

The Best Content for Listening to Contextual Signals

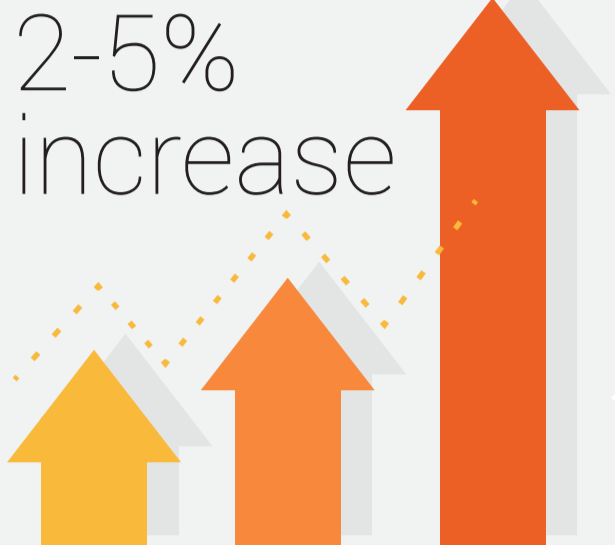
Intent data enables B2B marketers to understand where potential customers are in the intentional change process, learn information that can help them fine tune their campaigns and target customers with appropriate content. Here are some of the outcomes companies can expect when they effectively listen for contextual signals:

Doubled conversion rate

Potential customers that viewed content personalized to their preferences had a **conversion rate of around 3.4%**, compared to those who consumed fewer such pages (1.7%).



2-5% increase



Increase in total sales

Companies employing contextual listening programs experienced roughly a **2-5% increase in sales**.

Better sales effectiveness

Outperforming B2B companies are **27% more effective at selling solutions** than those that haven't invested in dedicated marketing strategies.



27% more effective

Of course, experiencing the above benefits requires having programs that enable sales and marketing teams to listen for those intent signals as they're being generated. Let's take a look at the types of content that are most appropriate for different stages of the modern B2B buyer's journey:

Envisioning the ideal destination



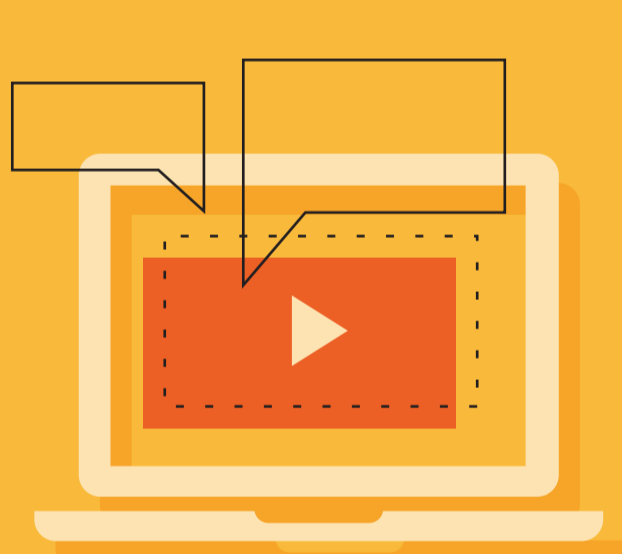
Develop thought leadership pieces, host events and provide resources from influencers to **establish your credibility** as a reputable source of valuable information.

Exploring the gaps to get there

Give potential customers access to blog posts, e-books and podcasts detailing real-life examples of their peers instituting change to **help them understand their own challenges**.



Developing a learning agenda



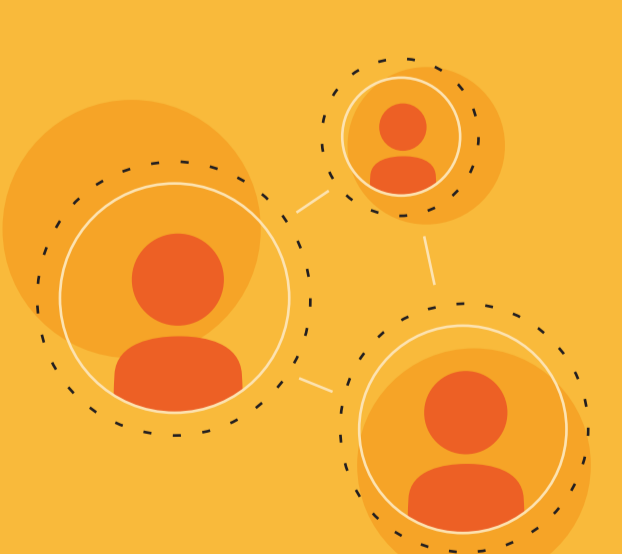
Create blog posts, product/how-to videos and other practical educational content to **help potential customers conduct research and gather information**.

Executing and practicing new habits

Generate bottom-of-funnel content like customer case studies, free trials and thought leadership pieces specific to the buying process to help potential customers nail down their decisions and convert.



Getting support



Create customer communities and host ongoing events to help customers build relationships, exchange knowledge and ideas and form a sense of community.

B2B marketers have a number of different content strategies they can deploy to maximize engagement with potential customers. They just need to know how to create the right ones.

In his latest white paper, Robert Rose, the resident content marketing expert at CONTENTgine, takes us through all the different methods marketers can use to leverage intent signals and create more targeted and effective marketing campaigns.

Download the full white paper, "Content based marketing in the age of intent," to learn more.

Sources: <https://www.marketingcharts.com/customer-centric/personalization-customer-centric-108679>
<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/by-the-numbers-what-drives-sales-growth-outperformance>