

6 steps to writing engaging

B2B BLOG CONTENT



you explain the value of your products or services, or detail your expertise? Here's how to captivate your readers with content that resonates.

Do you struggle to write content that entices and engages your target audience? How do

Before you begin writing, outline your subject, purpose and format to ensure your argument is

Build a strong foundation

clear, concise and impactful.

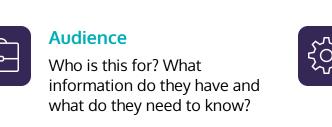


highlighting a challenge or problem that needs a solution?

Main subject

Audience

Are you describing a trend or event, or





Research What do you need to learn?

When? Why? How?



information benefit them?

Relevance

Impact What action should the reader take after reading? How can they

connect with your business?

Why should your audience

care? How will this



Any stats on the subject? Any

existing research?



Classic blog format? Or could you turn it into a listicle,

Format

interview or helpful guide?



right away Next, pull out the value of your content. What is the key information? What is your purpose? State

and informative to grab

attention

tone of voice

Present the value

Title should be short

the value right in your title to grab attention.



keyword + benefit





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.

Choose a conversational

Write as you speak

• Add in contractions to avoid

sounding like a robot

Write as if you were having a natural

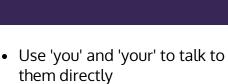
Remember:

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

Reference case studies, credentials

and client testimonials





Clearly demonstrate

and that you understand their business.

Show your audience that you know your stuff,

your expertise

Provide evidence for

your argument with stats or research



sounding too academic

• Explain technical jargon and

Stick with active voice to avoid

industry acronyms





Here's how to do just that:

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

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

Tell them what to do next

Once you've made your point, be explicit about

Motivate them with an energising call-to-action:



the next step you want them to take. Should they learn more about you or read another piece of content?



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



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Be creative and avoid using the dull and

Keep it short – about 5-10 words





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