



EBOOK

Specificity Matters:

**GETTING TO THE HEART OF WHAT
YOUR TARGET AUDIENCE WANTS**

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There's a Lot of B2B Content Available

A quick Google search will confirm that a large amount of B2B vendor content exists for all software and technology categories, making it difficult to get the right buyers' attention. Rather than finding your content right away, people consume hundreds of pieces of content to locate what they're searching for.


Specificity matters when it comes to helping your target audience solve their business problems. The issue is, there's a vast sea of content for prospects to sort through, meaning it's hard for them to zoom in and pinpoint what they actually want. Knowing what problem your target audience is reading about can help marketers better customize their messaging to provide the necessary solutions.

Let's explore how marketers can better serve their audience with specific content, and learn how CONTENTgine helps industry professionals use content to push potential buyers further down the sales pipeline.

Searching for the Right Content

There are a lot of disparate content sources and thousands of documents for users to sort through in their particular journey to answering questions or solving problems. Using Google or other search engines can leave audiences scanning through hours of material just to find one useful piece on a particular topic or subject matter. This can lead them to compromise on the quality of messaging that they consume because it's too exhausting to try and discover all related content.

On their own, marketers can't see the signals or results from all of their posted content: They can only view bits and pieces of what's happening or slivers of people's interactions and engagements with their messaging. These marketing professionals have so much quality content but are unsure what works best for their target audience or what situations their materials are best suited for.




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The Importance of Sorted Content

With thousands of materials available, it's important that your readers can track down what they're looking for quickly and effortlessly. This can be accomplished by sorting content pieces into different topic categories, going beyond basic vendor classification.

At CONTENTgine, our assets are custom curated, tagged, and indexed by product type, industry, and challenge, allowing prospects to research solutions for their business challenges as efficiently as possible. Our content and analytics teams are obsessed with helping prospects find content directly related to the solutions they seek. Anybody can put content in a library, but value is derived by enabling prospects to make sense of it in the context of their specific use cases. The content analytics from our process helps refine and improve your content marketing strategy.




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Getting Specific

There's an increasing number of digital B2B content available to companies' target audiences, resulting in more competition and less chance of generating a positive ROI. Every day, hundreds of new technology and software-focused content is digitally released – and that isn't going to change anytime soon. In a recent study done by Semrush, 55% of U.S. marketers said they would be creating and posting content more frequently throughout 2023.¹

How can marketers get potential customers' attention using content? The answer lies in better understanding the people they're trying to reach – what business problems they struggle with, what their goals are, etc. – and knowing what to say to them.

Continue reading to learn how you can get your target audience's awareness despite the large amount of B2B content accessible to them.



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Know What Content Users Consume


To get readers' attention, it's vital to better grasp what roadblocks they're attempting to solve so you can send helpful content their way. Just like building new relationships, you must get to know your target audience by learning what's most important to them. To glean this information, you need to know what topics they're researching and what pieces of content they're consuming.

CONTENTgine captures prospects' solutions and applies content analytics that provide a clear view of people's interactions with your content and which particular pieces are driving the most engagement. We want you to make informed, account-specific marketing decisions that will truly deliver the results you're aiming for. Having 100% content clarity allows you to stop guessing what your prospect wants to read and actually gives you the answer based on the various forms and topics of content they're already interacting with.

Understand Who Your Target Audience Is

CONTENTgine doesn't just provide insight into what your consumers are interested in – we also supply you with full contact-level details on who reads what. Our platform lets you know prospects' exact demographic and firmographic information, including their name, email, what company they work for, and job description.

With this information, you can better cater your messaging approach with a person who's definitely interested in a particular subject, thereby making certain that you deliver messaging surrounding topics that will actually help them solve their business problems. By gaining contact-level insights into who engages with your content, you have the freedom to personalize communications and ensure your interaction piques their interest and leaves them considering your solution to the challenges they are trying to solve. It also makes you more engaging than your competitors.




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Drive Sales and Marketing ROI

Using specific data on who your target audience is and what specific problems they're experiencing gets to the heart of what they want, allowing you to better understand where they are on the buyer's journey and send more useful content – with the ultimate goal of pushing them toward making a purchase.

For example, if you discover that a person read a top-of-the-funnel blog post on a topic, you can understand that they're only just starting to develop awareness about that subject. You can engage with these users and further their buying journey by sharing educational messaging to help them consider making a purchase. But, if someone reads a product review or case study about a niche product, they may be ready to buy and would benefit from more bottom-of-the-funnel messaging.

The bottom line is, the more information you have, the more successfully you'll get your target prospects' attention and stand out from the crowded B2B content marketing space.



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CONTENTgine: A Quality Content-Specific Solution

At CONTENTgine, we take content-specific data seriously.

Our approach begins with the world's largest curated collection of B2B content that helps professionals solve their challenges through insights into proven solutions across all industries. Our team didn't just create a product-centric directory; we assembled content around resolutions for specific challenges. We have amassed the largest amount of case studies in the world and added content from technology vendors in all major software and technology product categories to flesh out our offering. Now, Contentree.com allows prospects to find relevant content on one site using our proprietary Solutions Sets™.

Receive more specific data and cut through the noise by using CONTENTgine to inform your content marketing efforts

Contact us to get started today.



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