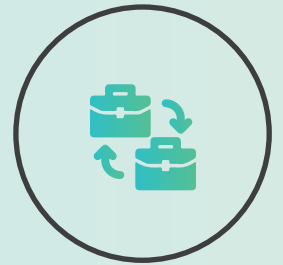




**MONOMYTH
MARKETING**



IMPLEMENTING A MULTICHANNEL

CONTENT STRATEGY FOR B2B ORGANIZATIONS

Most content marketers know there is value in a variety of content types and channels – from infographics and videos to blogs and podcasts. However, few B2B organizations have the resources or the strategy in place to successfully execute a multichannel content strategy.

A multichannel (also known as omnichannel) content strategy must be focused and detailed. This approach typically results in better ROI for businesses. However, a [Content Marketing Institute \(CMI\) study](#) reports only 40% of marketers create a well-documented content marketing strategy. This fact provides an opportunity for organized brands to stand out in an increasingly crowded field.

This eBook helps B2B marketers understand how to craft and execute a successful multichannel marketing strategy. It looks at creating a content calendar, coordinating multichannel campaigns, and strategies for integrating various content types into a single, cohesive content strategy. You also learn how to measure a campaign's impact and make optimizations as a result.

Table of Contents

🔗 Understanding Multichannel Content Strategy	3
🔗 Coordinating Multichannel Content Marketing Campaigns	4
🔗 Creating an Effective Content Calendar	5
🔗 Incorporating Different Content Marketing Channels Into Your Multichannel Strategy	6
> Blogging and Copywriting	7
> Graphic Design and Visual Media	8
> Video Marketing	9
> Podcasting	10
🔗 Measurement and Optimization of Multichannel Content Strategies	11
🔗 Working with Experts in Multichannel Strategies for B2B Content Marketing	12

UNDERSTANDING MULTICHANNEL CONTENT STRATEGY

There are many different ways your audience collects information and countless options for presenting your content to them. While this can be daunting, it also provides opportunities to better target your specific buyer personas and to create a single, cohesive message across multiple different media channels.

A successful multichannel content strategy for the B2B market allows you to:

- » **Go Where Your Buyers Are:** You don't need to create dozens of different content types to create an effective multichannel marketing plan. You simply need to find out the content types your buyer personas prefer and meet them on those channels.
- » **Tailor Content to Address Specific Audience Segments:** While they all represent your target audience, your YouTube viewers will have different priorities and pain points compared to your LinkedIn followers. Use different channels and content types to speak directly to these microsegments of your audience.
- » **Take Advantage of Audience Insights Across Channels:** Audience insights and metrics provide value across multiple channels. For example, only producing blog posts results in your organization missing out on common questions and pain points reported in YouTube comments. This approach ultimately provides any business with a better reading of its full customer base.
- » **Get More From Your Content Marketing Investment:** When you identify a strong message or key piece of information that resonates with your audience, make sure it is being used for more than a single piece of content. Considering 34% of B2B organizations list access to subject matter experts (SME) as a major content marketing challenge, its important to make the most of your expertise by creating a blog, podcast, video, and infographic out of the information.



61%

of marketers struggle to create content that appeals to different stages of the buyer's journey. Collecting audience insights across multiple channels not only enhances your understanding of your entire customer base but also ensures content alignment with the diverse stages of the buyer's journey.

COORDINATING MULTICHANNEL CONTENT MARKETING CAMPAIGNS

Successfully managing omnichannel content marketing campaigns requires a significant amount of coordination and planning. Your team needs to align different content in multiple formats around a variety of platforms

Here are a few strategies for coordinating and maximizing content across channels:

- » **Understand your target audience:** Obviously, understanding your target audience remains a critical step when crafting any content strategy. Also, consider how that audience is differentiated by channel.
- » **Repurpose content across multiple channels:** Make the most out of every piece of content by repurposing it to fit multiple channels.
- » **Integrate campaigns to amplify the content impact:** Expect your audience to consume your content across multiple channels. Keep your messaging consistent and work to provide new insights and move prospects further along the buyer's journey with each piece of content they consume.
- » **Cross-promote content across channels:** Include links to your videos and podcasts in your blog posts. Share your various media channels via email. Ensure every piece of content promotes another medium to expand your reach and deepen engagement with your audience.
- » **Create context-relevant content:** Consistently producing content with a relevant context boosts the authenticity of the campaign's messaging. Maintaining transparency also boosts the effectiveness of your content strategy.
- » **Outsource content creation to streamline processes:** The CMI report notes 47% of B2B organizations plan on hiring or contracting content producers over the next year. These include writers, podcasters, designers, photographers, and videographers.

Benefits of Thoroughly Planning Content Marketing Strategies

Better understanding of which channels or platforms are most effective for sharing content	29%
Learn where their audience spends their time	28%
Effectively targeting audience with relevant content	27%
Analyzing the effectiveness of your content marketing strategy	26%
Easier to maximize ROI on content as a whole	24%

Source: The State of Media and Content Planning 2022 Report, HubSpot

CREATING AN EFFECTIVE CONTENT CALENDAR

Any organized multichannel content marketing strategy benefits from planning and a clearly defined structure. One component of this effort involves creating and maintaining a content calendar. This includes a schedule for all types of posts, including blogs, videos, podcasts, and more.

Needless to say, most successful omnichannel B2B marketers spend significant time planning their content schedule. [A recent study from HubSpot](#) reveals 27% of marketers begin planning three to four months beforehand, while 34% start at one to two months.

Challenges in Creating a Content Calendar

Determining the most effective media mix	39%
Budgetary limitations	36%
Lacking time to plan properly	30%
Wasted impressions	29%
Staying up to date with digital marketing trends	24%
Lacking time to measure results	24%



Source: The State of Media and Content Planning 2022 Report, HubSpot

The significant advantages of crafting a strategic content calendar make this task critical. It helps you identify audience trends more effectively, including the best platforms and channels for sharing content. You can also better analyze the effectiveness of each campaign. As such, check out these tips for creating a content calendar:

- » Leverage a calendar platform and format compatible with your marketing process.
- » Create a standard process for publishing content, including creating outlines, crafting content, proofreading/QA, and posting.
- » Schedule content around pillars, such as an upcoming event, product release, or new piece of gated content.
- » Ensure your entire team stays notified of important dates and deadlines.
- » Use the calendar to better track audience engagement data.
- » A content calendar remains an evolving document when it comes to both scheduling and format.

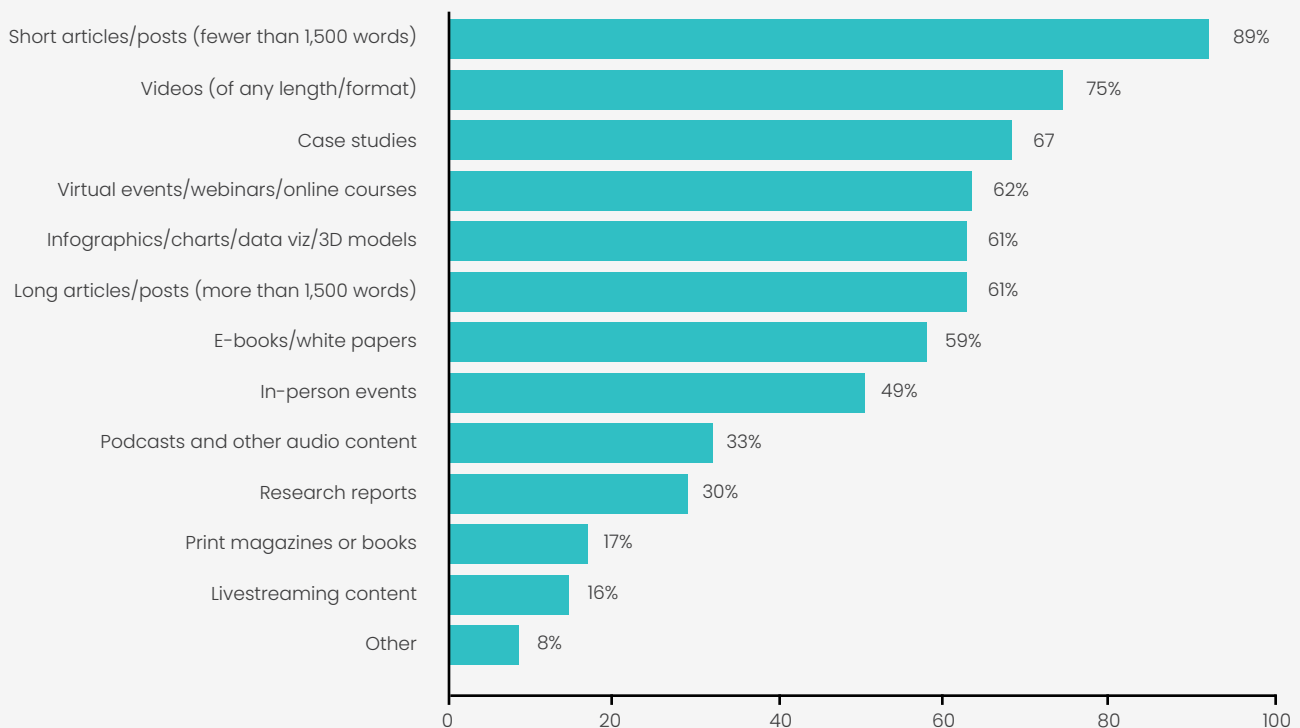
Needless to say, a content calendar remains one of the most important pieces of any multichannel content strategy. Spend significant effort in creating and maintaining your calendars.

INCORPORATING DIFFERENT CONTENT MARKETING CHANNELS INTO YOUR MULTICHANNEL STRATEGY

Choosing the right content marketing channels for your strategy is crucial to seeing success with a multichannel campaign. You want to avoid spending resources on channels that don't fit your brand and audience and invest as much time and money in your highest performing content types.

Read on to learn the benefits of some of the most effective content assets and how you can integrate them into your larger multichannel content strategy.

Content Assets B2B Marketers Created/Used in the Last 12 Months



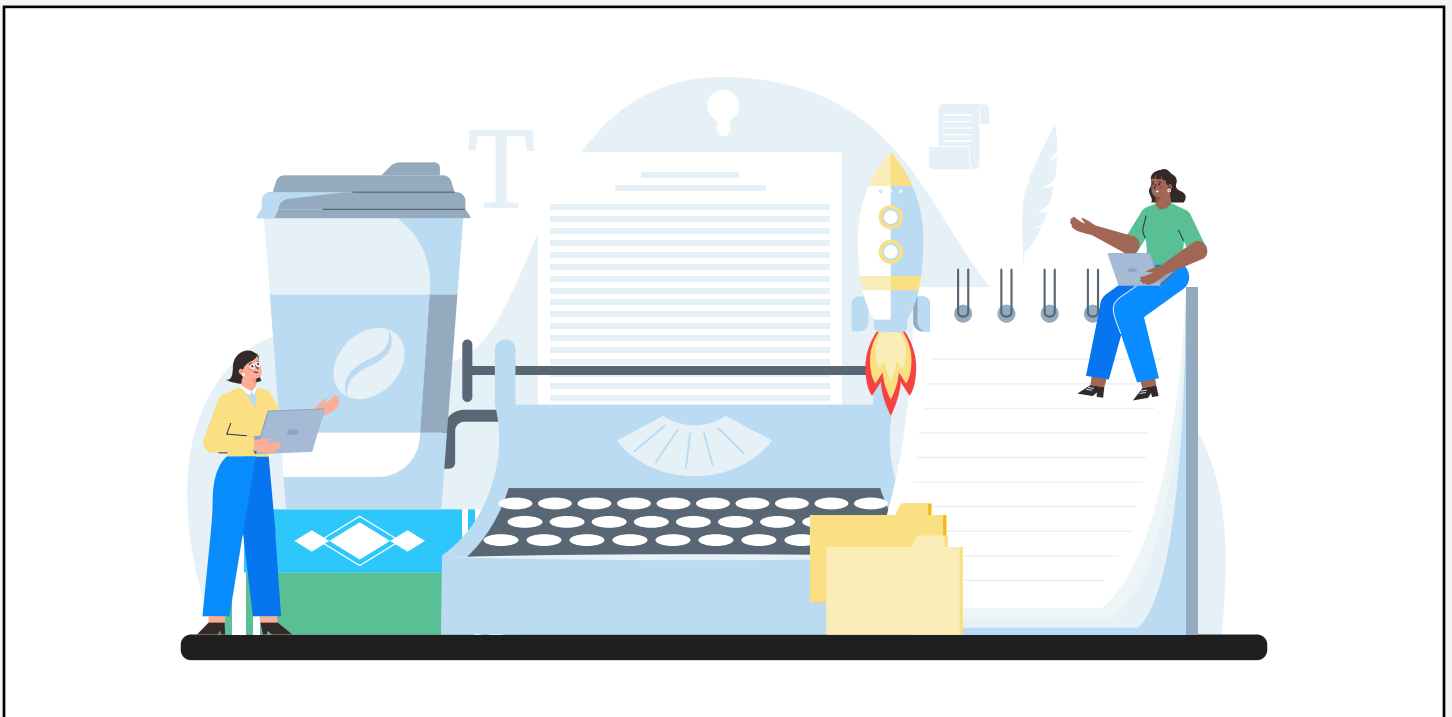
Source: 13th Annual Content Marketing Survey. Content Marketing Institute/MarketingProfs, July 2022

BLOGGING AND COPYWRITING

Blog posts and articles are an important element of demonstrating expertise in your industry, establishing yourself as a thought leader, and increasing website traffic and leads. If SEO is a priority for your business (and it should be), long-form written content presents the best opportunity to enhance your content's visibility in search engines and drive organic traffic.

33%

of marketers enjoyed higher SERP performance by including rich media in blog posts



Integrating Blogging and Copywriting Into Your Multichannel Strategy

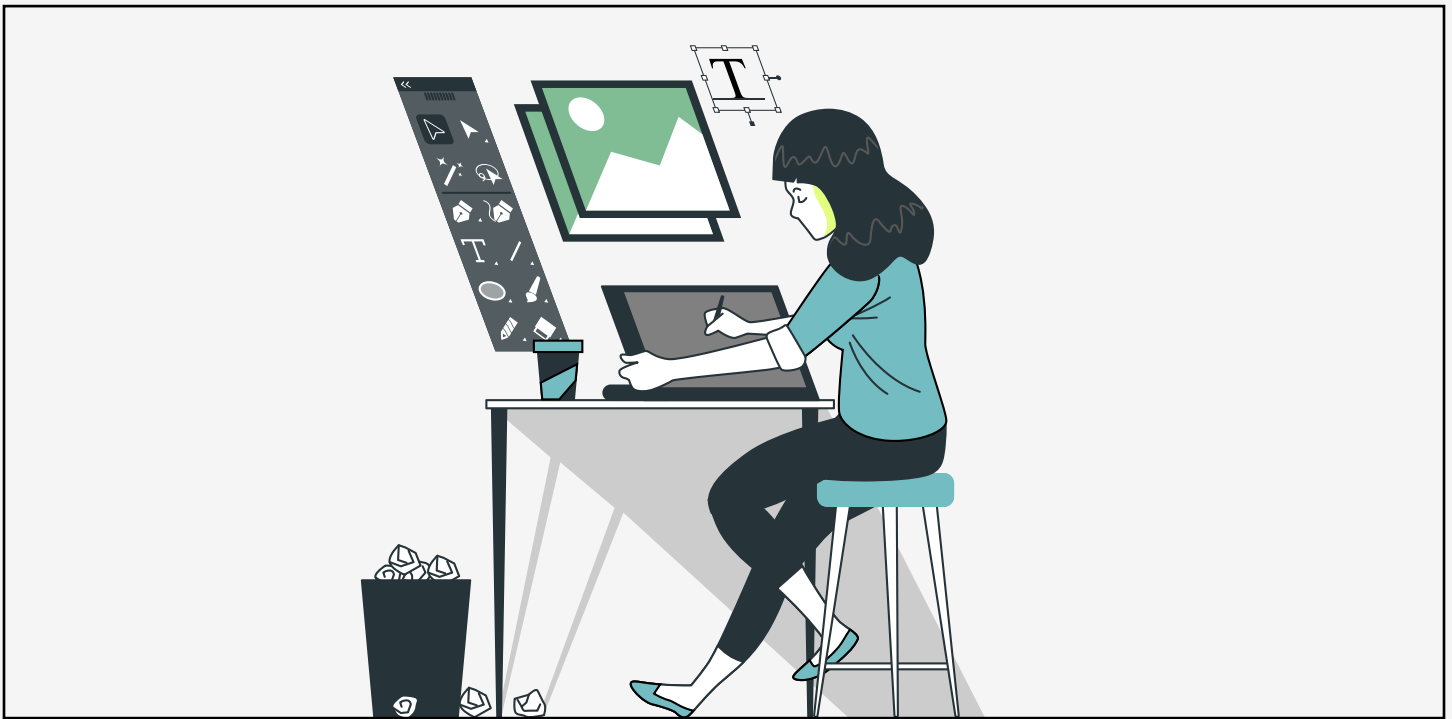
- » **Rich Media:** Include multimedia such as infographics, images, and videos to make text-based content more compelling.
- » **Share Blogs Across Channels:** Share blog posts across other channels such as social media and email newsletters to provide good content for those channels and expand the reach of your blog.
- » **Linking Strategy:** Include clear calls-to-action and relevant internal and external links within your blog posts to guide readers toward your other content channels and encourage them to download gated resources.

GRAPHIC DESIGN AND VISUAL MEDIA

Visual content is a powerful tool in boosting the performance of all your multichannel content and creating a single brand identity across different mediums. Incorporate graphic design elements into your multichannel strategy to boost engagement and drive brand recognition.

40%

of B2B marketers felt creating more visual content, like images and infographics, boosted their content marketing

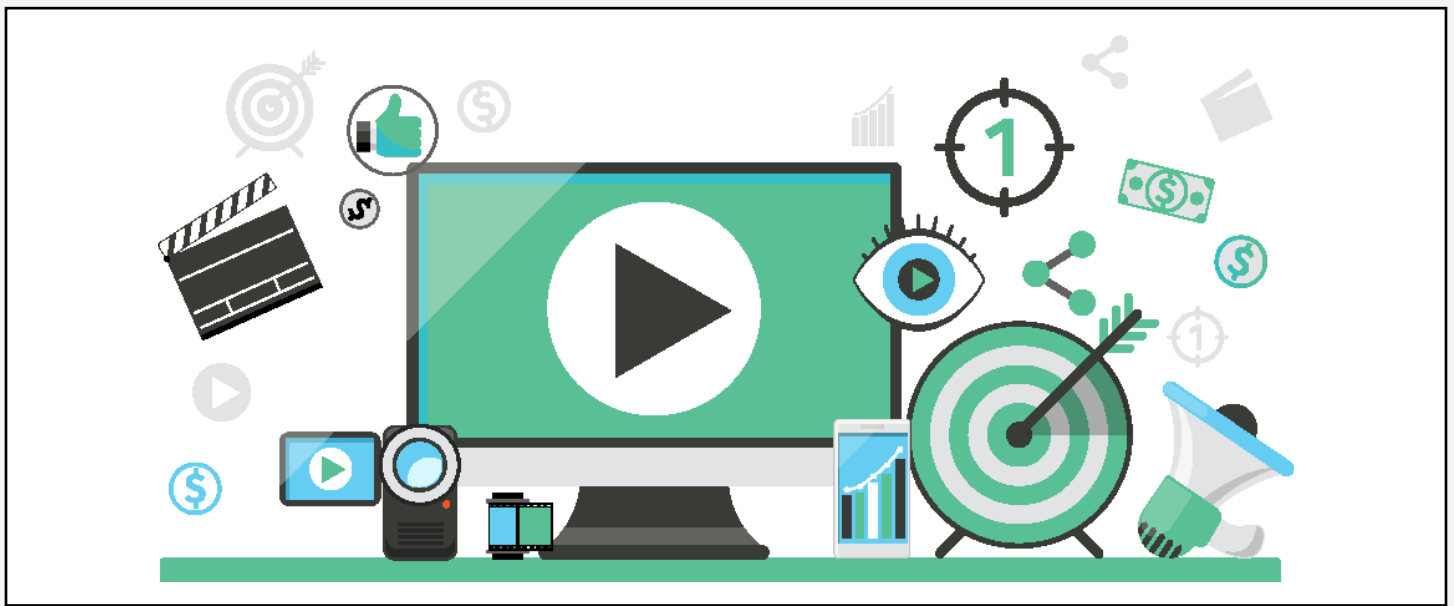
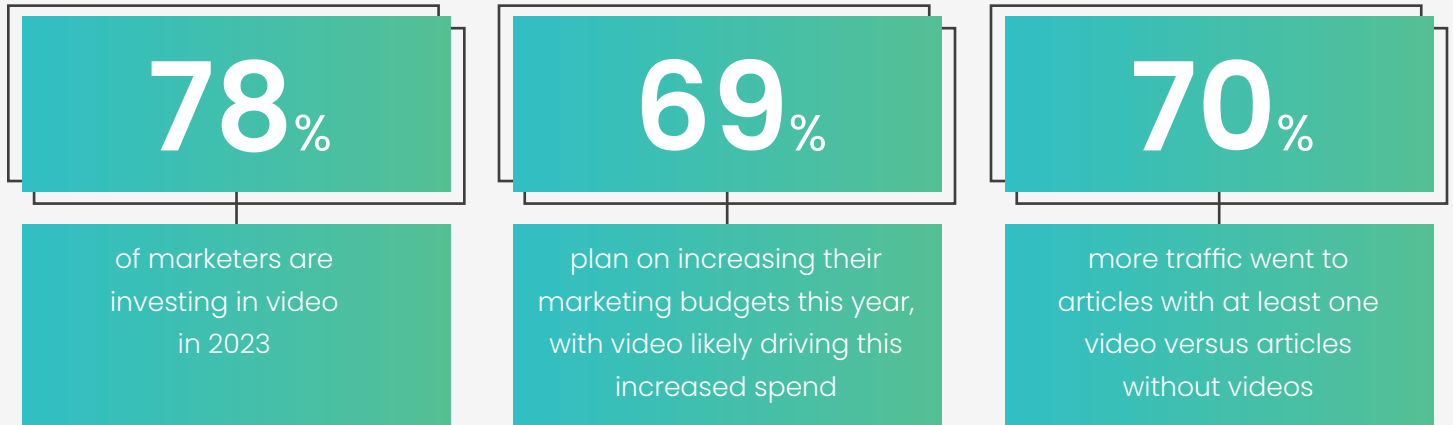


Integrating Graphic Design Into Your Multichannel Strategy

- » **Content Enhancement:** Incorporate visuals into blog posts, videos, and web content to illustrate key points and enhance engagement.
- » **Visual Consistency:** Develop a consistent visual style, including colors, fonts, and imagery, to create a cohesive brand identity across all channels. Design templates for presentations, eBooks, and social media posts that align with your brand's aesthetics.
- » **Data Visualization:** Transform data and statistics into visually appealing charts, graphs, and diagrams. Visualizing data helps communicate insights effectively.

VIDEO MARKETING

Video remains the largest growth area in B2B content marketing. The growth of videoconferencing in the wake of COVID-19 also makes many B2B buyers more comfortable with the channel. Simply stated, any company targeting this market must include video in their omnichannel strategy.

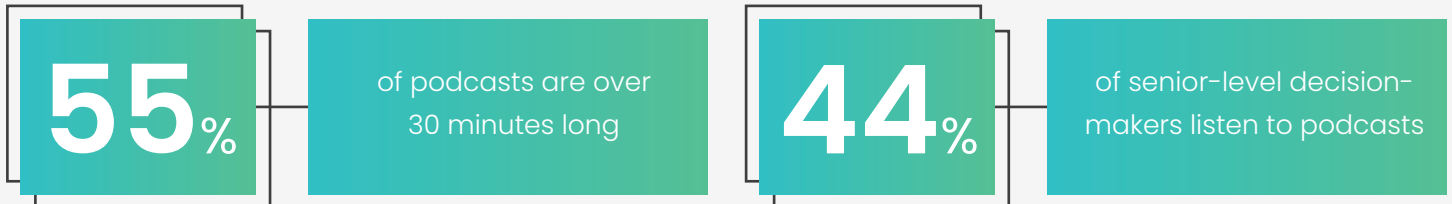


Integrating Video Marketing Into Your Multichannel Strategy

- » **Blog and Website Enhancement:** Embed videos in relevant blog posts and feature videos prominently on landing pages and other sales pages to enhance content depth and increase conversion rates.
- » **Repurpose Video Content:** Videos are a great source of content ideas for blogs and infographics. Webinars and interviews can also be mined for additional content.
- » **Share Video Content On Other Channels:** Share your videos on social media, email newsletters, and through featured blog posts. Edit shorter segments of your videos to better fit different channels such as YouTube Shorts and Instagram Reels. Certain videos – such as expert interviews – can also be reposted as podcasts.

PODCASTING

While it is difficult to retain and engage listeners through podcast, the rewards are significant. Successful podcasts can get you in front of your audience for over an hour, compared to the need for shorter content on blogs and videos. Depending on your goals, the greatest value a podcast can bring your business may be on the networking side.



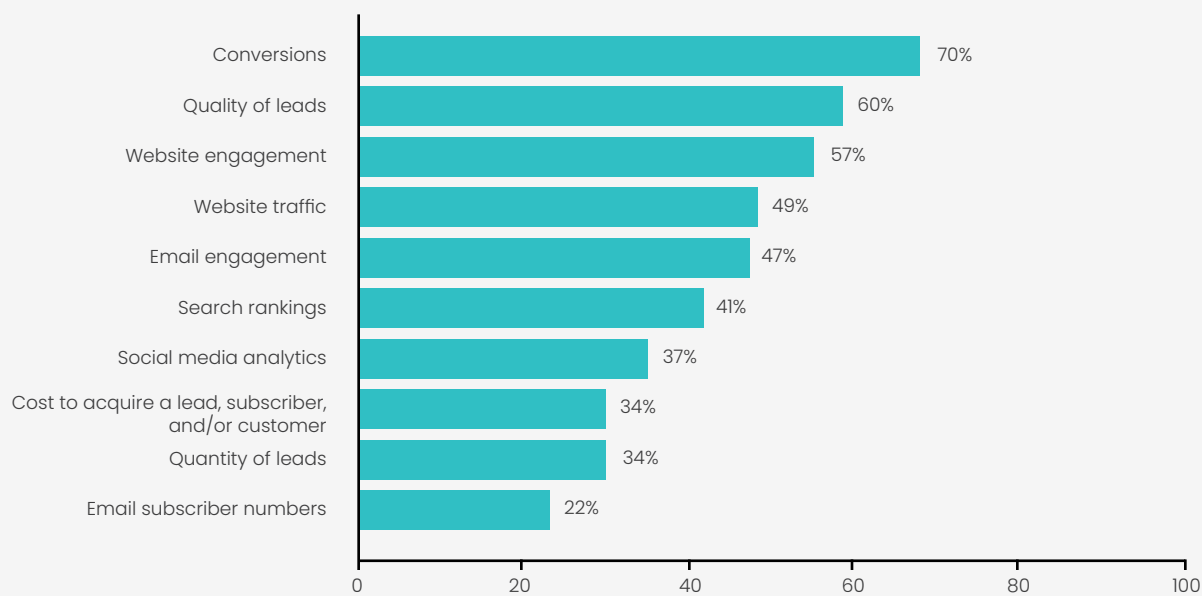
Integrating Podcasting Into Your Multichannel Strategy

- » **Networking:** Having a platform to interview other experts in your industry is a powerful tool to build your network and gain new marketing opportunities. Use podcast collaborations as an opportunity to network with other professionals and potentially guest on their podcasts in return.
- » **Provide Episode Transcriptions:** Provide podcast episode transcriptions on your website to improve accessibility and SEO.
- » **Resource Integration:** Reference podcast discussions in other content pieces, such as blog posts or videos, to strengthen your multichannel campaigns. Create blog posts with the most important takeaways from the podcast and link back to the episode.

MEASUREMENT AND OPTIMIZATION OF MULTICHANNEL CONTENT STRATEGIES

While all of the above content types can be successful, they may not be ideally suited to your business, audience, and marketing goals. This is why attribution and measurement are critical. The CMI reports over 80% of marketers track the effectiveness of their content. Having real-time key performance indicators (KPIs) provides your team with the actionable insights necessary to determine the success of each of your channels, make adjustments to improve performance, and reallocate your budget and resources based on where you're seeing the best ROI.

Metrics B2B Marketers Rely on Most When Evaluating Content Performance



Source: 13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2022

Conversions and quality of leads provide the most direct means to measure a marketing campaign's effectiveness. As such, a near supermajority of marketers use them. Website-related data also offers some value, especially engagement.

The largest challenge for B2B marketers involves integrating campaign data across multiple platforms. It's important to use a reporting tool with a dashboard view of the KPIs for each marketing campaign. This provides an easy way to compare your goals to the actual results.



WORK WITH EXPERTS IN MULTICHANNEL STRATEGIES FOR B2B CONTENT MARKETING

In the end, providing compelling content across multiple channels remains a critical piece of any B2B marketing campaign. While text-based content and infographics drive engagement, multimedia such as videos and podcasts continue to grow in relevance. Finding the right mixture for your brand and executing that content strategy successfully can result in a major advantage for your business.

If you want an experienced partner to help strategize and produce your multichannel content marketing campaign, connect with Monomyth Marketing. Our team of writers, designers, and editors provides quality work across multiple different formats and strategic insights to ensure your company attracts the customers it needs for success. Contact us today to power your content strategy.



GET STARTED

SOURCES

1. 13th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs
2. SEMRush State of Content Marketing 2023 Global Report
<https://www.semrush.com/goodcontent/state-of-content-marketing/>
3. The Future of Video Podcasting for Brands 2023 Annual Report
<https://riverside.fm/reports/2023-annual-report>
4. The State of Media and Content Planning 2022 Report, HubSpot
https://offers.hubspot.com/hubfs/HubSpot_Media_Content_Planning_Report_2022.pdf
5. The State of Podcast Listening for 2021: Podcasting Finds a Way, from The Infinite Dial 2021
<https://www.edisonresearch.com/the-infinite-dial-2021-2/>