software products to improve staff efficiency:				
ICP	Point in buyer journey	Role in buying process	Content shared	Content strategy
Procurement Professional	Top of the funnel (TOFU)	Researching potential solutions to improve an aspect of operational efficiency and meet goals set by their manager	An article on the latest technology advancements and their impact on operational efficiency, along with best practices	The content assists this stakeholder with their research, and gives them enough information to share with a more senior member of the buying group

Procurement Manager	Middle of the funnel (MOFU)	Key influencer that must be nurtured in order to reach other senior members, particularly given the focus of the solution	Industry case studies on the advancements in logistics as a result of AI, achieved results, and testimonials of managers and executives. Demo videos covering the solution’s main features and capabilities are also prime assets for this persona	This content shows the unique value of the product, how it solves the challenge faced by the prospect, and how it differs from competitor products
	Bottom of the funnel (BOFU)	Responsible for affordability, budget allocation, and ROI, this stakeholder has a critical role in approving purchases	Pricing calculator on website, combined with testimonials of financial managers praising ROI	This content illustrates the unique value, benefits, and ROI that the product supports, helping to overcome potential objections

Whilst this is a simplified view, the example above illustrates the complexity of the buying process and the importance of personalisation for nurturing buying groups.

[Develop B2B content that resonates with your buyers with our guide](#) —>



3. Customise content for omnichannel distribution

Orchestrating [omnichannel marketing](#) requires a strategic approach to content delivery, ensuring consistent messaging across [marketing channels](#) such as [social media](#), email marketing, and in-person events.

The challenge lies in balancing personalisation with scalability—each channel must feature tailored content that resonates with its specific audience while maintaining a cohesive brand message.




Therefore, to truly engage buying groups, brands must leverage journey mapping to align marketing efforts with the decision making process of buying groups. This approach helps prioritise channels and optimise content placement to guide buyers seamlessly through their decision process.

Journey mapping typically involves the following key steps:

- 1. Define which segment or persona you are mapping:** Determine the level of personalisation possible, drawing on your ICPs or buying personas to identify and scope your intended target audience
- 2. Identify key stages of the buyer journey:** Outline the main touchpoints prospects will take as they progress through their buyer's journey—as well as how your content strategy to support this
- 3. Create a content distribution plan:** Promote content on channels where it will be most relevant to your target audience—and in a variety of formats

With some exceptions for buyer preferences, each channel plays a distinct role across the buyer's journey. Planning your channel mix effectively ensures a frictionless experience.

To maximise engagement, consider how each channel supports:

-  **Interactive communication** for active engagement
-  **Diverse content formats** to cater to varied preferences
-  **Personalised messaging** to address stakeholder-specific challenges

By strategically integrating journey mapping into omnichannel marketing, agencies can help clients create more meaningful connections with buying groups and drive higher ROI for campaigns.

[Build a high-performance omnichannel strategy with our step-by-step guide](#) —>



4. Measure the success of personalised strategies

To ensure customised content strategies support business outcomes, it is essential to track key metrics, establish attribution methods, and implement feedback loops.

Key metrics to calculate the ROI of personalised content include:

- Engagement rate
- Conversion rate
- Client acquisition cost (CAC)
- Client lifetime value (CLTV)

Attribution and ROI

Measuring the return on investment (ROI) of tailored content requires clear attribution strategies and intentional orchestration of the buyer's journey.

By strategically aligning personalised content with key decision making moments across the journey, agencies can ensure their efforts drive impact.

For media planners especially, omnichannel attribution models play a crucial role in identifying which content assets resonate most at different stages, from early engagement to conversion. By linking content to orchestrated touchpoints—such as landing pages or social campaigns—agencies can better demonstrate how content influences pipeline and client success.

[Discover how to capture and showcase marketing ROI with impact](#) —>

Feedback loops for optimisation

To ensure personalisation is precise, content performance should be continuously analysed through feedback loops that capture buyer data and interactions.

This process involves gathering insights from how prospects engage with personalised content—whether through click patterns, drop-off points, or social listening—and leveraging data insights to inform iterative adjustments. These optimisations help refine content strategies, ensuring they evolve alongside changing buyer behaviours and preferences.

By maintaining a [data-driven](#) approach, agencies can continuously innovate content strategies to enhance relevance, drive deeper engagement, and deliver measurable results that maximise the long-term impact of client campaigns.

[Discover 7 strategies for ensuring your content strategy that supports buyer engagement](#) —>

Key takeaways



- Inform content with **data-driven insights** to craft hyper-personalised experiences for targeted messaging
- Utilise **buyer-centric personalisation** to tailor content that addresses the specific needs of each buyer to improve engagement, retention, and growth
- Track **engagement, conversion, and client lifetime value** to optimise personalisation efforts and calculate the ROI of your content strategies

EXCEED CLIENT EXPECTATIONS WITH PRECISION DEMAND

INFUSE demand experts work with you to craft high-performance demand programs that propel your growth.

[Talk to our team to develop your buyer enablement strategy](#) →





2385 NW Executive Center Drive, Suite 100
Boca Raton, FL 33431
info@infuse.com

INFUSE.com