

B2B Content Marketing Funnel

A Guide to Create and Optimize It



Content marketing generates 3x more leads than outbound marketing. It also costs 62% less. But without a proper B2B content marketing funnel, you may fail to see these benefits. Check out this guide to learn how to create an effective B2B content marketing funnel or optimize an existing one.

The Basics of Creating a B2B Content Marketing Funnel

AWARENESS STAGE

Attract and educate the audience with content about relevant topics in your industry.

Create content to build brand awareness and drive web traffic.

TYPES OF CONTENT FOR THIS STAGE

Create content that provides:

1. Industry updates and trends
2. Explanations of a certain issue
3. Solutions to a specific pain point
4. Explanations of your product/service features

BEST CONTENT FORMATS TO USE



EVALUATION STAGE

Help prospects learn more about your business, products, and/or services.

Create content that will build trust with the target audience and prove your credibility.

TYPES OF CONTENT FOR THIS STAGE

Create content that:

1. Establishes how the product would benefit them
2. Helps them evaluate the best solution to their unique situation
3. Explains the pros and cons among choice (but indirect) competitors

BEST CONTENT FORMATS TO USE



PURCHASE STAGE

Convince prospects that making a purchase is the best decision.

Create content that establishes your key value proposition and helps you close a sale.

TYPES OF CONTENT FOR THIS STAGE

Create content that:

1. Helps prospects understand why buying from you is the smartest choice
2. Proves that your product/service is exactly what they need
3. Shows how other customers are benefiting from their purchase

BEST CONTENT FORMATS TO USE



Best Practices to Optimize Your B2B Content Marketing Funnel

#1: Focus on creating content for your audience and not for yourself.



#2: Group your audience into different personas and design a funnel for each persona.



#3: Evaluate the effectiveness of your funnel by tracking how well it drives traffic and conversions.

- Use UTM parameters to see which types of content and channels are most effective.
- Use native social media analytics and page analytics to analyze content performance.
- Get feedback from customers and employees about their preferences.
- Identify areas in the funnel where consumers experience difficulties and fix them.