

B2B Content Cheat Sheet

5 TYPES OF B2B CONTENT

1	2	3	4	5
Edutainment	Storytelling	Thought Leadership	Employee-Led	Problem-Solution
Teach something useful, but engaging.	Sharing the “why” behind the company.	Share opinions and expert insights.	Let your team share insights, wins, and experiences.	Tackle your audience’s problems with clear solutions.

5 EMOTIONS TO FOCUS ON

1	2	3	4	5
Trust	Curiosity	Excitement	Urgency	Relatability
Vital when driving new leads.	This is how you drive interest in your service.	Excited prospects quickly become customers.	To take action from reading the content.	Your audience need to think you know them.

3 HIGH-PERFORMING FORMATS

Problem Playbooks	Memes	Founder Stories
These need to focus on in depth and clear solutions.	Sharing relatable problems and jokes in meme-format.	Personal insights and lessons from the founder of the company.
Find a core problem, create a playbook that solves it.	The more relatable the better.	Focusing on the “Why” behind the company.

10 B2B CONTENT IDEAS

<div>1</div> Create a step-by-step guide for solving a specific industry problem.	<div>5</div> Tease a lead magnet launch with sneak peeks and early insights.	<div>8</div> Create a "myth vs. fact" post to debunk common misconceptions in your industry.
<div>2</div> Post a meme around a relatable problem for your target audience.	<div>6</div> Compare “old vs. new” ways of doing things in your industry.	<div>9</div> Share a founder story about a key failure or lesson.
<div>3</div> Write a contrarian post challenging an outdated industry belief.	<div>7</div> Highlight customer success by showing the results they achieved with your product or service.	<div>10</div> Create a timeline showing how a major industry trend has evolved.
<div>4</div> Break down a trending topic & explain how it affects your TA..		


B2B BRANDS DOING CONTENT RIGHT



SEMRUSH



Hootsuite

Follow **Niall Ratcliffe**  to learn how to get your company noticed.