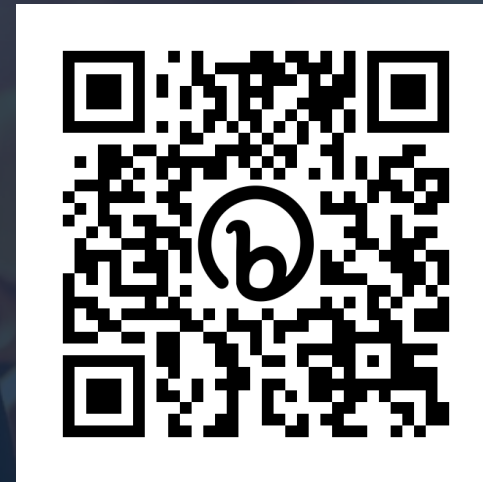


# 6 Steps To Future Proof Your B2B Marketing For Greater ROI

Slides: [bit.ly/3oMgAsA](https://bit.ly/3oMgAsA)



**Michael Brenner**

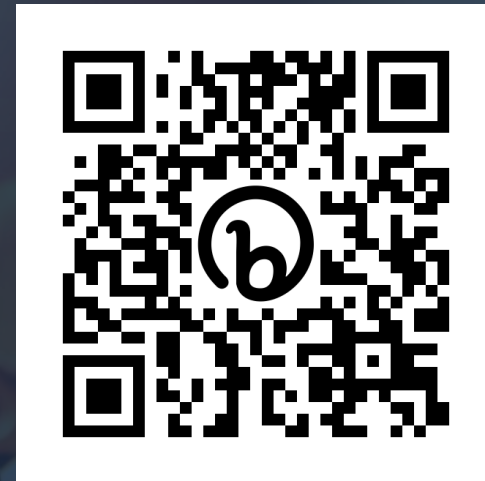
CEO, Marketing Insider Group  
Author, *Mean People Suck* and *The Content Formula*  
[@BrennerMichael](https://twitter.com/BrennerMichael)



# Stuff That Works



Slides: [bit.ly/3oMgAsA](https://bit.ly/3oMgAsA)



**Michael Brenner**

CEO, Marketing Insider Group  
Author, *Mean People Suck* and *The Content Formula*  
[@BrennerMichael](https://twitter.com/BrennerMichael)



# The B2B Playbook Is Dead



# The B2B Playbook Is Dead

Marketing  
Is Dead



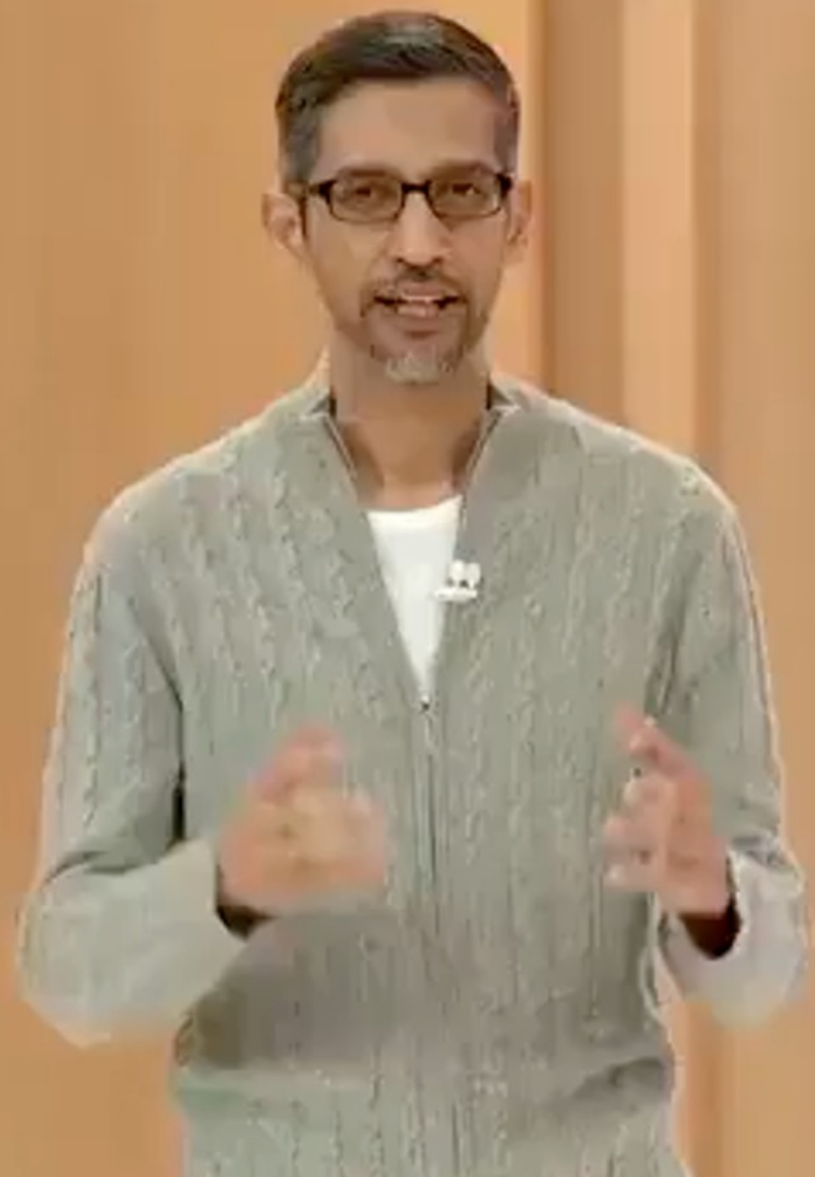
# The B2B Playbook Is Dead

Marketing  
Is Dead

Search  
Is Dead



source: google



Sundar Pichai

he/him



source: google



Sundar Pichai

he/him





can you get me leads?



I can certainly help you generate leads through various means such as providing you with a list of potential leads based on specific criteria, or by suggesting strategies for finding leads on your own. However, please note that I am a language model and do not have the ability to access or gather external information or generate leads on my own.



Please generate leads for me based on companies that need content marketing services



I'm sorry, but as a language model, I do not have the ability to access external information or gather leads for you. However, I can suggest some strategies for finding leads for companies that need content marketing services.




1. Use LinkedIn to search for companies in your target industry and reach out to their marketing or content teams.
2. Utilize Google to search for companies in your target industry and look for their contact information on their website.
3. Attend networking events and conferences related to your target industry to meet



**Noah Kagan**  @noahkagan · Mar 19



The only people making money from AI are the people making content about how to make money with AI 

 98

 81

 916

 80.4K



# *“AI Can’t Create Demand”*



Dr. Carmen Simon  
PhD, Neuroscience  
Chief Data Scientist, Corp. Visions



*But it can create an image of chocolate cake*

# “Marketing” vs Content Marketing

## “Marketing” = Interruption

- “About Us” Websites, Product pages, Emails, Ads, Social posts, etc.
- Marketing / PR / Social Media Campaigns or STUFF

## Content Marketing = Attraction

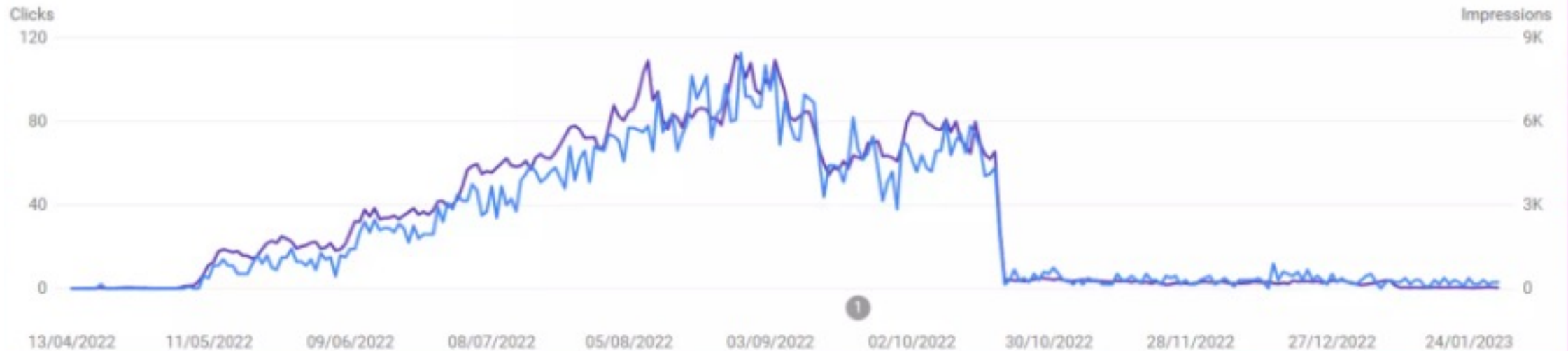
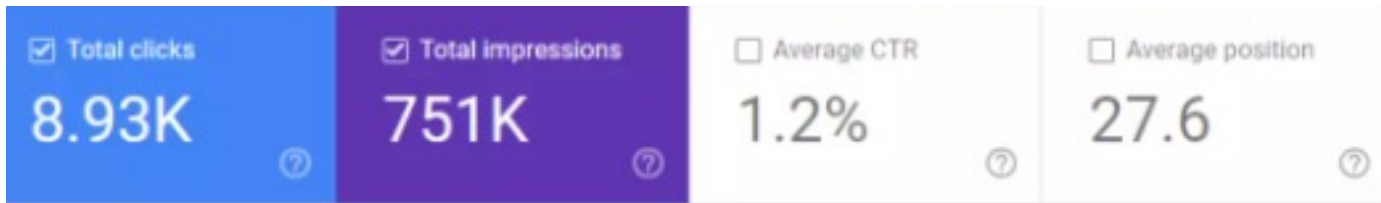
- Customer-focused content, published consistently on your website
- Focusing more on your audiences’ interests or topics vs products
- Turns your website into a strategic business asset = ROI.

*AI is great at this stuff*

*AI Cannot Do This Unassisted*

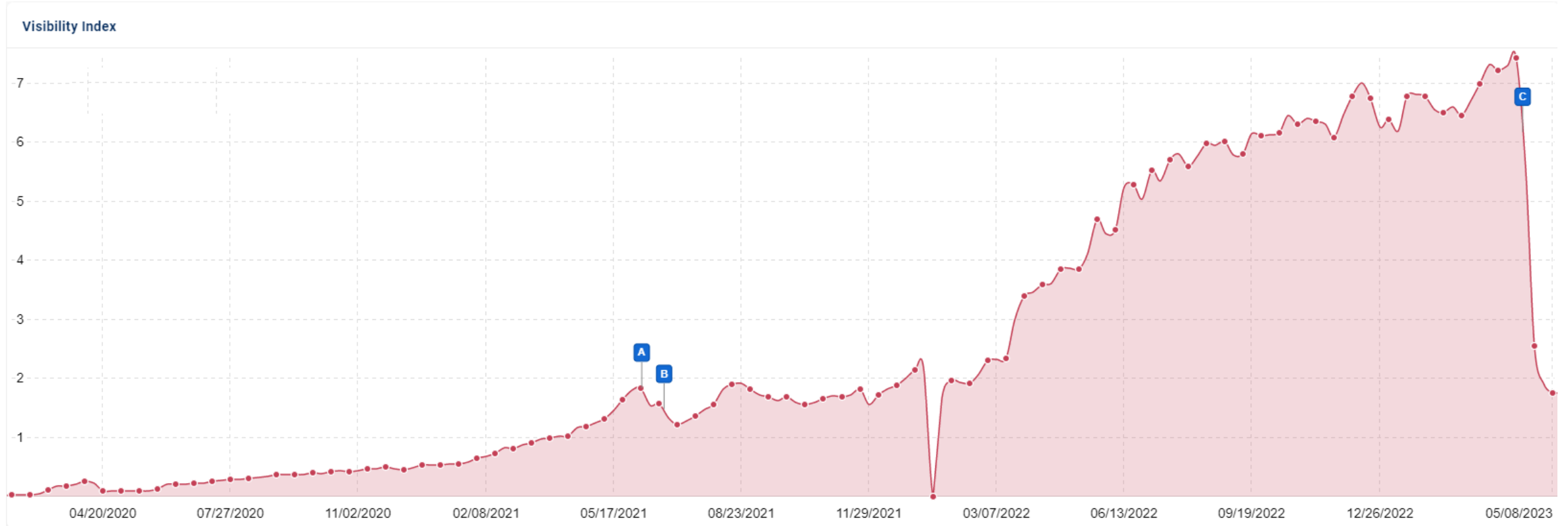
# Cautionary Tales

- Created niche industry website
- Scraped “People Also Ask” questions from 10,000 keyword searches
- Used ChatGPT AI to answer the questions
- Added affiliate links and some third-party link building



# Cautionary Tales

- Popular Travel Website
- AI-Generated Reviews
- Traffic down 74% and still falling



Source @LilyRayNYC



# The Paradox of AI?

*The more we use AI,  
the more human we  
need to be!*



—

# The Future of Content In B2B Marketing?

---

1. Marketing is a Strategic Asset

80% of CEOs  
unsatisfied  
with CMOs

ONLY 20% NOT SATISFIED  
WITH COO / CFO / CIO

~ FOURNAISE GROUP

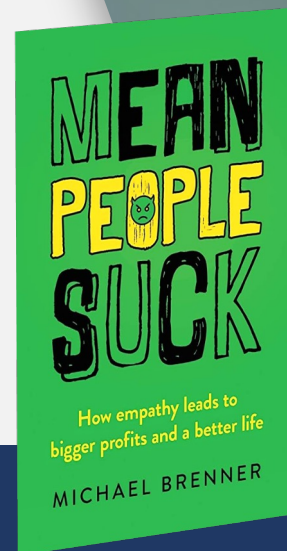


**56% of content  
goes completely  
unused!!!**

~ Forrester



Behind every  
bad piece of  
content is an  
**executive**  
who asked for it.



**Your Website Is  
a Digital Asset  
With Real Value  
That Grows Over  
Time.**

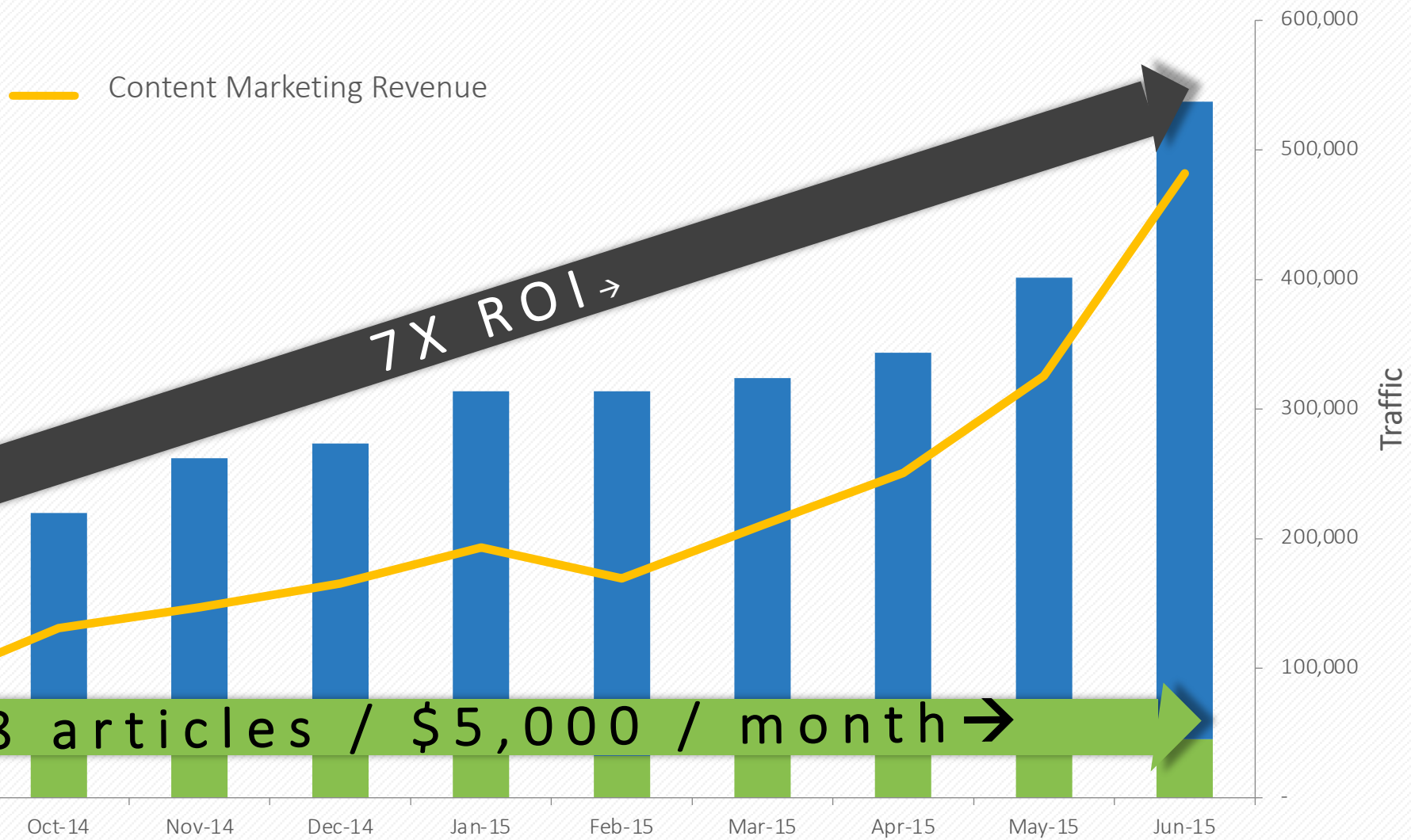
**LET'S SEE PROOF...**



# COMPOUNDING RETURN OF B2B CONTENT MARKETING

**138%**

YOY increase in traffic and leads from 12 of our clients



**7X** Avg ROI from consistent publishing of quality content

8 articles / \$5,000 / month →



—

# The Future of Content In B2B Marketing?

---

## 2. Business Case

# The Goal: Get Customers

REACH

ENGAGE

CONVERT

RETAIN

Buyers we  
are not  
reaching  
today

# Build The Business Case

REACH

Using the keywords they use,

ENGAGE

Creating the content they want,

CONVERT

Converting them to sales, and

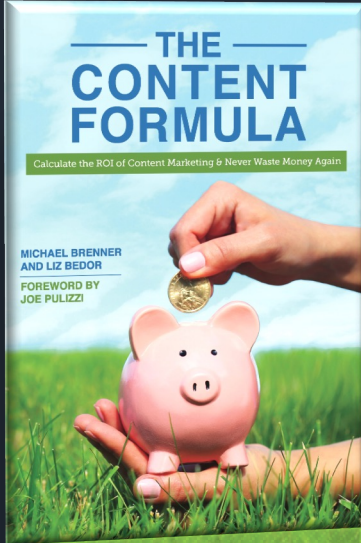
RETAIN

Retaining that engagement.

# Measure Content Marketing ROI



# SAP CONTENT MARKETING ROI YEAR 1



**7X**  
RETURN ON  
INVESTMENT

**\$100,000 Budget**

---

**1 Million Visitors | 1,000 leads**

**\$250,000 from subscriber email nurture**

**\$540,000 in lead conversion to sales**

---

**\$790,000 in ROI** ((Revenue – Cost) / Revenue)



—

# The Future of Content In B2B Marketing?

---

## 3. Consistency

### 3. Reach & Convert With Consistent Publishing



We wouldn't insult your intelligence with 19 pop-ups on this page. So please read our blog content at ease and do share your thoughts in the comments!



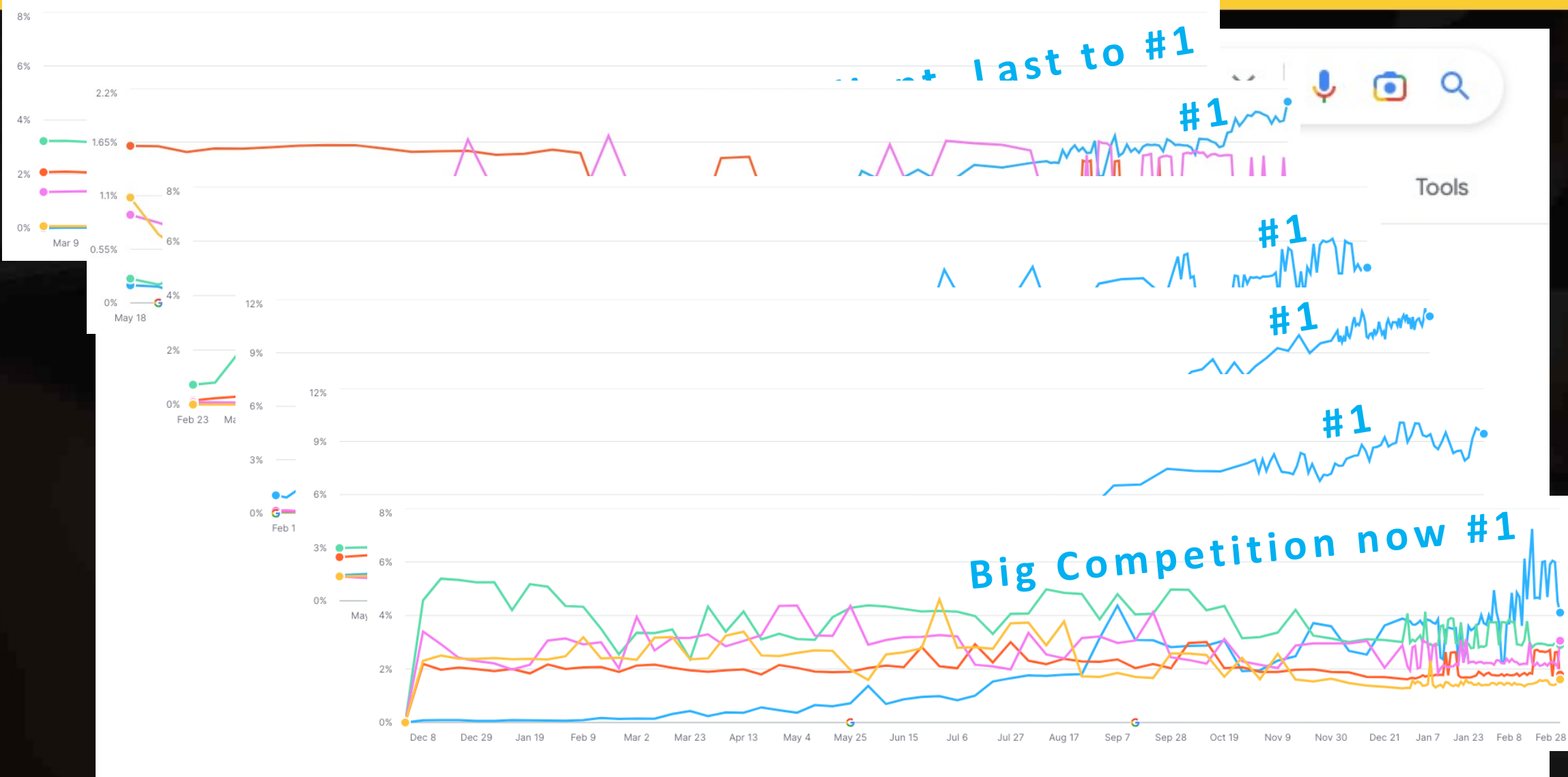
# Organic Keywords 27,338

- Top 3
- 4-10
- 11-20
- 21-50
- 51-100



January 2023	
Top 3	685
4-10	2,320
11-20	3,047
21-50	7,531
51-100	13,755
<b>Total</b>	<b>27,338</b>

We wouldn't insult your intelligence with 19 pop-ups on this page. So please read our blog content at ease and do share your thoughts in the comments!





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# The Future of Content In B2B Marketing?

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## 4. “Become Notable”

# Double EAT



# How To Build EEAT

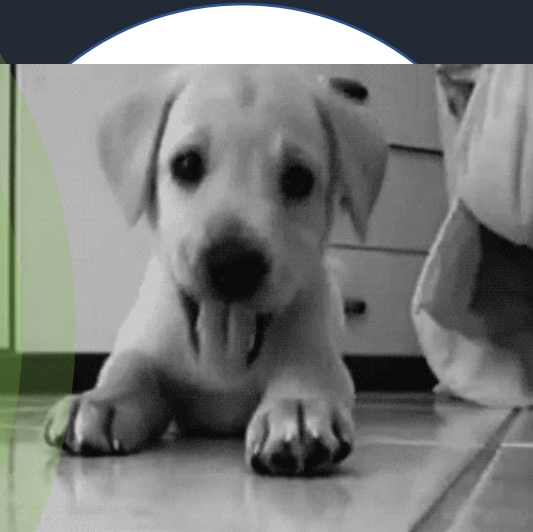


Business Instinct

What We Publish

Helpful B2B Content

What Customers Want



Charity

Empathy

# How To Build EEAT



**Radiologists  
and Radiology  
Technologists  
Salary Guide**

oogle

radiologists|

**radiologists salary**

**radiologist qualifications**

**what is radiology used for**

**radiologist schooling**

**radiologist course**

**radiologist technician**

**do radiologists do surgery**

**radiologists role**

Empathy

# If AI Doesn't Know You, You Must Become Notable



Chris Penn

*"...the new battleground for marketers - how well are we known by the machines ..."*

*If you're notable, the machines know you. They recommend you. They talk about you. **In many ways, it's no different than classical SEO** ...*

*But what if you're not notable? What if the machines don't know who you are? Well, the answer is... **become notable.**"*

## How? Consistent Expert content!

# Focus Keywords and Topics Using Buyer Intent

## Why Directors of Marketing Are Miserable

By Michael Brenner on [September 9, 2022](#) in [Marketing Strategy](#) [Edit](#)



ts
2.3B
138M
181M
66
3.6B
285M
1.8B
175M

61.76    24.64    0.49    175M



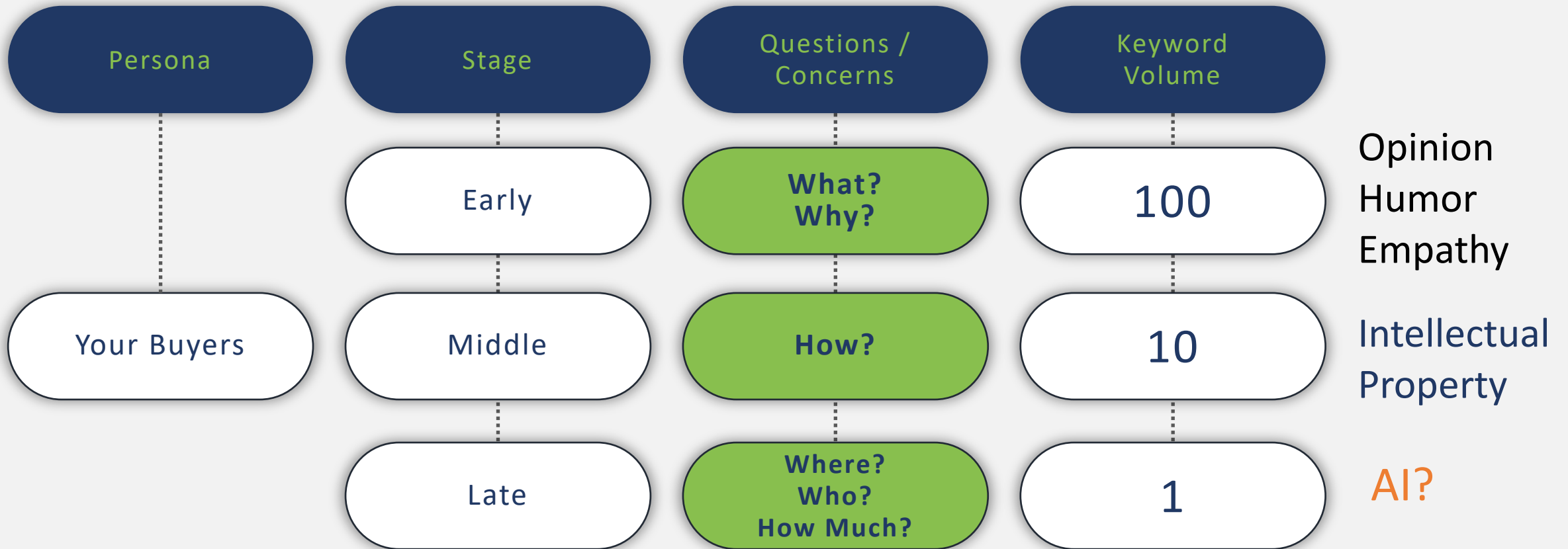
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# The Future of Content In B2B Marketing?

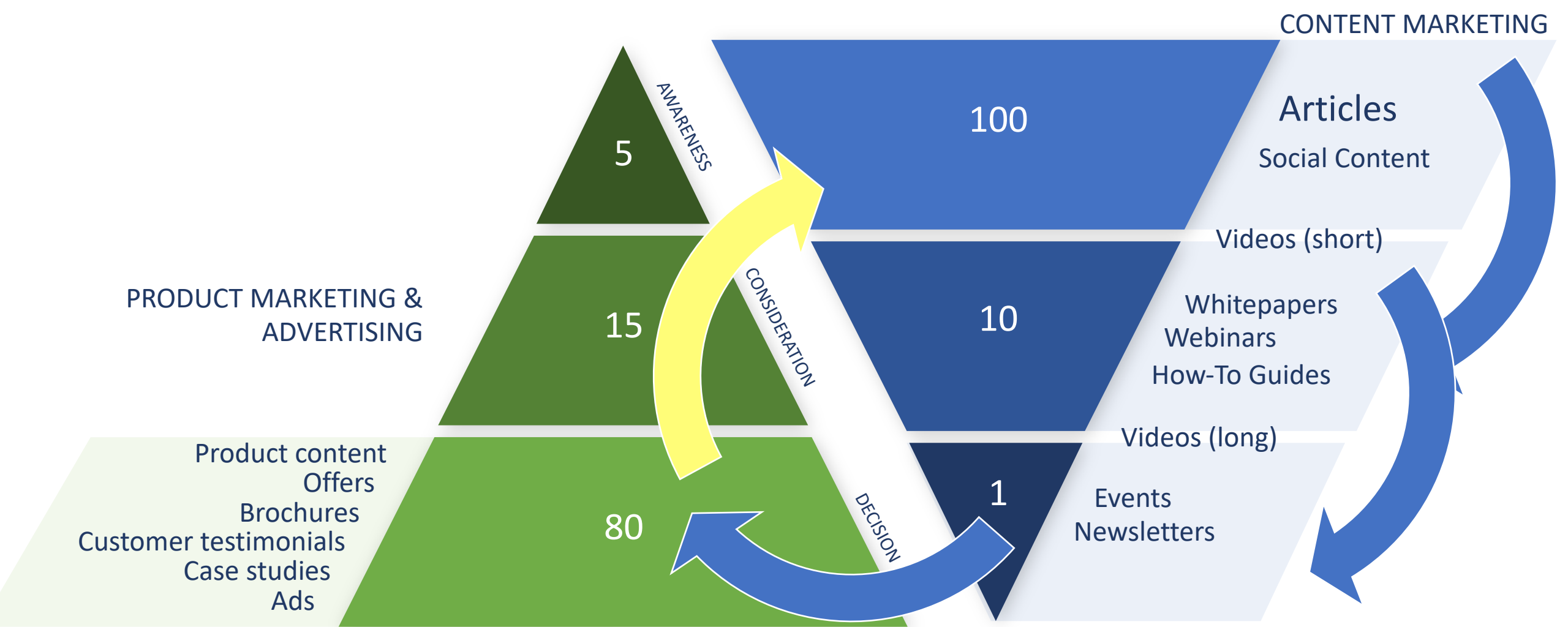
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## 5. Buyer Journey

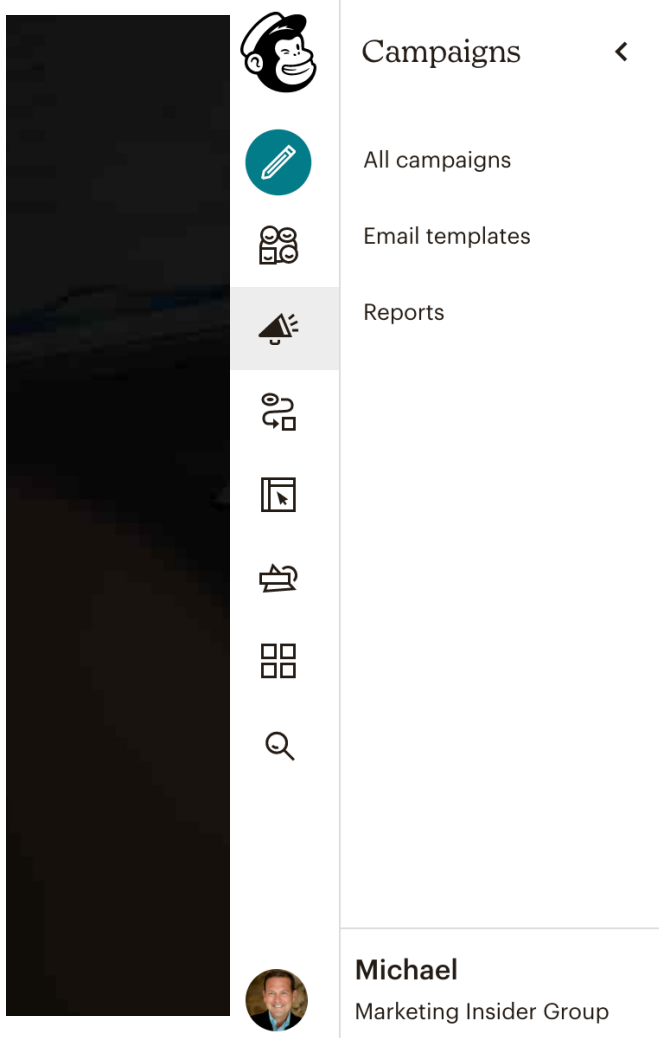
# Answer The Right Questions



# Map Content (Types) To The Buyer Journey








# Nurture with Email | SUBSCRIBERS = ROI



Navigation sidebar with icons for Campaigns, All campaigns, Email templates, Reports, and user profile for Michael, Marketing Insider Group.

## 9 Workflow Emails

	<b>1. Welcome Message</b> 2 hours after subscribed contacts join your audience <a href="#">View subscribers in queue</a>	33.9% Opens	16.5% Clicks	3,082 Sends
	<b>2. Email 2</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	24.7% Opens	3.1% Clicks	3,008 Sends
	<b>3. Email 3</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	22.8% Opens	2.6% Clicks	2,974 Sends
	<b>4. Email 4</b> 1 day after subscribers are sent previous email <a href="#">View subscribers in queue</a>	22.9% Opens	7.4% Clicks	2,955 Sends
	<b>5. Email 5</b> 2 days after subscribers are sent previous email <a href="#">View subscribers in queue</a>	20.1% Opens	3.0% Clicks	2,936 Sends



—

# The Future of Content In B2B Marketing?

---

## 6. Amplify



Empower  
Your People  
(Employees)



To Reach  
New People  
(Customers)

# Make Content Creation and Social Sharing a Team Sport

**Lauren Basiura** • 1st  
Writer for Marketing Insider Group  
1d • 🌐

**Giana Reno** (She/Her) • 1st  
Director of Co  
6d • 🌐

**Michael Brenner** • You  
Content Marketing Agency CEO | CMO Influencer | Former Marketing Le...  
1w • 🌐

How to Make You  
<http://ow.ly/FBu6>

Ready to create a hig  
generation and grows

Don't miss an opportunity to optimize your content. A well-crafted content marketing funnel helps secure conversions.

...see more

**2022 Marketing Trends That Will Grow Your Business in 2023**

**How To Build The Perfect Content Marketing Funnel**

**MARKETING INSIDER GROUP**

# Meet Your Audience Where They Are

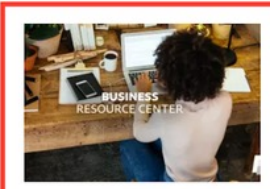
- “You Might Also Like”
- “Suggested For You”
- “From Around The Web”
- “Sponsored Content”



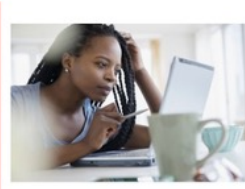
**NEWS AND TRENDS**  
**How Mark Zuckerberg and Tim Cook and More Are Reacting to Separation of Children and Parents At U.S. Border**  
Many tech leaders are speaking out against the policy.  
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3 min read




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**SPONSORED CONTENT**  
**Attract More Customers**  
Trying to grow an online business? These 5 tips will help do the trick.  
By PayPal for Business



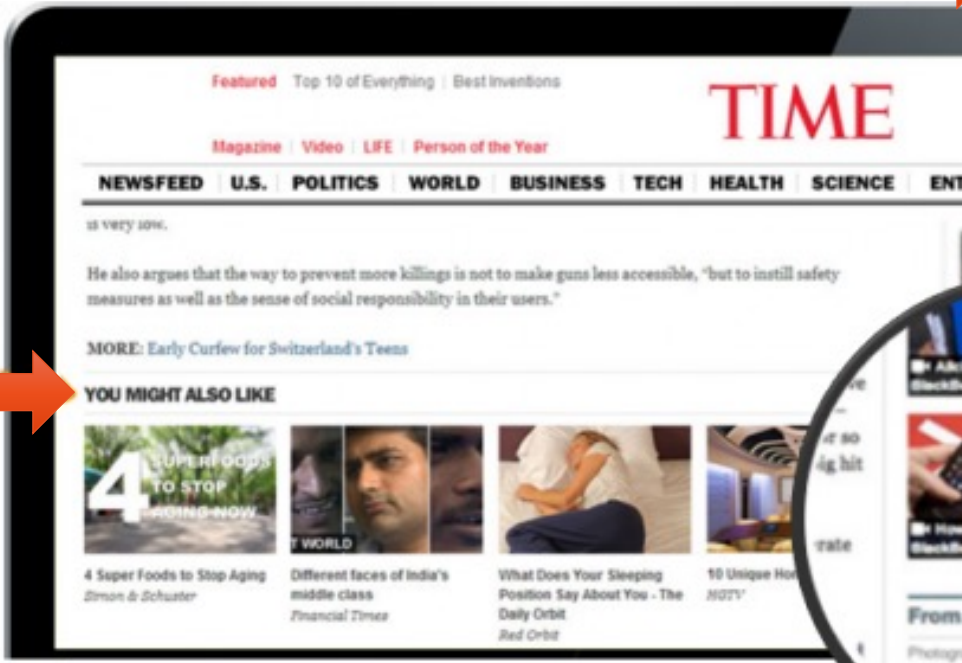
**EMAIL**  
**10 Tips for Writing Emails That Will Get You Tangible Results**  
If you follow this 10-step process, you'll avoid the email mistakes that other marketers are making.  
Susan Gunelius  
6 min read



**TRANSPARENCY**  
**If No One Is Engaging With Your Marketing, You Should Do This**  
Sometimes, being 'professional' is not what's best for your business.  
Luis Congdon  
6 min read

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Peter Page
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Rose Leadem

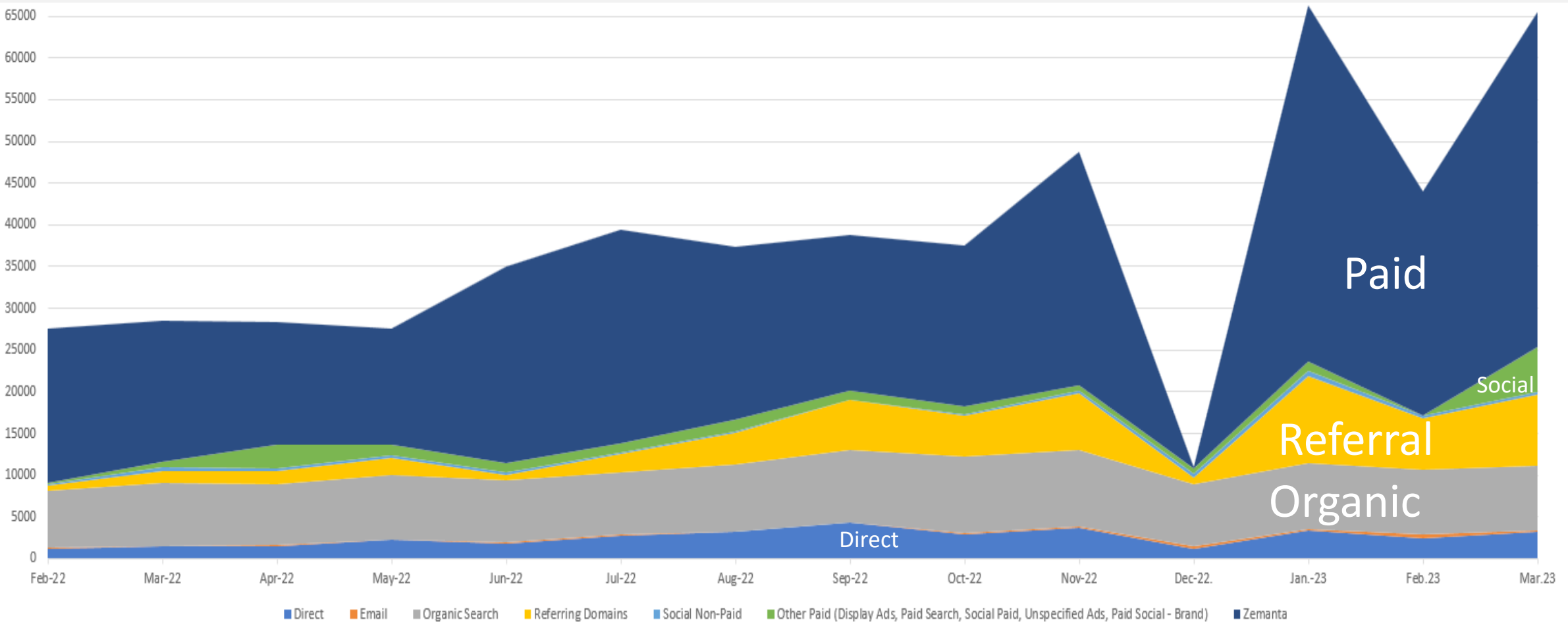


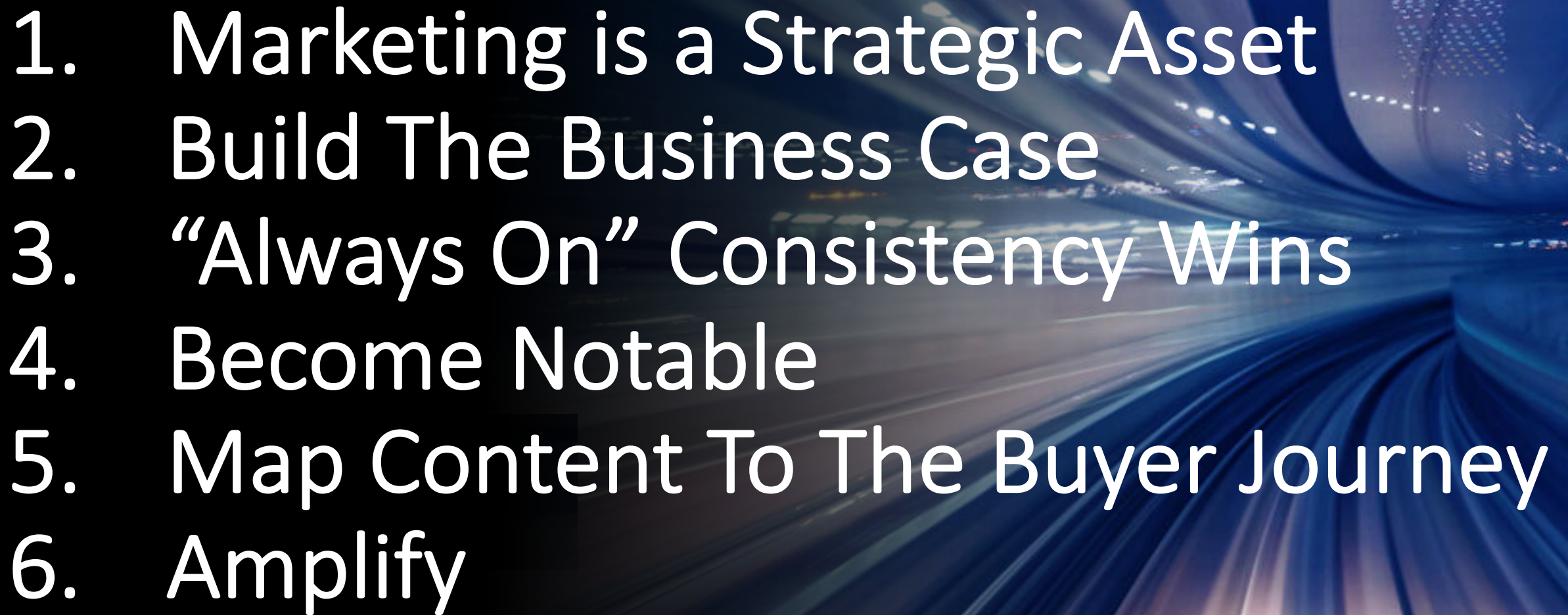
Featured | Top 10 of Everything | Best Inventions  
Magazine | Video | LIFE | Person of the Year  
**TIME**  
NEWSFEED | U.S. | POLITICS | WORLD | BUSINESS | TECH | HEALTH | SCIENCE | ENT  
is very low.  
He also argues that the way to prevent more killings is not to make guns less accessible, "but to instill safety measures as well as the sense of social responsibility in their users."  
MORE: Early Curfew for Switzerland's Teens  
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What Does Your Sleeping Position Say About You - The Daily Orbit  
10 Unique Hotels



Paid Amplification: CPC \$0.09 (98% below ind. avg.)

CTR 1.68% (68 X Ind avg.)



- 
- 
1. Marketing is a Strategic Asset
  2. Build The Business Case
  3. “Always On” Consistency Wins
  4. Become Notable
  5. Map Content To The Buyer Journey
  6. Amplify

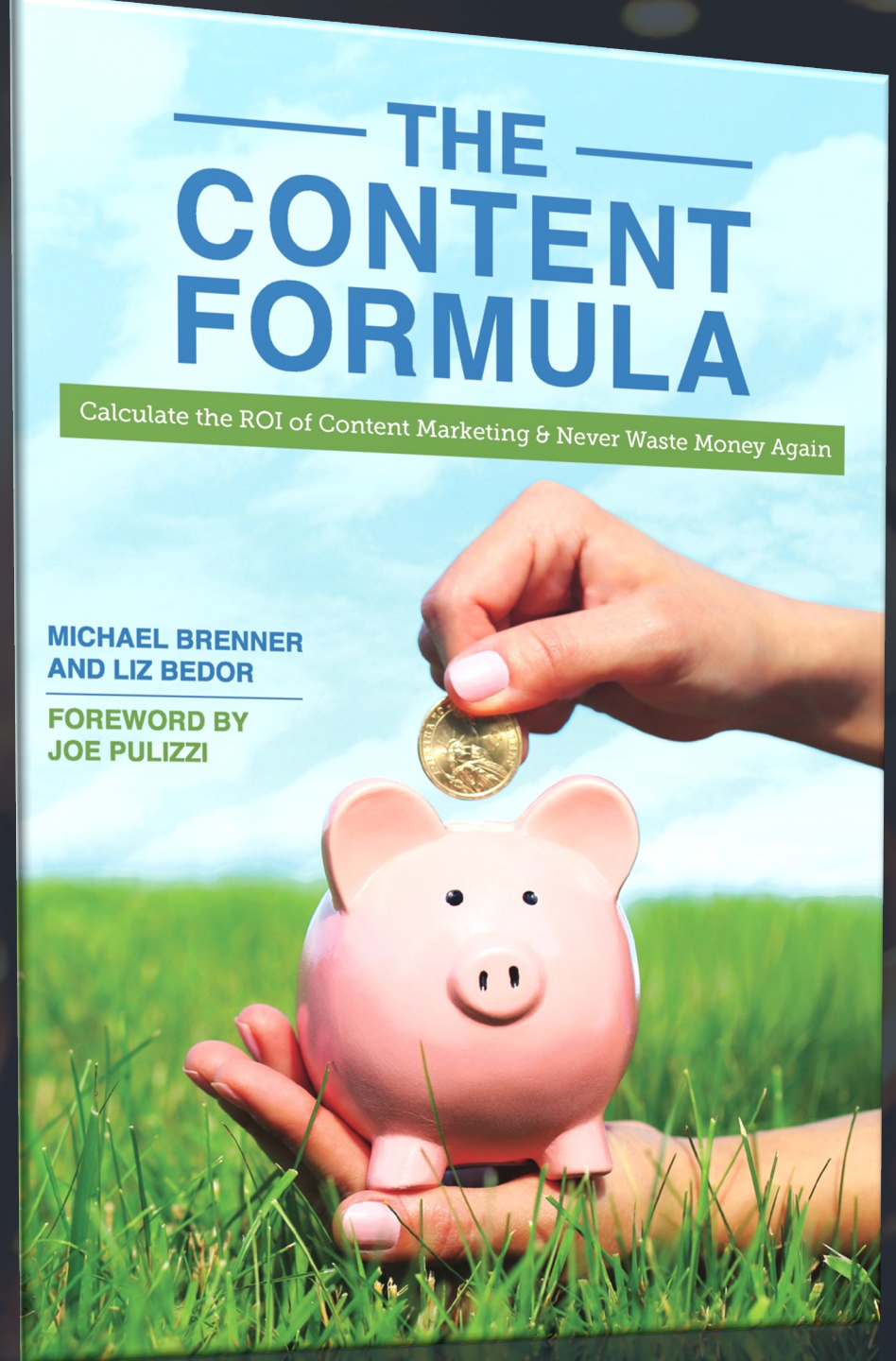
# Your FREE Gift



Michael Brenner

Michael@marketinginsidergroup.com

@BrennerMichael



# THANK YOU!!!



Michael Brenner

[Michael@MarketingInsiderGroup.com](mailto:Michael@MarketingInsiderGroup.com)