

Four pillars of B2B content marketing strategy

This slide depicts the essential pillars of content marketing strategy to provide comprehensive and authoritative exploration of the contents: acquire higher lead generation through various marketing tactics. The pillars include strategy, content, promotion and conversion.



Strategy	Content	Promotion	Conversion
Market Research <ul style="list-style-type: none">Evaluate customer segmentation from demographics or buyer personasAnalyze market fit for B2B	Keyword Analysis <ul style="list-style-type: none">Use trending keywordsWrite clear and relevant keywordsAdd text here	Campaigns <ul style="list-style-type: none">Social media campaignsGoogle adsEmail marketingAdd text here	Channels <ul style="list-style-type: none">WebinarsGoogle adsEventsAdd text here
Campaign Goals <ul style="list-style-type: none">Determine customer journey funnel for effective content creationSet conversion goalsAdd text here	Content Planning <ul style="list-style-type: none">Establish content calendarSet goals and objectivesAdd text here	Paid Promotion <ul style="list-style-type: none">Conduct paid ads on social media platforms to attract more leadsAdd text here	Sales Offer <ul style="list-style-type: none">Landing pageSales pageAdd text here
Publication Channels <ul style="list-style-type: none">Select appropriate channels for content marketingAdd text here	Content Creation <ul style="list-style-type: none">Write quality content with attraction infographics and visualsAdd text here	<ul style="list-style-type: none">Add Text HereAdd Text Here	<ul style="list-style-type: none">Add Text HereAdd Text Here
KPIs <ul style="list-style-type: none">Number of website visitsOrganic lead generationAdd text here	KPIs <ul style="list-style-type: none">Number of clicksWebsite visitsAdd text here	KPIs <ul style="list-style-type: none">Use google analytics and facebook insights to monitor progressAdd text here	KPIs <ul style="list-style-type: none">Audience reachNumber of sharesAdd text here



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