

6 steps to writing engaging

B2B BLOG
CONTENT

Do you struggle to write content that entices and engages your target audience? How do you explain the value of your products or services, or detail your expertise? Here's how to captivate your readers with content that resonates.

1

Build a strong foundation

Before you begin writing, outline your subject, purpose and format to ensure your argument is clear, concise and impactful.



Main subject

Are you describing a trend or event, or highlighting a challenge or problem that needs a solution?



Audience

Who is this for? What information do they have and what do they need to know?



Relevance

Why should your audience care? How will this information benefit them?



Story

Is there a story to tell? What happened to who? Where? When? Why? How?



Impact

What action should the reader take after reading? How can they connect with your business?



Research

What do you need to learn? Any stats on the subject? Any existing research?



Format

Classic blog format? Or could you turn it into a listicle, interview or helpful guide?



2

Present the value
right away

Next, pull out the value of your content. What is the key information? What is your purpose? State the value right in your title to grab attention.

Title should be short and informative to grab attention

Try this: # + adjective + keyword + benefit



3

Choose a conversational
tone of voice

Write as if you were having a natural conversation with your reader.

Despite what your brand guidelines might say, always write blog posts with a friendly tone that doesn't sound too formal or academic.



Write as you speak

- Use 'you' and 'your' to talk to them directly
- Add in contractions to avoid sounding like a robot

Don't scare them away

- Explain technical jargon and industry acronyms
- Stick with active voice to avoid sounding too academic

Remember:

Write for the web. Keep it short and to the point.

4

Clearly demonstrate
your expertise

Show your audience that you know your stuff, and that you understand their business.

Provide evidence for your argument with stats or research

Reference case studies, credentials and client testimonials



Turn lengthy or complicated paragraphs into bulleted lists and give instructions in a step-by-step numbered list to avoid overwhelming the reader with information.

5

Organise your content
for easy reading

In our digital age, people love to scan and read quickly. Put key information first and make sure you explain your points efficiently.

Here's how to do just that:



Set the scene in the introduction, describing a trend, challenge or prediction



Present main points with informative sub-headers to keep them engaged



Summarise your points in the conclusion and highlight the value for your readers



6

Tell them what to do next

Once you've made your point, be explicit about the next step you want them to take. Should they learn more about you or read another piece of content?

Motivate them with an energising call-to-action:



Keep it short – about 5-10 words



Start with an action verb, such as 'get', 'find out', 'see' or 'learn'



Be creative and avoid using the dull and old-fashioned, 'click here' or 'here'



Becoming a B2B thought leader in your space demands engaging, strong content.

For more tips and tricks, see our insights into writing content for your [website, blog and social media pages](#), or book a coffee hour with our content experts.

[Book in a virtual coffee with one of our content experts](#)