A COMPREHENSIVE ANALYSIS OF B2B CONTENT CREATION
CHALLENGES, BEST PRACTICES,
AND THE IMPACT OF

AI & TECHNOLOGY

by

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Dedication

To Dr. (PhD.) Pandey Suraj Kant Sharma, my father.

Your unwavering enthusiasm for learning, great dedication to teaching, and early embrace of technology have been a continual source of inspiration—a scholar of rare distinction, a teacher, double PhD holder, and author of over twenty books.

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ABSTRACT

A COMPREHENSIVE ANALYSIS OF B2B CONTENT CREATION
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In an age characterized by digital transformation and informed enterprise purchasing in the B2B sector, content has emerged as a crucial factor in shaping the decisions of key stakeholders throughout the purchase process.

This dissertation examines the complex issues encountered by B2B marketers in developing effective content, identifies current best practices, and analyzes the

increasing influence of artificial intelligence (AI) and technology in revolutionizing content tactics on a large scale.

The study employed a structured, quantitative research design to survey 100 seasoned B2B marketers from mid-to-large firms in India using LinkedIn.

The poll examined the frequency of content generation, formats, budget distribution, utilization of AI tools, and alignment with buyer personas and decision -making phases.

Data was examined using descriptive and inferential statistics to produce actionable insights.

Research indicates that content development in B2B environments is resource-demanding, with podcasts, webinars, and whitepapers serving as impactful yet time-consuming formats.

Although most of the content is produced for the awareness stage, marketers recognize the necessity to more effectively connect content with the consideration, decision, and loyalty stages.

Buyer personas and journey phases significantly impact content strategy and budgeting; nonetheless, deficiencies persist in attaining personalization and accurately quantifying ROI.

The report additionally identified a growing dependence on AI tools for content discovery, production, and performance evaluation.

Nonetheless, although AI has enhanced efficiency and scalability, apprehensions over content quality and inventiveness remain.

The study highlights the significance of cohesive, persona-focused content strategy

bolstered by technology while warning against excessive dependence on automation.

It necessitates a more sophisticated comprehension of content preferences among decision-makers, strategic content reutilization, and outcome-oriented measurement frameworks.

This dissertation enhances the current literature by providing an empirical, India-centric analysis of B2B content marketing and emphasizing the interaction between human insight and AI in the creation of effective content.

It offers pragmatic suggestions for firms aiming to enhance content operations and elevate engagement with varied B2B stakeholders in a progressively digital and data-centric marketplace.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

In the realm of mid-to-large enterprise buying, there is a growing trend toward purchasing products and services that seamlessly integrate with diverse organizational processes, mostly with the help of technology and automation.

As a result, B2B buying decisions in the enterprise sector have evolved to consider not only cost and efficiency but also the technology landscape, security and privacy issues.

To navigate these complexities, enterprises often establish cross-functional and geographically diverse buying committees responsible for making well-informed, comprehensive decisions regarding B2B investments.

The members of the buying committee may have varying levels of knowledge and understanding regarding the product or service they need to make a purchasing decision about. Additionally, they are likely to evaluate the decision through the lens of their specific job functions.

In this context, it is imperative for B2B marketers/sellers to craft content and messaging that addresses the diverse needs of these decision-makers and enables them to make a well-informed decision.

This content should assist them in comprehending their specific challenges and the unique offerings of different sellers.

The concept of the **customer journey** is particularly relevant in contemporary digital markets, where the purchasing process is increasingly influenced by the abundance of online information.

This shift has reduced buyer dependence on sellers for information, as they can independently access a wealth of digital sources (Ancillai *et al.,* 2018).

Hence, in B2B marketing, digital content transcends its role as a mere component of the strategy; it becomes an essential element for captivating and influencing decision-makers, establishing brand credibility, and thought leadership, and fostering lead generation, all contributing to driving sales.

Holliman and Rowley (2014, p. 285), describe B2B digital content marketing as the process of creating, distributing, and sharing relevant, engaging, and timely content.

The content aims to engage customers at the right moment in their purchasing consideration stages, with the goal of encouraging decisions that contribute to business growth. This definition underscores the function of content marketing as a form of inbound marketing, focusing on producing valuable content tailored to the needs of potential buyers already seeking information (Halligan, no date).

A new shift is being witnessed wherein B2B marketers are increasingly utilizing AI tools for tasks such as brainstorming, outlining, proofreading, and extracting data-driven insights for both content creation and distribution.

Given the **data-intensive nature of digital purchasing environments**, AI's role in transforming marketing and sales strategies is becoming more prominent (Davenport *et al.,* 2020), (Lansiti and Lakhani, 2020), and (Syam and Sharma, 2018).

Simultaneously, **personalizing customer experiences** throughout the buying journey is becoming crucial in B2B contexts.

Decision-makers often differ in their functional roles and geographical locations, necessitating content that is not only linguistically tailored but also contextually relevant to their specific job functions and aligned with their stage in the decision-making process.

This complexity, intensified by customer interactions across various channels and touchpoints, demands an integrated approach to marketing and sales. Such integration is essential to ensure a seamless customer experience, spanning from the initial engagement with the brand to the eventual purchase and usage.

This approach, emphasized in the works of Rusthollkarhu, Hautamaki, and Aarikka-Stenroos (2021) and Steward et al. (2019), underscores the critical importance of effectively managing B2B customer journeys.

1.2 Research Problem

The paper examines a significant gap in B2B content marketing: the absence of a systematic comprehension of content creation obstacles, optimal best practices, and the influence of AI and technology in enhancing tailored content at scale.

Although businesses acknowledge the significance of content in the buyer's journey, numerous organizations encounter difficulties in aligning their content strategies with decision-maker profiles, intent signals, and overarching marketing objectives.

This study aims to address this gap by examining content development frameworks and technological interventions in B2B marketing.

1.3 Purpose of Research

The primary purpose of this research is to investigate and provide insights into the key challenges faced by B2B content creators and marketers.

It aims to evaluate how AI and technology influence content creation, distribution, and engagement. Furthermore, this study seeks to identify best practices that help marketers produce high-quality, efficient and impactful content that aligns with decision-maker needs at various stages of the buyer's journey.

1.4 Significance of the Study

This research is significant for multiple reasons:

It offers a systematic framework for comprehending the function of AI and technology in B2B content creation.

It assists firms in refining their content strategies by aligning with the requirements of decision-makers and adhering to industry best practices.

The results will assist B2B marketers in addressing difficulties associated with content scalability, personalization, and efficacy.

It provides actionable solutions for enterprises aiming to improve their content marketing ROI via optimized resource allocation and technological integration.

1.5 Research Purpose & Questions:

The research aims to address the following key questions:

What are the principal challenges encountered by B2B marketers in content creation?

In what ways do AI and technology impact B2B content creation strategies?

What are the optimal considerations for producing high-impact B2B content?

How can enterprises effectively connect content with buyer intent and decision-making stages?

Which measurements and tactics can be employed to assess and enhance the efficacy of content marketing?

CHAPTER 2: LITERATURE REVIEW METHODOLOGY

2.1 Methodology

I have used Google Scholar to scour through online journals and find relevant literature around Artificial Intelligence applications or usage in B2B Marketing.

All relevant literature available online and, free to access, has been included.

The primary keywords used are 'B2B Content Marketing', 'B2B Content creation'.

The secondary keywords used are: B2B Buyer personas, B2B Customer Journey, AI driven B2B content creation, Technology and B2B Content Creation

2.2 Summary & Insights: The literature review

The literature review has been divided into 5 major themes basis their content focus

2.1 THEME 1: Role and Importance of Customer Journey in B2B Content Creation & Content Marketing

Lundin and Kindström (2023) studied how businesses are changing the way they connect with other businesses online. They highlight three major happenings because of this shift: first, how companies are adding new ways for businesses to interact digitally; second, the changing roles in these digital connections, like how customers get involved and how everyone works together; and third, how this whole process of connecting online is getting longer, better, and more supportive for customers.

Their research is based on a close look at one company and how it interacts with four different businesses. By doing this, they offer new insights into how these digital changes affect how businesses connect, which can help both academics and people working in the industry.

This study pointed out that as customer connections move online, the way companies create content needs to change too, to match these digital changes and how roles are shifting in these connections.

Gaps in the Research:

This implies a potential research gap in exploring how content marketing strategies can be specifically tailored to fit into these digitally transformed customer journeys in the B2B context, as well as the type of content to be created for different stages or touch points in the buying journey.

Purmonen *et al.* (2023) in their study 'B2B customer journeys: Conceptualization and an integrative framework' present a thorough and contemporary understanding of B2B customer journeys, relevant across various B2B marketing sectors.

The study conceptualizes these journeys by integrating insights from three distinct streams of literature, leading to a novel, customer-focused definition.

This work introduces a conceptual framework that encapsulates the core elements of B2B customer journeys, innovatively incorporating the concepts of buying and usage centers within the framework of the customer journey.

This holistic approach offers a nuanced understanding of the B2B customer journey, enhancing its applicability in marketing strategies.

Gaps in the Research

However, the key gap is illustrated by the fact that the authors do not throw light on content types which can resonate with journey stages and the best practices in creating them or the key buyer/user experience metrics at each stage which can be influenced by content.

The importance of B2B content marketing as well as content creation are highlighted for specific buying stages or situations. 24 content formats and content marketing tools are analysed to show which of these tools have most impact across the 4 key buying decision stages (Awareness, Consideration, Decision and Care), which are christened as See-Think-Do-Care framework. (**Gajanova, 2021**)

Gaps in the Research:

1. The study focused mainly on responses from 500 b2b buyers. B2B Content marketers or B2B Sellers were not part of this study.
2. The whole study is focused only in the Slovak Republic

Due to decision-makers' increased reliance on digital content rather than face-to-face vendor interaction, the B2B buying process has become more self-directed (Salonen *et al.,* 2024). Because of this, content marketing is essential for influencing prospects at different phases of the customer journey.

Providing timely and relevant content to the buyer is crucial because it greatly increases engagement. According to their research, the buyer's journey's timing and presentation of content are just as important as its type for efficient content delivery.

By using tools to push content that meets presumptive needs, many organizations try to use marketing automation to align content with buyer personas and customer journey stages.

Although this strategy has the potential to increase engagement, personalization tactics frequently rely on generic persona templates and conventional automation sequences.

The study emphasizes the value of timely delivery and journey-stage relevance, but it also contends that content engagement is highly customized and context-specific, necessitating careful planning and execution.

Gaps in Research

1. A lack of understanding exists regarding the development and application of dynamic, behaviour-driven personas to enhance B2B content creation throughout the decision journey.

2. The potential of AI to drive hyper-personalized content creation and targeting is not investigated, even though marketing automation is discussed as a delivery mechanism. Research on how AI tools can customize messaging based on real-time data and persona evolution is possible.

3.   From the standpoint of the marketer, the difficulties of content creation are neglected. The study places a strong emphasis on content delivery and engagement, but it does not explore the practical challenges faced by B2B marketers in producing timely, relevant content at scale, including internal alignment, resource constraints, and ideation.

4.   Underutilization of automation throughout the whole content lifecycle: Automation is only discussed in relation to the delivery of content. Examining how automation can support the entire content lifecycle— including creation, testing, personalization, optimization, and performance analysis—is possible.

5.   Lack of frameworks connecting content types to persona-stages: The study lacks a systematic method for associating content formats with specific personas and decision stages.

Kettunen (2024) explores how customer journey measurement in the Finnish cybersecurity company WithSecure Corporation contributes to B2B value creation.

The study presents a journey measurement framework that assesses customer experience through the lenses of value realization, value proposition, and value delivery using qualitative methods and five expert interviews.

Through the mapping of touchpoints that influence value perception, the framework assists businesses in improving internal alignment and customer-centricity.

In order to provide useful value in actual B2B settings, it stresses shifting away from product-centric metrics and toward experiential ones like trust and relevance (Kettunen, 2024).

Gaps in Research

1. Limited Context and Sample

The study's generalizability to larger B2B contexts is limited because it is based on just five respondents from a single cybersecurity company in Finland.

2. Inadequate B2B Personas

Multifaceted B2B personas, particularly those that incorporate job roles, decision-making authority, and emotional needs at various phases of the buyer journey, are rarely discussed.

3. Content Strategy for Every Stage of the Journey

A key component of the efficacy of B2B content creation is the study's lack of information on how content formats and types correspond with journey stages.

4. Customization and Adaptive Journey Mapping

The study doesn't look at how journeys can be adapted or customized according to buying stages, firmographics, or persona behaviors.

5. Integration of Omnichannel Experience

An opportunity to investigate attribution and cross-channel continuity (such as how digital touchpoints cooperate) in intricate B2B buyer journeys has been lost.

6. Integration of Technology and Scalability

Despite operating at the case level, the framework does not address how to integrate it with automation platforms, CRM, or AI tools for scalable implementation.

7. Role Mapping for Internal Stakeholders

It is not examined how internal stakeholders—such as marketing, sales, and customer success teams—have shaped the journey and produced content that is in line with it.

Lassila _et al._ (2023) study investigates how digitalization affects the B2B customer journey, looking at the opportunities and problems that arise at various stages of the journey and in various purchasing situations.

The study employs a qualitative case study methodology, conducting interviews with stakeholders, including marketing teams, sales managers, and consumers of a business known only as "Alfa."

One of the main conclusions is that digitalization has definite advantages during the prepurchase phase, when it uses digital marketing to increase awareness and outreach at a reasonable cost.

However, because B2B customer needs are so specific and complex, personal selling still plays a significant role in the purchase stage.

The study also finds that in order to fully utilize digital tools throughout the journey, sales and marketing must be functionally integrated. It's interesting to note that it also challenges earlier beliefs that digital marketing tactics for B2B and B2C can be used universally, contending that B2B contexts call for more sophisticated and situation-specific approaches

The authors also stress that needs, not demographics, should be the basis for customer segmentation, and they suggest that, with the right use, digital tools can help with this. They do admit, though, that accomplishing this, calls for a great deal of internal alignment and clarity in the buyer persona strategy.

Gaps in Research

1. Restricted Generalizability
The findings' applicability to larger B2B markets is limited by the single-case study design within a particular industry sector.

2. Inadequate Information on Each Phase's Digital Strategy
Although digital tools are covered in general, the study doesn't go into detail about which particular digital practices work best at each point of the customer journey.

3. Inadequate Persona Structure
Despite suggesting need-based segmentation, the study provides no specific framework for determining or utilizing buyer personas in a digital content strategy.

4. There Are No Longitudinal Insights
The study doesn't look at how B2B relationships or the efficacy of content are affected over time by digital transformation.

5. Insufficient Attention to Technical Implementation
The operational or technological difficulties associated with implementing digital tools across platforms and touchpoints are not discussed in the paper.

2.2 Theme 2: Role of AI & Technology in Creating Content at Scale, Efficiently and Economically

Businesses are increasingly interacting with each other online, using a variety of digital and AI-powered tools. They bring together various perspectives on B2B customer journeys and how they intersect with AI research.(Rusthollkarhu *et al.,*2022).

The paper unfolds in two main phases. First, it surveys current methods businesses use to manage customer journeys, pinpointing four key activities: analyze, design, engage, and guide. Following this, the study takes a closer look at over 150 digital tools across 16 marketing management categories, exploring the role of AI in enhancing these customer journey management activities.

This research is a valuable addition to fields like B2B digital marketing, management, sales, and customer journey management. It provides practical insights for B2B marketers and developers of AI tool technologies, helping them understand and improve digital interactions in the business world.

Gaps in Research

However, the paper does not specifically address gaps in the context of B2B content creation and content marketing.

While it focuses on managing customer journeys with AI tools, it does not delve into how these tools can be used specifically for creating and optimizing content, or how content marketing strategies can be aligned with AI-empowered customer journey management.

Paschen, Kietzmann, and Kietzmann (2019), in their study titled "Artificial Intelligence (AI) and Its Implications for Market Knowledge in B2B Marketing" clarify the role of AI in knowledge-based marketing in the B2B context.

Their study describes the fundamental components of AI systems and their interrelationships, discussing how these elements impact market knowledge in B2B marketing.

The paper is conceptual in nature, proposing a framework to understand AI and its building blocks, and how they contribute to different types of market knowledge crucial for B2B marketing, like customer, user, and external market knowledge.

The study is useful for general marketing executives and highlights use cases demonstrating AI's impact on B2B marketing functions.

Gaps in Research

The paper, however, does not specifically address how AI impacts B2B content creation and content marketing strategies. While it discusses AI's role in enhancing market knowledge, it does not delve into how this knowledge can be translated into effective content strategies or how AI can be directly employed in the creation, distribution, and optimization of B2B marketing content.

This indicates a potential research gap in exploring the direct application of AI in content marketing within the B2B sector.

AI is seen as a powerful but still supplementary tool in B2B marketing that enhances human creativity and efficiency without replacing marketers, though the study is limited in scope to one agency in Finland (Nyström, 2024).

Focusing on a Finnish B2B marketing agency, the thesis 'The Use of Artificial Intelligence in B2B Marketing Processes' investigates how AI is being included into B2C marketing processes.

To grasp AI's present and future relevance, the study employs a mixed-method approach combining interviews with nine experts with questionnaires.

Important Learnings:

AI as a Support Tool: Mostly seen as a supplementary assistant improving creativity, strategic thinking, and efficiency.

Human expertise remains central. While artificial intelligence enhances rather than replaces human marketers—who still have responsibility for strategic decisions, ethical judgment, and oversight.

Marketers must change by learning new abilities including quick engineering and critical evaluation of artificial intelligence results.

Issues including data privacy, security, and the responsible use of artificial intelligence tools surfaced as main ethical concerns.

Gaps in Research

The research is limited to one marketing agency in Finland with just 9 participants, so lowering the generalizability of the results.

Insufficient Attention to Person Development and Customer Journey Mapping: The study does not explore how artificial intelligence particularly influences persona development or customer journey mapping in B2B content processes.

Limited Research of Content Quality vs. Quantity: The trade-off between generating high-quality content and scaling content output is not much discussed regarding how artificial intelligence affects either.

Research is a snapshot devoid of a longitudinal perspective to track changing AI impact over time in B2B environments.

Since the study centers on one agency, it does not compare across many businesses or B2B sectors to identify trends or variances.

Forsell (2024) explores how generative AI, through structured strategic integration, can significantly enhance B2B firms' competitive advantage, though the study acknowledges several limitations including its qualitative scope and limited exploration of personalization and journey-mapping.

This thesis looks at how strategically generative artificial intelligence (GenAI) might be used in sales and B2B marketing to acquire competitive advantage.

AI activities are classified as grounding, bounding, and recasting. The study analyzes three B2B companies using the Situated AI Framework via in-depth qualitative case studies. These exercises show how companies integrate, constrain, and reimagine artificial intelligence technologies for sales and marketing.

Highlights:

-Grounding activities included lead generation procedures and repeated marketing tasks automated by GenAI.

-Bounding activities are those that match GenAI tools with firm-specific goals and limitations, such brand voice and regulatory compliance.

-Recasting activities detailed strategic use of GenAI to transform how marketing teams develop campaigns, create content, and interact with consumers.

-Gen AI enhanced operational effectiveness, customer involvement, and data-driven decision-making capability.

-Among the tools were ChatGPT, Jasper, and internally developed large language models (LLMs).

-The paper also records difficulties including lack of internal knowledge, ethical questions, and legacy system integration problems.

Gaps in Research:

-Only three companies were examined; hence, the findings might not be applicable anywhere.

-Lack of Quantitative Validation: The research is qualitative; results would profit from extensive quantitative study.

-Though Gen AI tools were used for content creation, their influence in personalized content at scale was not particularly investigated.

-Customer Journey Mapping Not Addressed: No methodical study of how Gen AI affects content strategies at several phases of the B2B buyer journey was conducted.

-Persona Development with AI: The paper does not look at how artificial intelligence might support the creation or transformation of B2B personas.

-Content creation is a topic of discussion; yet, little is known about the tools or strategies to effectively scale it using Gen AI.

2.3 Theme 3: Challenges & Best Practices of B2B Content Creation & Marketing Analysis in social media

Huotari *et al.* (2015), in their paper 'Analysis of content creation in social media by B2B companies', examined how business-to-business (B2B) marketers can influence content creation in social media.

The study found that B2B companies influence content creation in social media directly by adding new content, participating in discussions, and removing content through corporate user accounts and controlling employee social media behaviour or indirectly by training employees to create desired content and performing marketing activities that influence other users to create content that is favourable for the company.

The authors emphasize the need for an integrated marketing communication strategy that considers both professional and civilian communities in social media marketing strategies.

The study also points out that while B2B marketers have limited control over external content creation, they can still influence it through strategic marketing activities.

Gaps in Research:

The authors focus on content creation within the realm of social media for B2B companies. However, they are unable to identify a gap in the broader context of content writing challenges and best practices in B2B marketing beyond social media. Specifically, the paper does not address the following areas:

1. Content Writing Challenges and Best Practices:

The paper does not delve into the specific challenges B2B companies face when creating content across various platforms and formats outside of social media. This includes whitepapers, case studies, email campaigns, and more. Best practices for crafting compelling B2B content that resonates with business clients and aligns with the brand's voice are not explored.

2. Syncing Content Creation to the Customer Journey and Personas:

Another gap is the lack of discussion around tailoring content creation to different stages of the customer journey and aligning it with detailed buyer personas.

The paper does not provide insights into how B2B marketers can map content to the awareness, consideration, and decision stages of the customer journey or how to create content that addresses the specific needs and pain points of various personas within the B2B landscape.

Deng *et al.* (2021), in their research Speak to head and heart: The effects of linguistic features on B2B brand engagement on social media', highlight the challenges B2B marketers encounter in crafting compelling social media brand posts. The challenge extends beyond just deciding what to post; it involves mastering the art of communication, specifically in designing non-informational cues in brand posts to boost brand engagement and generate social media word-of-mouth (WOM).

The authors address this gap by examining how post language affects B2B brand engagement on social media, by identifying six linguistic features - post length, language complexity, visual complexity, emotional cues, interpersonal cues, and multimodal cues in rich media - and explore their influence on brand engagement, as measured by Twitter likes and retweets.

The authors analyzed 229,272 tweets from 156 B2B brands across 10 industries and revealed that linguistic features promoting central or peripheral route processing positively affect brand engagement, while those impeding these processes have negative effects.

This study advances our understanding of B2B social media communication by demonstrating the significant role of brand language in fostering brand engagement and introducing linguistics as a crucial analytical lens for optimizing B2B marketing content on social media.

Additionally, it underscores the interpretative aspect of social media communication, urging B2B brands to consider not just content purpose and strategy, but also the specific language and communication style used in their messages.

Gaps in Research:

While the current research has begun exploring the impact of various linguistic features like post length, language complexity, and emotional cues on engagement metrics like likes and retweets, there are several potential areas where the research gap still exists:

1. Industry-Specific Communication Strategies: The research could be expanded to investigate how content creation strategies might vary across different B2B industries, considering that each industry might have unique communication norms and audience expectations.

2. Cross-Platform Differences: The research mainly focuses on Twitter. However, B2B content creation strategies and their effectiveness might vary across different social media platforms. Thus, a comparative analysis across platforms could be insightful.

3. Integration of Emerging Technologies: As social media evolves, there is a gap in understanding how emerging technologies like AI, AR/VR, and advanced analytics could be leveraged for more effective B2B content creation and engagement.

4. The study is focused on using non-informational cues in short form content, used in social media posts, however, the impact and the way to leverage these non-informational cues in long form content creation, which is widely used for B2B content marketing, is not explained.

Osman and Gerzic (2017), in their study titled 'Content creation activities related to content marketing through social media: A qualitative study in a B2B context', explore the key differences between B2B and B2C content with an aim to understand and describe how companies deal with the content creation process, within content marketing through social media. Their study is based on a multiple-case analysis, involving semi-structured interviews with seven firms engaged in content marketing and content creation in a B2B context.

The authors conclude with the finding that, all seven firms share a consistent understanding of content marketing, which aligns with previous research. It reveals that there are common approaches in how these companies handle content marketing.

Additionally, the authors identify key factors that should always be considered in content creation, such as long-term planning, adding value for the customer, crafting a well-thought-out message, and choosing appropriate channels for content distribution.

Gaps in Research:

Given the study's focus on content creation in a B2B context as of 2017, a potential gap could be the evolution and adaptation of B2B content marketing strategies in response to the rapidly changing digital landscape.

Since 2017, there have been significant advancements in social media algorithms, user behaviour, and platform capabilities.

Modern B2B content creation strategies need to account for these changes, including the integration of emerging technologies like AI and machine learning for content personalization and analysis.

Furthermore, the original study might not have extensively covered the challenges of marketing B2B content across diverse platforms. Today, each social media platform caters to a unique audience and requires a tailored content strategy. The challenge lies in creating and adapting content that resonates across different platforms while maintaining a consistent brand message.

Additionally, the study may not have fully addressed the intricacies of measuring the effectiveness and ROI (Return on Investment) of B2B content marketing strategies in the context of the latest digital marketing tools and analytics.

Andersson and Wikström (2017), in their paper titled, 'Why and how are social media used in a B2B context, and which stakeholders are involved?'

examine the use of social media in a business-to-business (B2B) context. Their research aims to understand why and how B2B companies use social media and identify the users and stakeholders they communicate with.

The methodology involves a case study approach, with data collected from interviews and website observations of three companies.

The authors found that B2B companies use social media as a communication tool to enhance customer relationships, support sales, and build their brands, and that the B2B companies also employ social media for recruitment, as a seeking tool, and for disseminating product information and services.

Their study highlights how different social media channels are effective with varying stakeholders. This aspect underscores the importance of selecting appropriate platforms for specific stakeholder groups.

Gaps in Research:

Given these insights, a potential research gap can be identified in the context of B2B content creation challenges and best practices, particularly in relation to the customer journey, technology integration, personas, and creating B2B content for diverse platforms beyond social media:

1. Relating B2B Content with Customer Journey and Customer Persona: While the study touches on enhancing customer relationships, there may be a gap in understanding how B2B content creation aligns with different stages of the customer journey and addresses the specific needs of various customer personas.

   Detailed exploration into how content can guide potential customers from awareness to decision-making in a B2B setting could be further examined.

2. Technology Integration in Content Creation: The study does not delve deeply into the role of advanced technologies, like AI, analytics, and automation tools, in the creation and distribution of B2B content.

   These technologies can significantly enhance the efficiency and effectiveness of content strategies by offering personalized content creation, predictive analytics, and more.

3. Creating B2B Content for a Diverse Set of Platforms: The study's focus on social media leaves room for exploring how B2B companies can effectively utilize other platforms, such as websites, blogs, email marketing, webinars, and digital publications.

   Understanding the unique demands and opportunities of these platforms can provide a more comprehensive view of multi-platform B2B content strategies.

Cartwright *et al.* (2021) in their paper 'Strategic use of social media within Business-to-Business (B2B) marketing: A systematic literature review', elaborate that while there's enough research on social media usage in B2C sector, similar level of research in B2B domain is rare.

The authors believe that that there is an inadequate understanding of social media in B2B, however social media usage can improve organizational and individual performance, by applying Intellectual capital of employees to develop and sustain valuable relationships with the customers.

Through this paper the authors attempt to explain the current use of social media by B2B organizations, through a systematic literature review.

The authors reviewed 69 academic articles and found that 17% of these articles are conceptual in nature leading them to believe that this high percentage demonstrates the relative immaturity of the field (Social media use in B2B).

The authors present 3 themes to illustrate the current usage of social media in B2B, first being, social media as a sales facilitation tool, second, social media as an integrated communication tool, and third, social media as an employee engagement tool.

Gaps in the Research:

The study is limited in the sense that there is no original research presented, and the literature review relied solely on marketing journals.

There is no review of any research around social content creation, marketing processes or RoI Metrics across diverse B2B industry sectors or whether, how and which departments within an organization can leverage social media to connect and forge relationships with customers and prospects.

Yaghtin, Safarzadeh and Karimi (2020) in their study titled, 'Planning a goal-oriented B2B content marketing strategy', focus on identifying key factors for planning digital content marketing (DCM) strategies in line with corporate marketing objectives in the B2B sector.

Their study employs content analysis of Instagram pages from 24 top corporates across three industries, using SPSS for statistical analysis.

The findings reveal twelve common content types aligned with B2B marketing goals, identifying the most valuable and efficient types for engaging B2B audiences.

This study provides insights into DCM in the B2B sector, offering a novel perspective on using Instagram as a DCM platform and identifying key communication factors with B2B audiences.

Gaps in The Research:

The study is narrowly focused on user behaviour on one single platform, i.e. Instagram and the content creation strategy is limited to understanding corporate business goals only. The focus on content creation process pertaining to personas and journey and the impact of such content is out of the scope of the study.

Repovienė and Pažėraitė (2023), in their study titled: 'Content Marketing towards Customer Value Creation' discuss theoretical and practical aspects of content marketing in social networks, focusing on customer value creation through a case study of 'Ilzenberg Manor', an organic farm.

It examines the impact of different content marketing decisions on customer value, suggesting that not all decisions are equally effective in this regard.

Theoretical insights and a practical analysis of 'Ilzenberg Manor's' Facebook page are used to explore this relationship.

The study concludes with insights into how certain content marketing decisions can enhance customer value in social networks, along with suggestions for future research.

Gaps in the Research:

The study's focus on a single company and its use of Facebook limits the scope of its findings on the relationship between content type and value creation.

The methodology oversimplifies this complexity by using Facebook metrics like likes and shares as proxies for customer value and categorizing content decisions merely by post types (image, text, video).

It overlooks the broader spectrum of content objectives (educative, inspiring, etc.) and a more nuanced understanding of value creation, which should extend beyond simplistic metrics and include other platforms like YouTube and Quora. This approach offers limited insights for B2B content creation and best practices.

2.4 Theme 4: Making Content Resonate with Personas and Context of Audience Segments.

Albee (2015), in her book 'Digital Relevance: Developing Marketing Content and Strategies that Drive Results' emphasize on crafting effective marketing content and strategies for diverse audiences.

Their work is centred around developing a holistic view of content, ensuring that the messages put out are strategically impactful, and meaningful.

The authors expand on the knowledge, strategies, and skills necessary for creating content and messaging that resonates with each audience's context and that can instantly engage customers and compel them to act.

They also stress that 'Personas' cover the entire lifecycle of customers, and for effective B2B marketing, one needs to be aware of the unique context that each Persona (Buyer Persona, Customer Persona and User Persona) possesses.

Gaps in the Research:

In terms of identifying gaps with respect to B2B content creation, the chapter may not fully address certain contemporary challenges and opportunities in the field, the gaps have been elaborated below:

1. Relating B2B Content with Customer Journey: The book does touch onto the importance of persona and customer insights but does not integrate persona and customer journey to map the B2B content specifically to the stages of the customer journey in a B2B context.

2. Use of Technology in B2B Content Creation: The role of technology, particularly advanced tools like AI and machine learning, in enhancing the personalization, efficiency and scalability of B2B content creation is a crucial aspect. These technologies can aid in understanding customer behaviour, predicting trends, and automating aspects of content creation and distribution. The book does not cover the integration of these technologies in developing and executing a B2B content creation strategy.

Especially for B2B settings, **Farkas and Geier (2024),** offer an organized method of strategic content marketing that blends theoretical knowledge with useful frameworks. One of the critical insights is that content marketing should be treated as a continuous strategic process as opposed to a one-time campaign.

The book emphasizes how crucial it is to create buyer personas, match content to customer journey stages, and use generative AI to improve the efficiency and relevance of content.

According to one noteworthy finding, companies which employ content that is based on in-depth audience research and in line with strategic objectives report higher ROI and stronger brand affinity (Farkas and Geier, 2024).

Furthermore, interdisciplinary teams—especially those involving marketing, sales, and product—are better equipped to develop successful content systems, according to case studies and interviews.

Gaps in Research

1. Limited Examination of Personalization at Scale

Although persona-driven tactics and generative AI are addressed, the book fails to delve into detail about how AI can dynamically tailor content for several decision-makers in intricate B2B buying groups.

2. Decision-Stage Alignment Empirical Evidence

Although it is widely accepted that mapping content to buyer journey stages is strategically important, there aren't many empirical studies that quantify the efficacy of content types at each stage in real-world B2B decision-making situations.

3. The Function of Automation in the Complete Content Lifecycle

Planning and distribution are the primary areas where automation is introduced in the book. How AI aids in content creation through ideation, performance analytics, and adaptive learning loops is not addressed in detail and perhaps could be the subject of future study.

4. Narrative Impact Measurement

Although ROI and engagement metrics are discussed, little attention is paid to how to gauge the long-term emotional or cognitive effects of content narratives on B2B decision-makers.

Understanding the needs, pain points, and decision-making processes of customers as well as organizational buying behavior is the first step towards creating effective B2B content (Westberg, 2024, p. 30).

1. Content Must Provide Value: B2B content must be educational, focused on finding solutions, and customized for business situations. Compared to B2C content, emotional appeal is less important.

2. Strategic Planning Drives Content Themes: The company's overarching strategic marketing objectives serve as a guide for content production. The selection of topics is predicated on their capacity to exhibit proficiency and provide value at pivotal points in the buyer journey.

3. Social media as an Amplifier: B2B content distribution heavily relies on social media sites like LinkedIn. However, the clarity, consistency, and applicability of the message to professional audiences determine how effective they are.

4. Content Creation is Mostly In-House and Manual: The majority of businesses rely on small teams to produce blog posts, whitepapers, and thought leadership materials, and they do so with little automation.

Gaps in Research

1. Limited Sample Base: The study only looks at three Finnish businesses, which restricts the breadth and applicability of the insights it offers on B2B content creation in other sectors or international markets.

2. Underdeveloped Use of Buyer Personas: Although the value of knowing customers is recognized, there is little research done on the methodical creation and use of buyer personas to direct content production.

3. Customer Journey Alignment: The ways in which content corresponds with the various phases of the B2B customer journey—awareness, consideration, decision, and post-purchase—are not extensively discussed. This creates a gap in our knowledge of the efficacy of content strategies across touchpoints.

4. Lack of Integration of AI and Automation: The study doesn't look at how content personalization platforms, automation, or AI tools could improve the scalability or applicability of B2B content initiatives.

5. Performance Metrics and Feedback Loops: B2B companies' methods for measuring content performance and using audience engagement data to improve their future content strategy are not well covered.

6. Cross-Functional Collaboration: The study doesn't look at how marketing works with product or sales teams to create content that responds to objections from prospects or factors that influence their decisions.

The study concentrates on Facebook as a key platform and explores how small and medium-sized businesses (SMEs) produce social media marketing (SMM) content when faced with resource limitations. **(Kraus et al., 2019).**

The study examines the effects of time, money, staff, and marketing expertise constraints on content production through qualitative interviews with eight SMEs in German-speaking nations.

A few key highlights from the study are as follows:

-The biggest limitations are knowledge and time.

-Regular content updates are hampered by the fact that SME owners themselves frequently serve as social media managers, and hence may lack adequate focus, expertise or time.

-Usually, the content is brief, informal, and visually appealing (e.g., photos, videos).

-Content produced by smartphones is widespread and of adequate quality.

-Only a few SMEs have a formal content strategy or use professional tools like Facebook Insights.

-Engagement Strategies are centered around Contests and giveaways mostly to increase engagement.

-Customers and staff get involved in the creation of content by few SMEs (e.g., crowdsourcing photos).

-There is an absence of content calendars and other forms of structured planning.

-Data is rarely used to make decisions.

-SMEs make up for this by being flexible and utilizing platforms such as Fiverr or personal networks.

Gaps in Research

1. Lack of Discussion regarding Artificial Intelligence or Automation in Content Creation or Distribution.

2. No reference to producing content that is tailored based on each user segment's preferences, actions, or previous interactions, with the help of technology

3. Although the study mentions target audience comprehension, it skips over the use of personas (such as buyer roles and industries) for segment-specific messaging.

4. The study ignores how to effectively scale content efforts (e.g., repurposing, AI-generated variants) in favour of manual, low-cost strategies.

2.5 Theme 5: Evolution and Traits of B2B focused Communication and Content Creation & Marketing

In the paper titled 'Content Marketing - From Genesis to Future' Gokhale (2016) actively explains the significance of content marketing and forecasts future trends shaping this field.

He outlines strategies to maximize the benefits of content marketing and predicts its growing strategic importance. Author emphasizes the establishment of custom metrics by organizations to assess the effectiveness of content marketing. Furthermore, he strongly advocates for the quality of content, asserting its superiority over quantity.

Gaps in the Research:

From a B2B content creation perspective, considering the advancements in AI and technology that enable the creation of quality content at scale, and acknowledging that the trade-off between quality and quantity is no longer a zero-sum game, several key research gaps emerge:

1. Content Strategy for Complex B2B Decision-Making Processes: B2B purchasing decisions often involve multiple stakeholders and a longer sales cycle. Research is needed on how to strategize content creation that caters to these complex decision-making processes.

2. Content Distribution and Multi-Channel Strategies: With the ability to create more content, there is a gap in understanding the most effective ways to distribute this content across various channels and platforms to reach B2B audiences effectively

3. Impact of Emerging Technologies on Content Formats: Research is needed on how emerging technologies (like AR/VR, interactive content) can be used in B2B content creation and their effectiveness in engaging B2B audiences.

4. Content Analytics and Performance Measurement: With the increase in content volume, there is a gap in advanced analytics methods to measure the performance and ROI of 40 content, especially in the context of specific B2B objectives.

Povolná (2017), in her paper titled 'Marketing communications on B2B markets' focuses on the evolution of marketing communications in the B2B sector, particularly in European industrial companies. The paper highlights the shift from traditional personal contact to online communications, driven by internet technologies.

A literature review and qualitative study in the European machine tools market reveal that while there's awareness of new marketing communication techniques, their application is limited.

This indicates potential for more effective communication strategies, especially considering the upcoming generational shift in management. The study suggests future research using quantitative methods to develop actionable strategies for modernizing communications techniques in B2B markets.

Gaps in the Research:

The study examines the shift in B2B marketing communications due to internet technologies, focusing on European industrial companies' transition to online platforms.

However, it lacks specific exploration of content marketing, particularly the intricacies of content creation best practices aligned with the buying journey and personas in B2B contexts.

Also, it doesn't delve into the complexities of the B2B buying center, which involves decision-makers from various internal functions, a critical aspect of B2B marketing strategies.

Fontura (2023), in her paper titled: 'Content Marketing for B2B Technology Companies: Challenges and Indications of Successful Strategies', focuses on types of content marketing strategies and formats that are deployed or used by B2B SAS companies.

The study investigated 100 B2B SAS companies' usage of web content format. These companies were listed on 'The b2b Software 100 List' from Notion Capital in 2023. Notion capital is a venture fund which invests in early stage B2B SAS and cloud firms.

The author has listed 4 key content types-Blogs, FAQs, E-book & Whitepaper, Case study & customer success stories, and assessed the presence of 1 or more of these types on the B2B SAS company's websites.

The author concludes that most of the organizations (about 65%) did not leverage all content types, other than blog. While 75% of the surveyed companies did use blog.

Gaps in the Research

1. Firstly, the study is limited to a very specific list of B2B SAS companies in Europe.
2. There is little light thrown on the reasons of not leveraging content types other than blogs, by these companies.
3. The research lacked depth-because there is no analysis around typical content length and content objectives as well as content resonance with industry and user segments.

Nguyen (2015). In the paper titled: 'Hotelzon's B2B Content Marketing Plan.' focuses on the process of creating a b2b content marketing plan for a b2b company-Travelport Hotelzon, which offers hotel booking & distribution technology to business travellers as well as hotel partners & travel professionals; with an objective of attracting new prospects, though a qualitative study.

The author, analyses buyer personas, content types, content marketing channels, and buying process and concludes with findings about which content topics will resonate with specific personas.

The author has managed to touch on the content creation process by using content marketing models of other authors.

Gap in the Research

1. Limited to one company

2. More social channels could be studied to analyse the impact of content.

3. An updated content framework can be added based on the overall research.

4. The suggested content topics are based on prospect/user research, however in real life, a process to demonstrate how content topics which resonate with personas, can be generated beyond personal interviews.

5. Content marketing efficacy determination overall should be a part of the study.

2.6 Summary of Gaps

Among all the identified gap areas, the most prevalent and urgent ones are outlined below.

1. **Identifying Content Priorities Across Specific Customer Journey Stages:** There is a lack of clarity on which types of content is prioritized by B2B Content marketers at various stages of the B2B customer journey, leaving a gap in understanding how to effectively engage decision-makers through tailored content.

2. **Processes for Assessing B2B Buyers' Information Needs:** Research is limited on the methodologies and processes used to accurately determine B2B buyers' information need signals, before content creation, leading to potential misalignment between content strategy and buyer expectations.

3. **AI and Technology's Role in Shaping B2B Content Creation:** The current literature insufficiently addresses how AI and technology are influencing B2B content creation, both in terms of present challenges and future opportunities, particularly around scaling content and personalization.

4. **Cross-Functional Collaboration**: The study doesn't look at how marketing works with product or sales teams to create content that responds to objections from prospects or factors that influence their decisions.

5. **Restricted Industry Insights:** The generalizability of studies across a variety of industries is limited because they are frequently based on a small sample of businesses or particular industries.

6. **Insufficient Attention to Performance Evaluation:** Feedback loops, content performance metrics, and the application of analytics insights to iterate and enhance content strategies are not given enough consideration.

CHAPTER 3: RESEARCH METHODOLOGY

6.1 Overview of the Research Problem

The key objectives of the literature review are to **find and understand the current key challenges and best practices and use of AI and Technology in B2B Content creation**, w.r.t:

6.1.1 Content creation, which is contextual to decision maker persona, and buying journey stages.

6.1.2 Creating content that is in sync with the key marketing goals and is based on superior understanding of buyer signals.

6.1.3 Creating content at scale and economically with the help of AI & technology

6.2 Research Questions

The three key research questions are:

3.2.1 What main difficulties B2B marketers face in developing content?

This question investigates the operational, strategic, and financial-related challenges impeding B2B content creation efforts' effectiveness and scalability.

3.2.2 How might technology and artificial intelligence affect strategies for producing B2B materials?

This question looks at how newly developed technologies—especially artificial intelligence—are being embraced to improve performance monitoring, personalization, and efficiency in content distribution and creation.

3.2.3 What are the optimal considerations and best practices for producing high-impact B2B content that aligns with buyer intent and decision-making stages?

This seeks to uncover frameworks and strategic principles that can guide content creators in tailoring content to different buyer personas and stages of the customer journey, ensuring greater engagement and ROI.

3.3 Research Design

This study employs a quantitative research design to analyse the perspectives of B2B content marketers and B2B marketers in India. The objective is to gather quantifiable data that can be statistically analysed to understand trends, behaviours, and opinions within this demographic.

3.4 Data Collection

3.4.1 Methodology: Data will be collected through a structured questionnaire administered via a survey on LinkedIn.

The platform was chosen due to its professional network, which aligns with the target population for this study.

The questionnaire will consist of closed-ended questions designed to capture specific metrics and open-ended questions for additional insights.

SurveyMonkey platform was used to create the questionnaire and store the respondent's data securely.

3.4.2 Instrumentation: The survey instrument will include questions related

to: Demographics: Job title, Years of experience, Role and Type of organization (small, medium, large).

Content Marketing Practices: Strategies employed, tools used, challenges faced, and perceptions of technology and AI in content marketing.

Effectiveness of Content Marketing: Metrics used to measure success, frequency of content updates, and content formats preferred.

Technological Adoption: Level of adoption of new technologies and AI in content creation, distribution, and measurement.

Future Trends: Expectations and predictions for the future of B2B content marketing in India.

3.4.3 Pilot Testing

Before the full-scale survey, a pilot test will be conducted with a small sample (approximately 10 respondents) to ensure the clarity of questions and the functionality of the survey platform. Feedback from the pilot test will be used to refine the questionnaire

3.5 Sampling

3.5.1 Sampling Method

A random sampling method will be employed to select participants from the population of B2B content marketers and B2B marketers on LinkedIn. This method ensures that every individual within the target population has an equal chance of being selected, thereby reducing selection bias and increasing the generalizability of the findings.

3.5.2 Target Population

The target population consists of B2B content marketers and B2B marketers across small, medium, and large B2B organizations in India. The study will consider overall 100 respondents who have at least 3 years of experience in B2B and/or content marketing.

These individuals must be from organizations with at least 50 employees.

3.5.3 Sampling Frame

The total universe of eligible professionals on LinkedIn is approximately 2000 individuals.
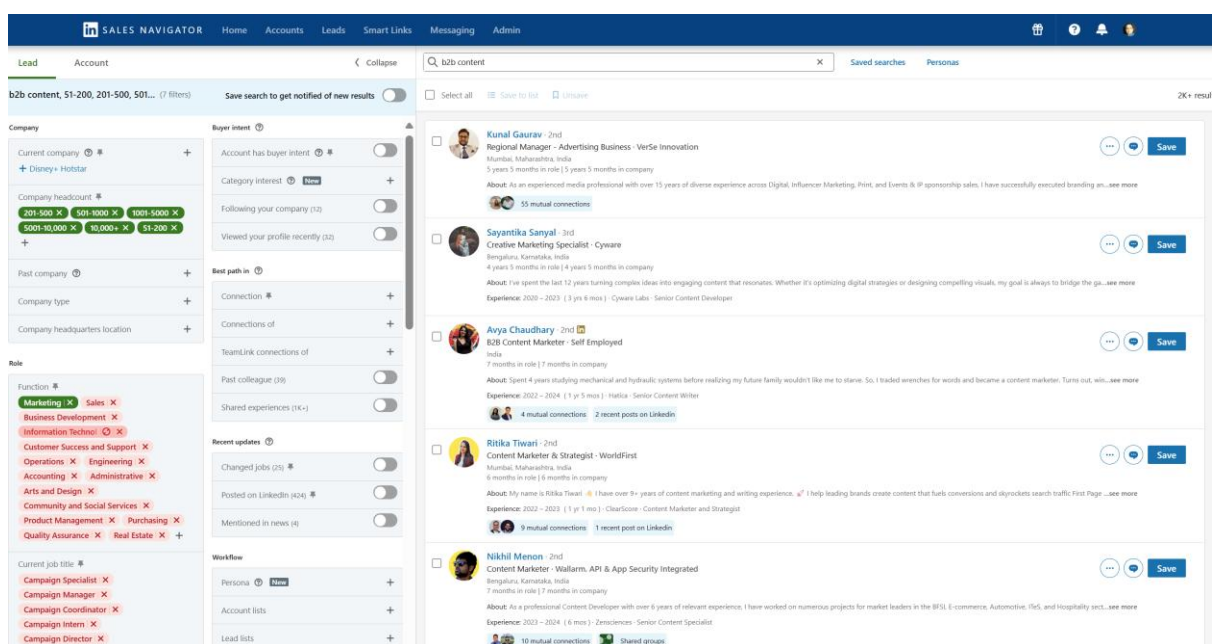
LinkedIn Sales Navigator was used to find the volume of our target population.

3.5.4 Sample Size

A sample size of 100 respondents has been determined for this study. This size is sufficient to yield statistically significant results while being manageable in terms of data collection and analysis.

3.6 Data Analysis

3.6.1 Data Processing

Upon completion of the survey, data will be processed using statistical software. The data will be cleaned to remove incomplete or inconsistent responses.

3.6.2 Statistical Techniques

Descriptive statistics (mean, median, mode, and standard deviation) will be used to summarize the data. Inferential statistics, such as correlation analysis and regression models, may be employed to explore relationships between variables. Cross-tabulation will be used to examine associations between subgroups (e.g., by organization size primarily).

3.6.3 Interpretation

The findings will be interpreted in the context of existing literature and industry trends. Key insights will be drawn to inform best practices and future directions in B2B content marketing.

3.7 Ethical Considerations

3.7.1 Informed Consent

Participants are informed about the purpose of the study and the voluntary nature of their participation.

3.7.2 Confidentiality

The confidentiality of respondents will be maintained by anonymizing the data and ensuring that individual responses cannot be traced back to any participant.

Data will be stored securely and only used for the purposes of this research.

3.7.3 Ethical Approval

The study will adhere to ethical guidelines and seek approval from the relevant ethics review board if required.

3.8 Research Design Limitations

While the study aims to be comprehensive, certain limitations exist. The reliance on LinkedIn as the sole platform for data collection may exclude professionals who are not active on this platform. Additionally, the sample size, while adequate for this study, may limit the generalizability of the findings to the entire population of B2B marketers in India.

3.9 Conclusion

Carefully crafted to probe the main issues, best practices, and impact of artificial intelligence and technology in B2B content creation, the research methodology described in this chapter.

The study intends to produce statistically significant insights by using a quantitative approach and focusing on experienced B2B marketers spread over several organizational sizes and sectors in India.

Validated by pilot testing, the structured questionnaire is supposed to reflect complex viewpoints on content strategies, technological adoption, and fit with buyer personas and journey phases.
Acknowledgments of ethical issues and constraints help to guarantee openness and rigor.

All things considered, this approach offers a strong basis for trend analysis, gap identification, and data-driven recommendation development to improve the scalability and efficacy of B2C content marketing operations.

CHAPTER 4: RESULTS

4.1 Analysis of questions administered

Total valid respondents: 100

4.1.1: What is your job role?
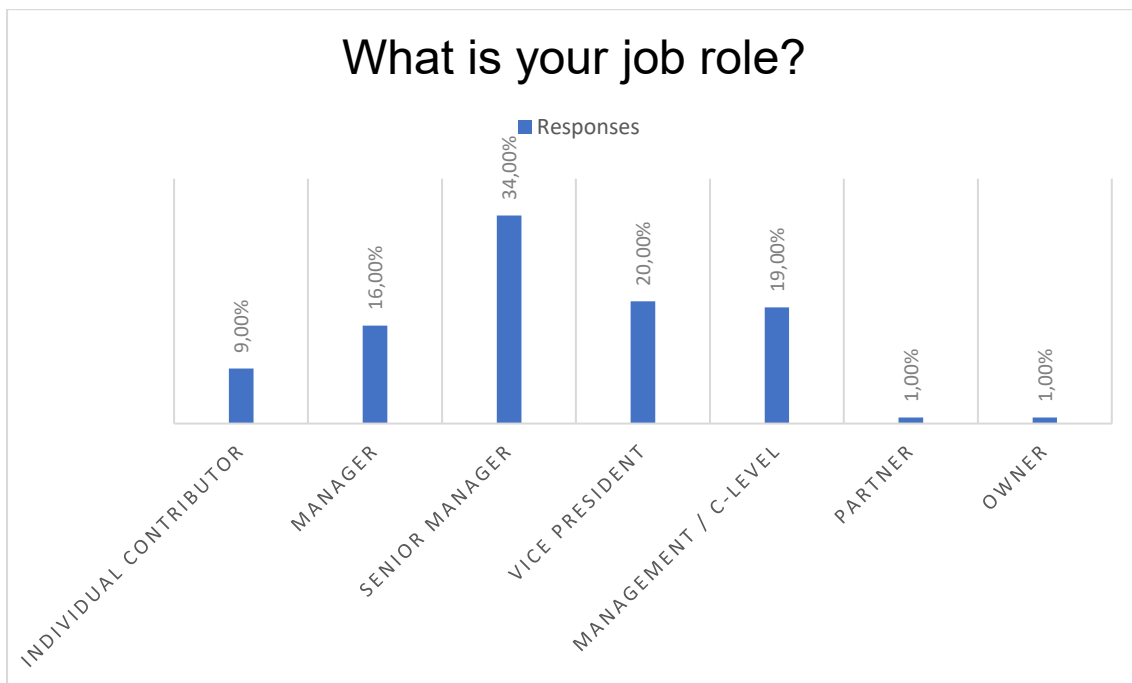
CHART 4.1.1

41% of our respondents are of VP and management/owner/partner level, and about 34% are designated as senior managers. Implying most respondents are occupying senior and responsible roles with full visibility of budgets and strategies.

51

4.1.2: How many years of experience do you have in the field of B2B Content

Marketing?

How many years of experience do you
have in the field of B2B Content
Marketing

■Responses

7,00%   39,00%   54,00%

3-5 YEARS   6-10 YEARS   11 OR MORE YEARS
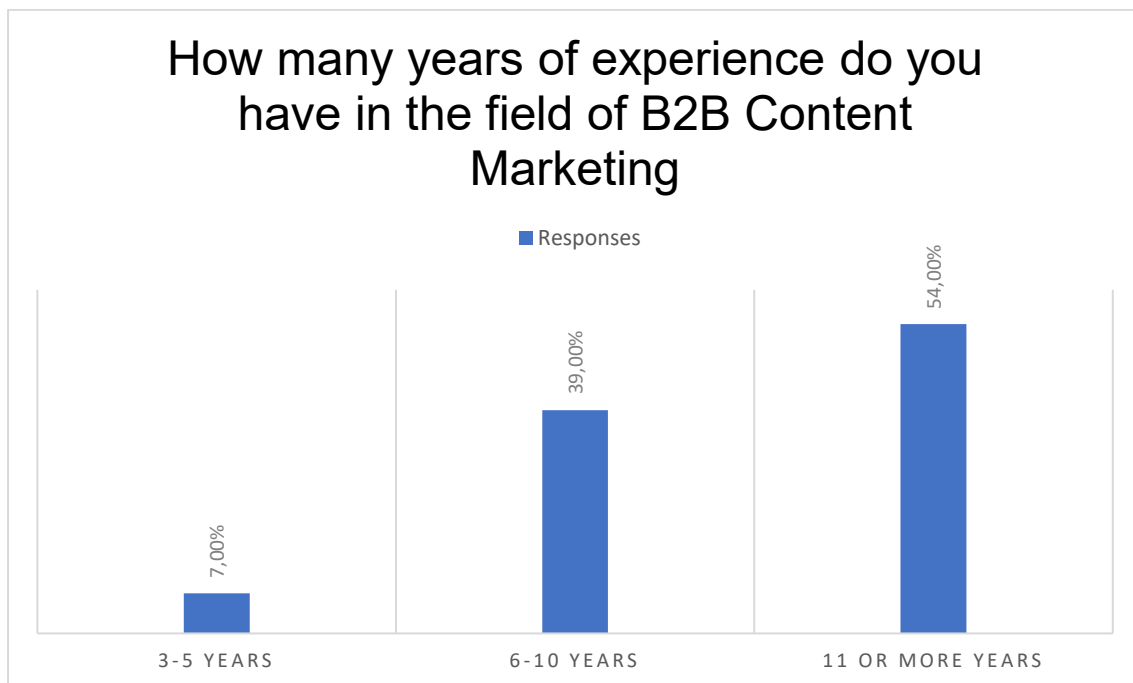
CHART 4.1.2

93% of our respondents have 6 or more years of experience.

4.1.3: Choose your industry vertical
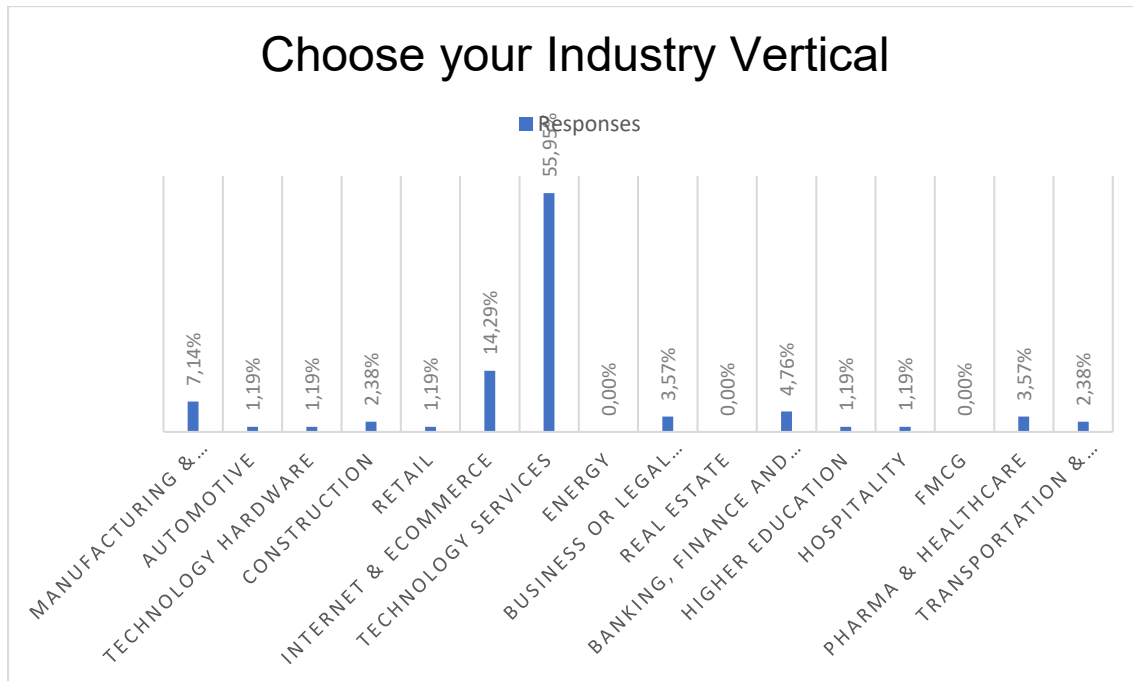
CHART 4.1.3

Over 70% of respondents belong to technology, internet & ecommerce industry
verticals.

4.1.4: What is the size of the company you work in?

Representation

■ 50-99   ■ 100-999   ■ 1000+
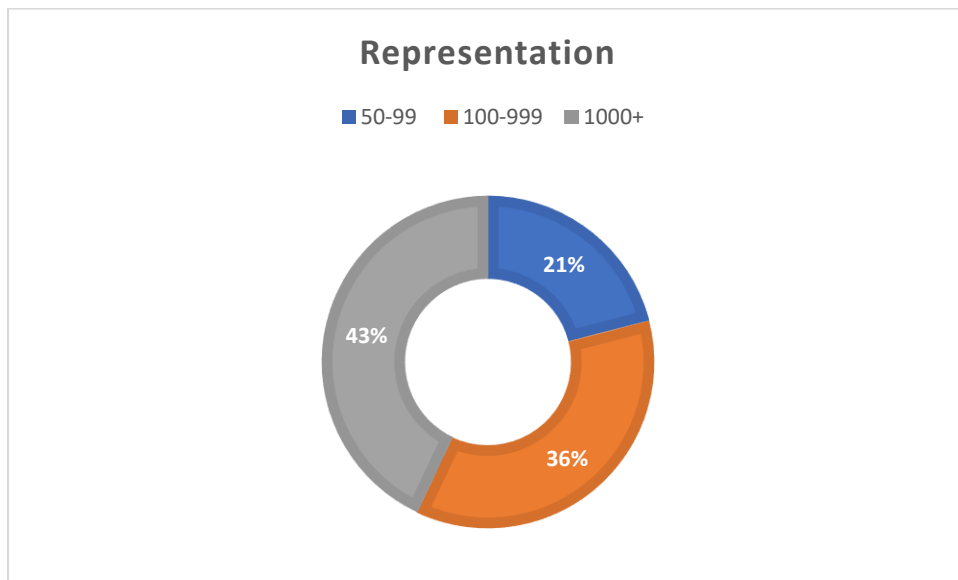
CHART 4.1.4

43% of our respondents are from large organizations (1000+ employees), followed by mid-sized organization (100-999 employees) at 36%.

4.1.5: Which type of B2B content is most often created in a month in your organization?

Please rank the type of content you most often create, in a typical month. 1=least often.9 = most often									
	1	2	3	4	5	6	7	8	9
Blogs	34%	7%	10%	4%	6%	4%	4%	4%	27%
White papers	12%	19%	8%	11%	15%	16%	10%	6%	3%
Case studies	7%	17%	18%	13%	9%	13%	11%	9%	3%
E-books	4%	20%	5%	10%	17%	12%	15%	8%	9%
Infographics	9%	10%	15%	18%	12%	7%	9%	14%	6%
Animated explainer videos	10%	7%	13%	10%	9%	17%	16%	10%	8%
Customer testimonials	3%	8%	10%	17%	14%	19%	16%	6%	7%
Podcasts	11%	6%	8%	6%	7%	7%	10%	24%	21%
Webinars	10%	6%	13%	11%	11%	5%	9%	19%	16%

4.1.5

Survey findings indicate that most participants regularly produce podcasts, webinars, and blogs. These content forms are more popular because they effectively engage audiences and cultivate trust, which is crucial in b2b marketing.

1. The popularity of podcasts and webinars: a personalized approach podcasts and webinars are increasingly preferred as they enable brands to present content in a conversational and engaging format.

- They enable direct connection with audiences, rendering them especially successful for account-based marketing (ABM), where establishing trust and fostering long-term relationships with important decision-makers are essential.
- In contrast to conventional text-based content, podcasts and webinars offer authenticity, frequently showcasing industry experts, thought leaders, and customer success narratives that appeal to prospective buyers.

2. The diminution of text-intensive formats: whitepapers and eBooks
- Whitepapers and eBooks, while valuable, are generated less frequently owing to their extended production cycles and text-dense format. Contemporary audiences favor more engaging and interactive formats that facilitate consumption, including videos, podcasts, and infographics.
- Although whitepapers and eBooks provide comprehensive educational material, they necessitate greater effort from the audience to participate, rendering them less immediately attractive than more accessible formats such as blogs or short-form videos.

3. Case studies: high value, yet time-consuming to generate - case studies are a crucial content format in b2b marketing, offering concrete evidence of success. Nevertheless, their creation frequently experiences delays owing to the necessity of client approvals and legal permissions.

- The reliance of case studies on authentic customer narratives necessitates acquiring consent, conducting interviews, and verifying content alignment with the client's brand messaging, which can extend the publication timetable.

4. The balance between production ease and impact - blogs and infographics are simpler to create, necessitating fewer resources and approvals. These formats assist brands in sustaining a consistent content stream and generating organic visitors.
- Conversely, podcasts, webinars, whitepapers, and eBooks need far greater time, effort, and expertise. They need specialized expertise to ensure superior insights.
- Proficient technical and creative competencies for production (e.g., audio editing for podcasts, design for eBooks)

- Collaboration with various stakeholders (speakers, clients, designers, etc.)

5. The difficulty of scaling podcasts and webinars- producing high-quality podcasts and webinars at scale is challenging due to the necessity for qualified speakers and captivating discussion styles.

- The demand for audio-visual production teams, scripting, and post-production - the imperative of scheduling and audience engagement for live events
- Most responders indicate that they generate merely one to five pieces of such material monthly, underscoring limitations in time, resources, and logistics.

4.1.6: Average time taken to create each unit of various content types in a month?
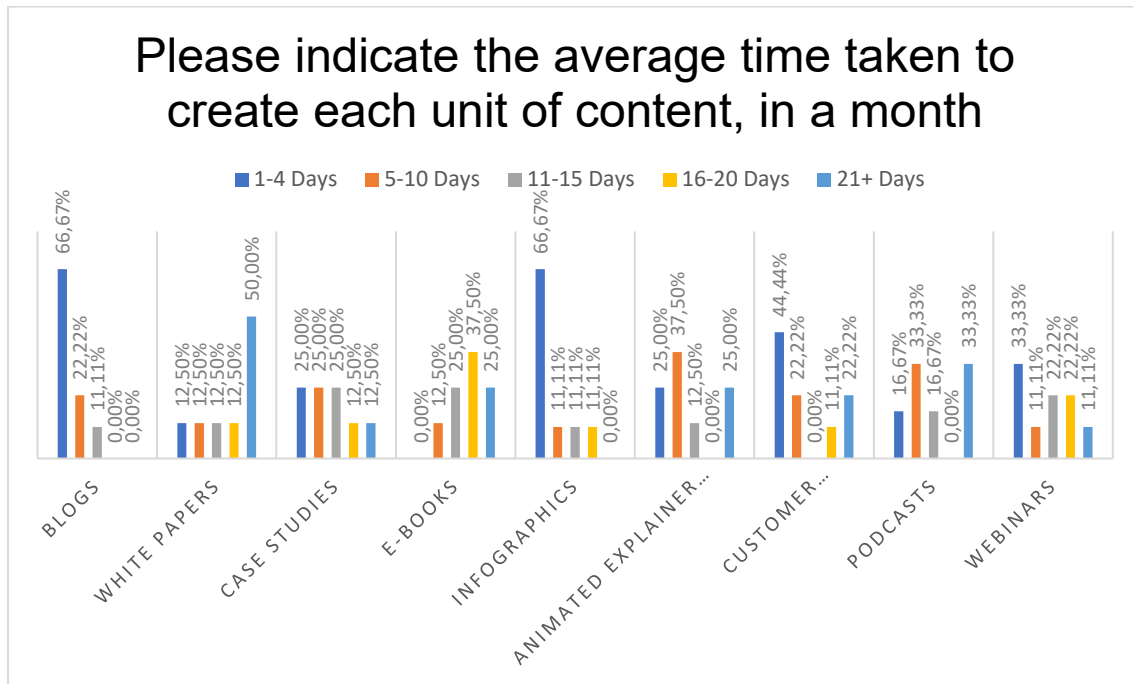
CHART 4.1.6

It is evident from the responses that Blogs and infographics are the quickest to produce, but most respondents feel that whitepapers, eBooks, podcasts, and webinars require the most time and effort.

Research Question 7: What is the average content volume created in a month
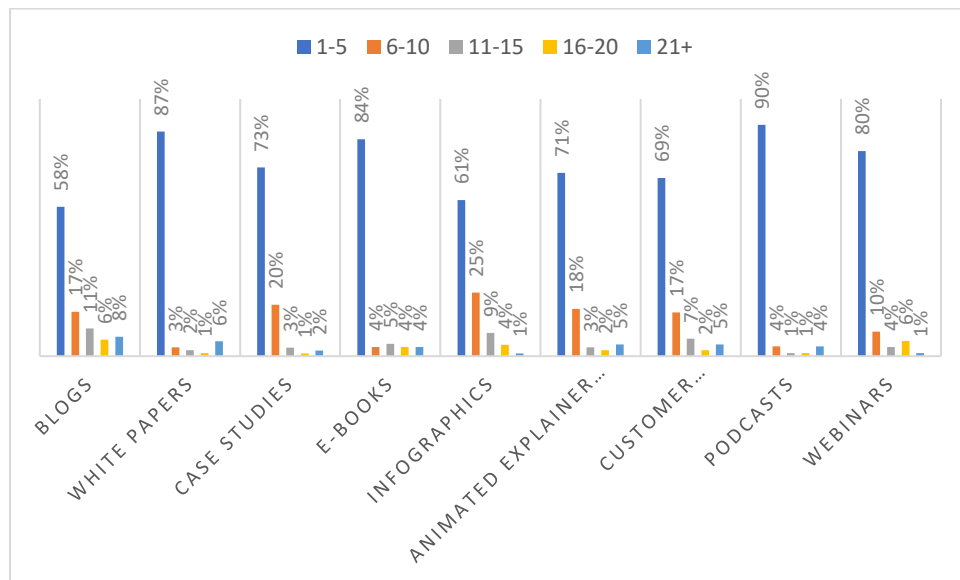
CHART 4.1.7

Survey results reveal that most organizations generate between 1 and 5 content items monthly. This is applicable to various material formats, such as blogs, podcasts, and webinars. This discovery provides intriguing information into alterations in content strategy within b2b marketing.

1. Unexpected parity in production volume among content categories: historically, blogs need considerably less time to create than podcasts or webinars. However, the poll indicates that the average count remains consistent across all formats. This indicates a possible transition in content strategy—organizations may be reducing dependence on blog-centric material and emphasizing more interactive and immersive content experiences.

2. Decreased in-house blog production? - another reason is that although organizations continue to produce blogs, a limited number are being generated internally.

- The survey findings may solely represent in-house output figures, with supplementary blogs being outsourced to content agencies, freelancers, or ai-assisted   tools.

- Outsourcing may enable firms to sustain blog frequency while redistributing internal resources to prioritize higher-value content types such as podcasts and webinars.

3. Podcast production: a pragmatic outcome considering challenges-
- The production of 1-5 podcasts monthly conforms to industry standards because of:

- Time and resource commitment: producing high-quality podcasts needs scripting, recording, editing, and dissemination.

- Audience retention and discovery challenges: in contrast to blogs, which are readily accessible through search engines, podcasts depend on platform algorithms, word-of-mouth, and marketing strategies to cultivate a consistent audience.

- Consistency over volume: brands may prioritize engagement by focusing on delivering well-researched and valuable podcasts instead of mass-producing them.

4. The necessity for comprehensive research into AI and outsourcing in content production: the survey offers a summary of content volumes; nevertheless, further research is necessary to examine:

- The function of AI in content generation: are ai tools increasingly utilized for blog writing, podcast scripting, or content repurposing?

- Trends in outsourcing: what is the number of organizations that outsource content production, and which sorts of content are most frequently outsourced?
- Content themes categorized by format: are several content kinds employed at distinct phases of the consumer journey?

The responses indicates that b2b firms may be recalibrating their content strategy—shifting from a predominance of blogs to a greater emphasis on interactive and engaging forms such as podcasts and webinars. As AI adoption and outsourcing trends progress, content strategies will likely increasingly integrate automation, expert-driven narratives, and audience involvement across various forms.

4.1.8: Which social media platforms are more prioritized with respect to distribution of B2B content?

MOST PRIORITIZED SOCIAL MEDIA PLATFORMS
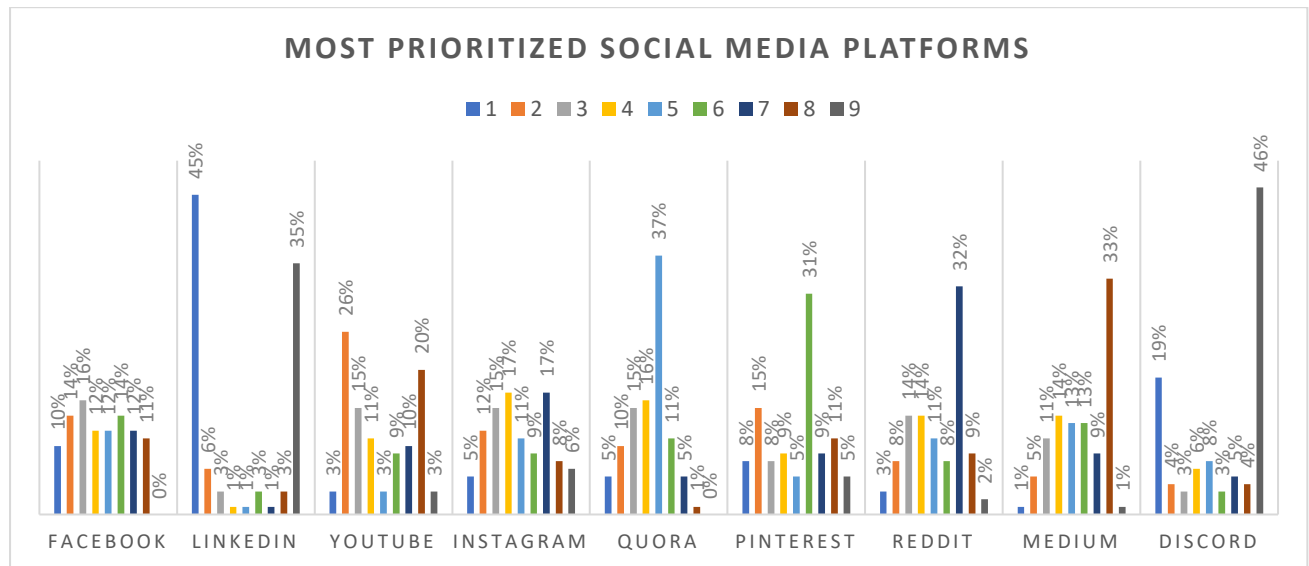
CHART 4.1.8

1-3—least prioritized and 7-9 most prioritized

The replies demonstrate a distinct transition in favoured platforms for b2b content marketing. Although conventional networks like as LinkedIn, Facebook, and YouTube have historically been the preferred channels, several respondents are relegating them in favour of discord, Reddit, Medium, and a more discerning use of LinkedIn.

This trend indicates that b2b marketers are aggressively investigating more specialized and interactive platforms that facilitate closer audience engagement. Presented herein are several crucial insights regarding this transition:

1. Expanding beyond LinkedIn: Rationale?

LinkedIn continues to be the preeminent platform for b2b networking and content marketing. Nonetheless, a significant segment of responders is relegating it to a lower priority. Potential explanations encompass:

- Heightened content saturation: as an increasing number of brands disseminate material daily, distinguishing oneself becomes more challenging.
- Algorithm modifications: organic reach on LinkedIn has varied, prompting content creators to explore alternatives.

- Increased interactive engagement required: in contrast to LinkedIn's feed-centric conversations, services such as Discord and Reddit facilitate community-oriented, real-time dialogues.

2. The ascendancy of reddit and discord in b2b marketing - Reddit: renowned for its community-oriented, dialogue-intensive methodology, Reddit draws in technologically adept and exceptionally engaged individuals. Marketers aiming at technical or specialist audiences, including developers, data scientists, and AI enthusiasts, may consider reddit an optimal platform for establishing trust and facilitating in-depth discussions.

Discord: originally favoured by the gaming community, Discord has evolved into a central platform for private, interest-driven communities. Technology startups, SaaS enterprises, and web3 firms are progressively utilizing Discord to interact with their audience through real-time dialogues, AMAS (ask me anything sessions), and unique content.

3. The reduced priority on Quora

Although Quora is a prevalent Q&A platform in India, it is not a priority for several b2b marketers. This may result from various factors:

- Perceived deficiency in niche depth: although reddit promotes in-depth, highly technical discourse, Quora frequently presents more generic, broad-spectrum information, which may be less appealing to b2b marketers seeking specialized involvement.

- Diminished involvement among serious technology users: Reddit typically draws communities of developers, ai aficionados, and industry specialists who favour comprehensive discussions, while Quora is frequently perceived as a more conventional, open-ended question-and-answer platform.

- Insufficient understanding or strategy among b2b content creators: many b2b content marketers may not have explored or comprehended how to utilize Quora for lead generation, thought leadership, and community engagement.

In contrast to LinkedIn or reddit, Quora necessitates a strategic methodology—selecting pertinent topics, responding to prominent inquiries, and maintaining persistent engagement—to achieve significant outcomes.

4. Implications for b2b content strategy

- A transition towards specialized communities: the inclination for Reddit and Discord indicates that b2b marketers are favouring smaller, highly engaged communities over extensive social media marketing.

- Long-form and interactive content are increasingly popular: platforms such as Medium (for comprehensive articles) and Discord (for engaging debates) indicate a transition towards educational and thought-leadership-oriented material.
- Demographic segmentation is increasingly precise: marketers are opting for platforms where their target demographic is already participating in active discussions, rather than broad platforms.

4.1.9: What % of marketing budget is dedicated to B2B content creation?

What percentage of your Overall Marketing Budget is allocated to B2B content creation
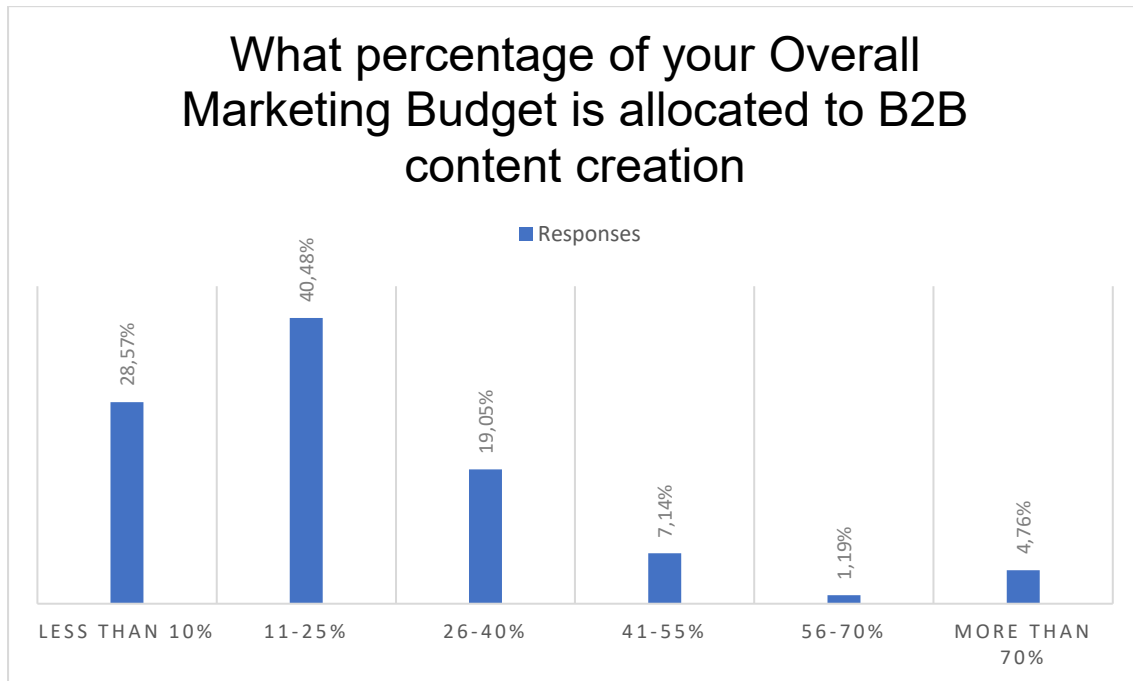
CHART 4.1.9

On average most respondents say that 11-25% of the budget is allocated for B2B content creation. About 26% say that 26-55% of the budget is allocated towards b2b content creation.

4.1.10: Which content types/formats take up the highest portion of content creation budgets?

Please rank the content formats in terms of the budget spent in creating them. 1 = least and 9=most

	1	2	3	4	5	6	7	8	9
Blogs	36%	21%	9%	5%	5%	5%	5%	5%	9.00%
White papers	11%	16%	13%	17%	15%	10%	6%	3%	10.00%
Case studies	5%	15%	25%	15%	8%	13%	8%	6%	4.00%
E-books	4%	10%	11%	17%	23%	13%	12%	6%	6.00%
Infographics	11%	9%	11%	12%	20%	13%	11%	12%	2.00%
Animated explainer videos	10%	6%	6%	7%	12%	20%	13%	14%	12.00%
Customer testimonials	8%	8%	11%	13%	6%	12%	25%	11%	5.00%
Podcasts	9%	5%	5%	11%	4%	7%	12%	30%	16.00%
Webinars	6%	10%	9%	3%	8%	7%	8%	13%	36.00%

TABLE 4.1.10
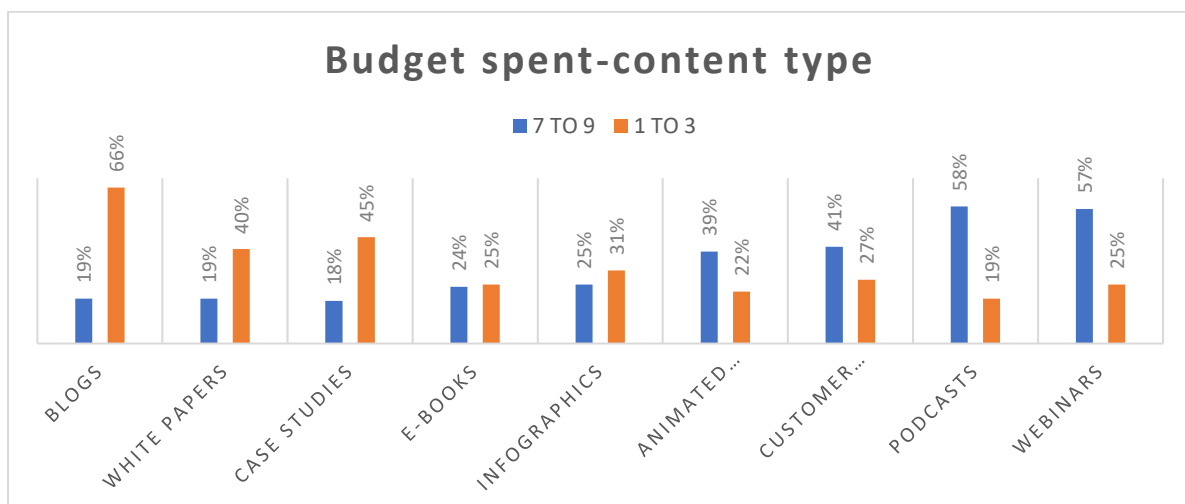
CHART 4.1.10

The highest budget allocation is for podcasts (based on ranks 7-9), followed by webinars and customer testimonials. These are the content types where most of the spending occurs.

In comparison, blogging, case study writing, and white paper writing receive the smallest allocation in the budget (from 1 to 3).

Testimonials, podcasts, and video productions requiring specialized skills, dependance on clients and industry authorities, and guest relations — all of which add expenses and resources.

In particular, podcasts and webinars require prior scheduling and a divided team that includes an IT expert, a content expert, a cinematographer, and a studio engineer. Consequently, these formats not only incur substantial expenses on a recurring basis, but also require considerable capital investment. This has led to more content marketing budget being spent on these formats.

On the other hand, white papers and case studies are comparatively infrequently produced, and their low volume of production coupled with low frequency leads to overall low budget targets. The opposite is true for blogging which is done frequently but the per unit cost of production is low and hence overall budget requirement is also lower.

4.1.11: What is the rationale for budget allocation for content creation?

How do you allocate resources (budget and teams) for content creation?

■ Responses

67,86%

13,10%

35,71%

ALLOCATE RESOURCES BASED ON THE IMPORTANCE OF BUYER PERSONA AND JOURNEY STAGE

ALLOCATE RESOURCES EVENLY ACROSS ALL PERSONAS AND STAGES

ALLOCATE TACTICALLY QUARTER ON QUARTER
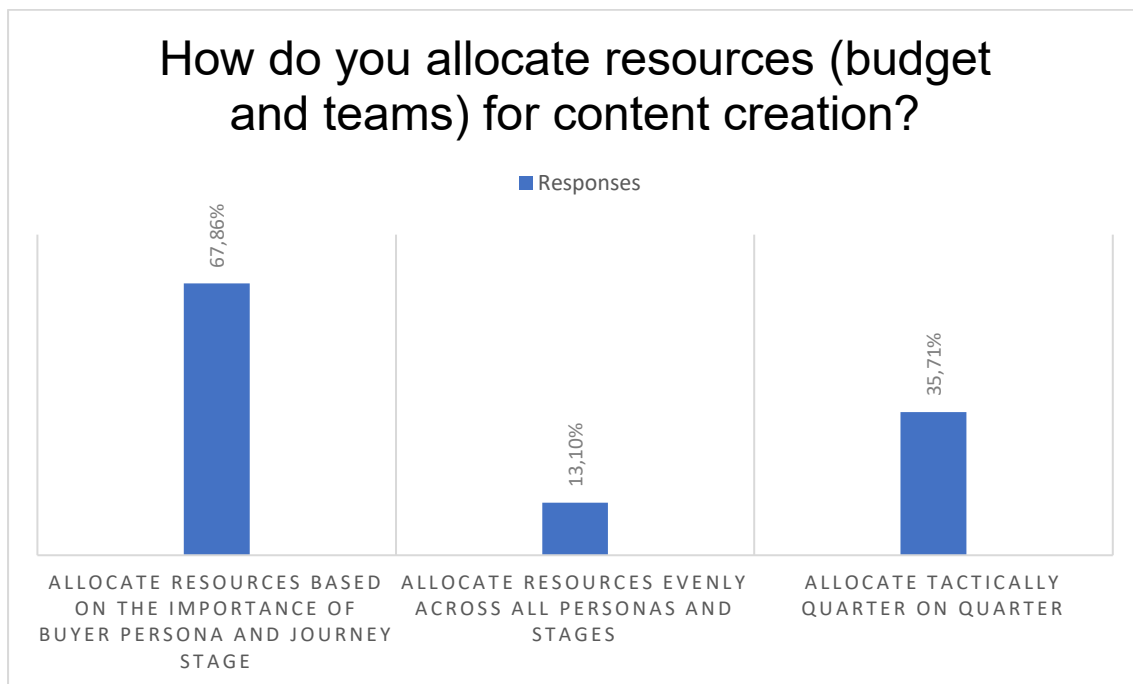
CHART 4.1.11

Most respondents indicate that their content marketing budgets are predominantly shaped by the significance of the target persona and the stage of the buyer's decision-making process. This indicates that organizations dedicate additional resources to specific content types that correspond with the key needs, interests, and concerns of high-priority personas—generally those personas who exert considerable influence on purchase decisions or represent critical accounts.

Every phase of the buyer's journey—awareness, consideration, and decision—requires distinct content types, which directly influences budget allocation.

During the awareness stage, instructive blog articles, social media content, and infographics may effectively capture attention while necessitating a comparatively little investment. As prospects advance to the consideration and decision phases, the necessity for thorough and high-value content such as case studies, white papers, webinars, and product demonstrations increases. These formats generally necessitate enhanced research, production, and expert engagement, hence elevating expenses.

The seniority and specialty of the target audience significantly influence content generation and spending. Senior executives, decision-makers, or experts in specialized and technical fields frequently necessitate comprehensive, data-driven, or industry-specific knowledge. This may encompass expert-led video content, thought leadership essays, or comprehensive reports—each necessitating specialized research, expert input, and advanced production methodologies. As a result, the expense of producing material customized for these personalities is generally elevated.

The buyer persona is essential for content strategy and budget allocation. Businesses must ensure that their investments correspond with the requirements and behaviours of their primary target segments, generating content that resonates effectively and facilitates their advancement through the sales funnel.

More nuanced research is required to understand the budget division across decision makers, influencer and user persona, along with type of content, frequency and efficacy for each persona.

4.1.12: How important is Buyer Journey & Persona in content creation process?

How important is Buyer Journey & Persona in your content creation process

■ Responses

- A GREAT DEAL: 57,14%
- A LOT: 40,48%
- A MODERATE AMOUNT: 5,95%
- A LITTLE: 3,57%
- NONE AT ALL: 0,00%
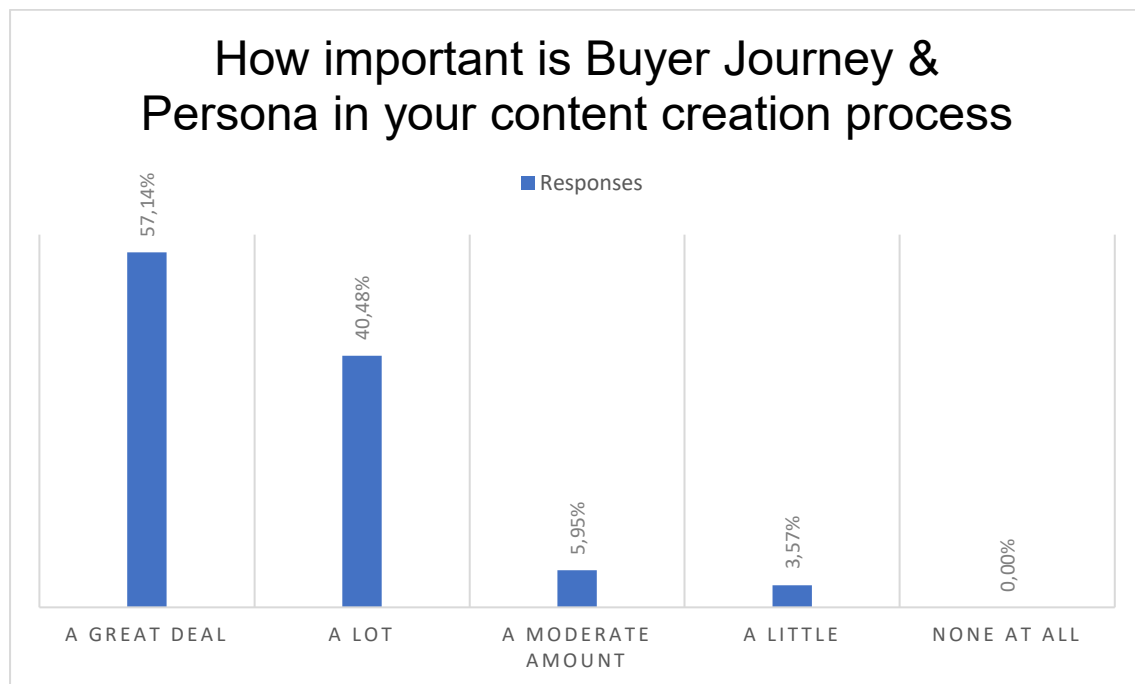
CHART 4.1.12

The buyer persona is essential in influencing content marketing tactics, as seen by budget allocation trends. Marketers prioritize content investments according to the attributes, interests, and decision-making impact of their target personas. The more essential a persona is to the sales process, the larger the investment of resources for developing content customized to their requirements. This guarantees that marketing initiatives are synchronized with the anticipations and actions of primary stakeholders, hence enhancing engagement and conversion rates.

Nonetheless, although it is apparent that budget allocation is affected by the significance of various consumer personas, further investigation is required to ascertain which content categories are most efficacious for particular personas. For instance, senior executives in organizations may interact more with comprehensive industry reports, white papers, and executive webinars, while mid-level managers may choose case studies, product comparisons, and instructional guides. Likewise, diverse industries and organizational sizes may exhibit varying responses to distinct content formats, necessitating a deliberate alignment of content types with persona characteristics.

Moreover, comprehending the effectiveness of various content formats for each persona is essential. Metrics such engagement rates, content consumption duration, lead conversion rates, and direct input from target personas can assist marketers in optimizing their tactics. Investigating this domain will give data-driven insights into which content kinds generate the highest roi for certain personas, facilitating smarter budget allocation and enhanced content marketing efficacy.

Ina nutshell, although the buyer persona significantly influences content budgeting, additional research is necessary to delineate the relationship between persona types, preferred content formats, and performance measures. This research will empower organizations to make more educated decisions and augment the efficacy of their content marketing campaigns.

4.1.13: On what basis is your B2B content created so that it resonates with B2B buyers?

On what basis do you create content that resonates with your customers/buyers?

■ Responses

- SEARCH KEYWORDS ANALYSIS — 79,76%
- OWN WEBSITE AND SOCIAL MEDIA ANALYTICS — 69,05%
- KEY ACCOUNT INTERVIEWS & RESEARCH — 65,48%
- PAST EXPERIENCE & INTUITION — 46,43%
- SOCIAL MEDIA SENTIMENT AND CONVERSATION ANALYSIS — 38,10%
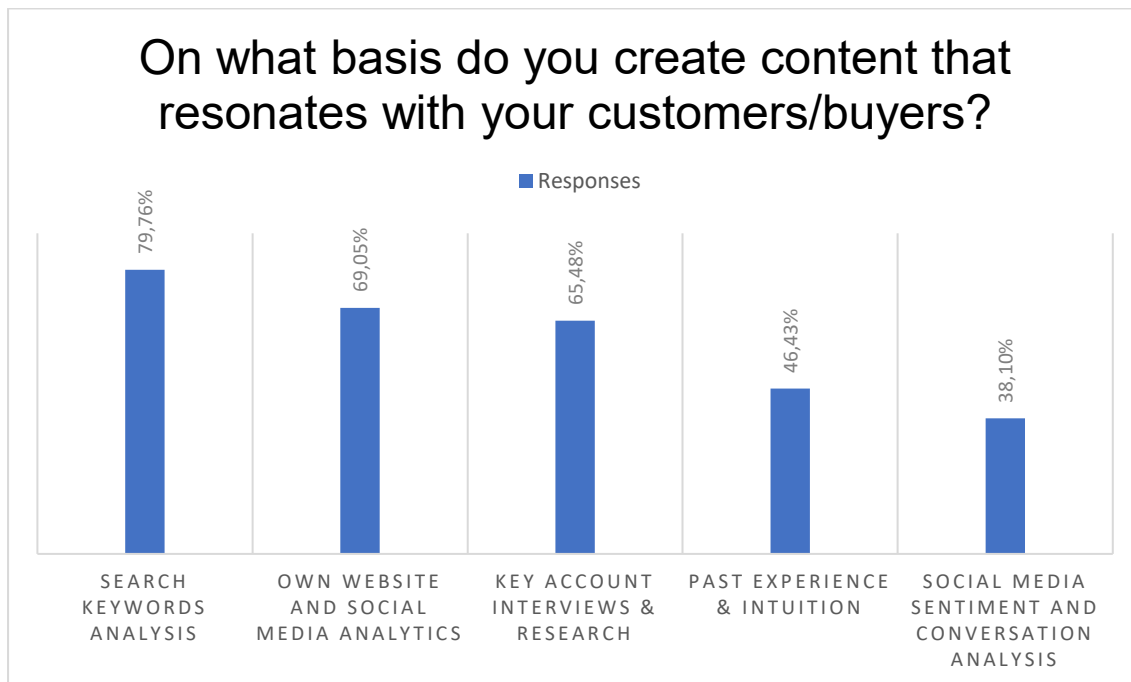
CHART 4.1.13

Most respondents regard search terms as a vital element in their content production process, as they offer insights into the queries of potential buyers. This method guarantees material is optimized for search engine visibility, enhancing organic traffic and increasing discoverability. Nonetheless, keyword-driven content may insufficiently address the complexities of buyer pain points or the evolution of industry dialogues.

Remarkably, almost 70% of participants utilize their own social media performance data and analytics to inform content creation. Metrics include engagement rates, shares, comments, and direct audience interactions provide significant insights into audience preferences.

By utilizing internal analytics, marketers may enhance their content strategy based on actual reactions, rather than solely depending on keyword trends.

Although social media's significance in content strategy is increasing, it remains the least favoured approach for content ideation.

This may result from a past emphasis on search engine optimization (SEO) and the difficulty of efficiently assessing extensive social media discourse.

Contemporary technological options for sentiment analysis and subject modelling continue to develop, while manual oversight of discussions on platforms such as LinkedIn, Twitter, and specialized forums can be arduous.

Although generating content based on keyword searches is a common technique, especially in b2b marketing, there is a compelling argument for integrating more profound audience insights derived from conversation threads, including forum conversations, LinkedIn comment sections, and Q&A sites like Quora and Reddit.

These sources grant direct insight into buyer apprehensions, objections, and inquiries, facilitating a more accurate comprehension of their pain points.

Integrating these insights can yield more focused, solution-oriented content that surpasses typical SEO-driven articles.

Additional research is required to examine the uniqueness of online b2b material, based on the idea that a significant portion is devoid of personalization and distinction.

As many content creators and marketers primarily depend on keyword analysis, there exists a risk of generating analogous, formulaic content that does not resonate with consumers on a profound level.

A thorough examination of content originality, sector-specific differences, and the significance of tailored narratives may substantiate this notion and yield practical suggestions for enhancing b2b content strategy.

4.1.14: For which customer journey stage is content created most often?

For which customer Journey stage do you most often create content

Legend: ■ Most Often   ■ Less Often   ■ Least Often

	Most Often	Less Often	Least Often
AWARENESS	87,80%	10,98%	1,22%
CONSIDERATION	58,23%	37,97%	3,80%
DECISION	50,63%	41,77%	7,59%
LOYALTY	30,77%	29,49%	39,74%
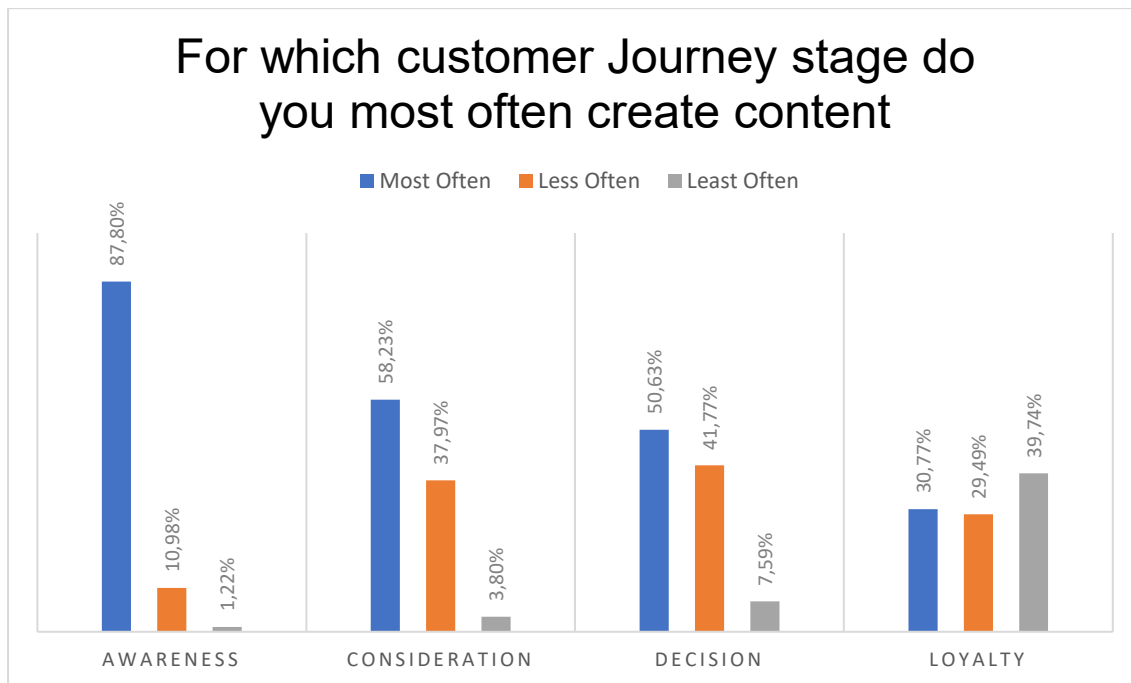
CHART 4.1.14

The survey results reveal that most respondents prioritize content development for the awareness stage, subsequently followed by the contemplation and decision stages.

The production of content especially designed to cultivate client loyalty is the least prevalent. This tendency corresponds with the conventional buyer journey, wherein the most substantial cohort of prospective clients is found during the awareness stage, rendering it a logical emphasis for content marketing initiatives.

During the awareness stage, prospects are predominantly seeking knowledge, attempting to comprehend their issues, and investigating potential remedies.

B2B marketers concentrate on producing educational and thought-leadership content, including blog posts, industry studies, infographics, and social media materials that tackle emerging issues, industry challenges, and prevalent pain points.

Given the quick evolution of market conditions, industry trends, and buyer concerns, awareness-stage content must be dynamic, regularly updated, and attuned to contemporary issues.

This demand for adaptability results in an increased volume of content generation at this phase.

Conversely, content intended for the contemplation stage is generally more comprehensive and necessitates thorough study and evaluation.

At this point, prospects are assessing various solutions and suppliers, so they interact with comprehensive, informative information including case studies, white papers, comparison guides, and expert interviews.

This content aims to deliver substantial value rather than respond to instant market fluctuations, hence it does not require as frequent production as awareness-stage content.

B2B marketers concentrate on creating superior, timeless content that retains its relevance for a longer duration.

The choice step, however crucial, witnesses a comparatively lower volume of content creation than the awareness and contemplation stages.

Decision-stage information, including product demonstrations, RoI calculators, and customer testimonials, is highly specialized and intimately associated with sales enablement initiatives.

Businesses commonly refine and repurpose existing assets instead of consistently developing new materials, resulting in a lower overall output volume.

Ultimately, material focused on customer retention and loyalty is often overlooked, despite its significant potential to enhance long-term consumer value and advocacy.

This may result from a greater emphasis on acquisition-oriented material instead of post-sale engagement strategies. Nurturing current clients with educational tools, success narratives, and special insights can greatly enhance retention and repeat business, indicating a potential opportunity for marketers to investigate further.

The survey indicates that although awareness-stage content prevails due to its engaging characteristics and extensive reach, there exists a systematic methodology for content development throughout several phases of the buyer's journey.

Content at the consideration stage emphasizes depth and credibility, whereas content at the decision stage is designed for specific conversion objectives. An equitable content strategy that includes post-sale involvement may assist firms in cultivating more robust and enduring consumer relationships.

4.1.15: Which type of content is most often produced for different journey stages?

Please select type of content you create most often in specific customer journey stages

■ Awareness   ■ Consideration   ■ Decision   ■ Loyalty

Category	Awareness	Consideration	Decision	Loyalty
WHITEPAPERS	52,56%	34,62%	10,26%	2,56%
CASE STUDIES	19,28%	34,94%	38,55%	7,23%
INFOGRAPHICS	70,51%	23,08%	6,41%	0,00%
EXPLAINER…	41,56%	37,66%	18,18%	2,60%
WEBINARS	46,05%	32,89%	14,47%	6,58%
PODCASTS	62,67%	30,67%	2,67%	4,00%
VIDEO PRODUCT..	39,73%	30,14%	26,03%	4,11%
E-BOOKS	48,61%	31,94%	15,28%	4,17%
CUSTOMER…	14,10%	17,95%	43,59%	24,36%

CHART 4.1.15

The survey responses reveal specific content preferences at various stages of the buyer's journey. During the awareness stage, infographics, podcasts, and white papers are the predominant content formats produced. This corresponds with the primary aim of awareness-stage content—to inform prospective purchasers about industry trends, issues, and pain areas without promptly addressing specific solutions or product information.

Awareness-stage content functions as an initial resource for prospects who are starting to identify a problem but may not fully comprehend the underlying causes or possible remedies. Infographics are especially favoured at this phase because they effectively distil complex information into visually appealing formats, facilitating rapid comprehension of essential insights for audiences.

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Podcasts offer an engaging and dialogic method to present industrial challenges, whereas white papers function as authoritative documents that emphasize overarching issues.

While long-form material such as podcasts and white papers is generally linked to the later phases of the buyer's journey, its occurrence in the awareness stage indicates their contribution to enhancing audience engagement. By thoroughly addressing pain issues, such content can engage prospects more deeply in the content journey, prompting them to seek further educational resources or solutions.

During the consideration stage, content development typically focuses on more comprehensive and analytical formats. Videos, case studies, white papers, and e-books are frequently generated to assist prospects in evaluating viable solutions and contrasting various methodologies. Videos function as an effective medium to elucidate product features, illustrate use cases, and offer thought leadership ideas. Case studies illustrate real-world instances of how analogous businesses have effectively resolved their difficulties, aiding prospects in seeing the applicability of a solution for their circumstances.

At this point, white papers and e-books are predominantly solution-oriented, providing an in-depth examination of methods, frameworks, or processes that facilitate decision-making.

During the decision stage, content becomes increasingly compelling and focused on validation. Currently, prospects are assessing certain vendors and solutions, rendering case studies and testimonials the most used information types.

Case studies enhance credibility by demonstrating quantifiable success narratives, whereas testimonials offer peer validation, fostering trust and mitigating perceived risk. Prospects at this stage seek compelling arguments to conclude their purchase choice; hence, content must be specifically designed to address objections, illustrate RoI, and emphasize competitive advantages.

During the loyalty stage, material focuses on sustaining consumer relationships, promoting repeat purchases, and enhancing brand advocacy. Testimonials, webinars, and case studies are frequently produced to reinforce customer confidence and exhibit sustained value. Webinars enable organizations to interact directly with customers, impart new ideas, and educate on sophisticated product applications or industry trends. Case studies at this point may emphasize enduring customer success narratives, so underlining the advantages of sustained brand engagement.

The survey offers useful insights into content trends at various stages; nevertheless, additional research is required to comprehend the unique marketing objectives linked to each stage and the efficacy of diverse content types.

Essential areas for investigation encompass the content kinds that yield the greatest engagement and conversions, the adaptation of content strategies across various industries, and the personalization tactics that amplify content effectiveness at each phase of the buyer's journey. A comprehensive comprehension of these elements will empower marketers to enhance content strategies and allocate resources more efficiently to increase engagement and return on investment.

4.1.16: What key challenges do you face in creating effective B2B content?

What are the key challenges you face in effective B2B content creation?

■ Always ■ Usually ■ Sometimes ■ Rarely ■ Never

LACK OF ...: 9,76% | 24,39% | 43,90% | 14,63% | 7,32%

BUDGET CONSTRAINT: 24,39% | 21,95% | 32,93% | 17,07% | 3,66%

TIME CONSTRAINT: 28,40% | 25,93% | 29,63% | 12,35% | 3,70%

LACK OF SKILLED ...: 9,88% | 34,57% | 33,33% | 17,28% | 4,94%

KEEPING UP WITH...: 12,50% | 25,00% | 33,75% | 21,25% | 7,50%

ANALYZING BUYER...: 16,67% | 19,23% | 32,05% | 29,49% | 2,56%

CRAFTING BUYER...: 10,00% | 22,50% | 27,50% | 30,00% | 10,00%

CHART 4.1.16

The survey responses indicate that time and financial constraints are the principal obstacles in b2b content generation.

Nonetheless, supplementary challenges, like the shortage of skilled personnel and complexities in evaluating buyer decision stages, considerably affect the efficacy of content methods. B2B content creation necessitates comprehensive research, ideation, and execution, rendering it a time-consuming endeavour. Marketers frequently have difficulties in reconciling content generation with other strategic priorities, resulting in delivery bottlenecks.

The challenge intensifies when managing high-value content formats like case studies, white papers, or webinars, which require precise planning, stakeholder coordination, and permissions.

At the same time, financial or budgetary restrictions hinder marketing companies from properly scaling their content projects. Creating high-quality content—particularly in the form of professionally produced videos, research-based white papers, or interactive experiences—demands significant investment in tools, platforms, and creative proficiency.

Producing engaging, sector-specific b2b content necessitates proficiency in various domains, including copywriting, seo, graphic design, video production, and data analysis.

Many firms, however, encounter difficulties in locating or retaining workers possessing the appropriate skill set.

This difficulty is especially pronounced in highly technical businesses, where subject matter expertise is essential for producing reliable and authoritative material.

The deficiency in trained resources frequently results in generic content that lacks depth or differentiation, diminishing its efficacy in engaging and influencing decision-makers.

Comprehending the buyer's journey is essential for providing appropriate content at the optimal moment.

Often b2b marketers are deficient in the requisite tools, data, or analytical competencies to accurately align content with various phases of the decision-making process.

In the absence of precise data into buyer engagement with content, marketing teams may find it challenging to develop personalized and high-converting content experiences, resulting in squandered efforts and lost opportunities.

In light of these obstacles, there is an increasing demand for specialist proficiency in both b2b content development and buyer analysis. Organizations must allocate resources to content strategists, data analysts, and automation technologies to enhance content workflows, refine distribution, and guarantee alignment with consumer behaviour.

4.1.17: How do you overcome key b2b content creation challenges?

How do you typically overcome these challenges?

■ Responses

- OUTSOURCING TO A POOL OF FREELANCE TALENT: 54,76%
- INVESTING IN AI & TECH TOOLS: 72,62%
- HIRING MORE IN-HOUSE TALENT: 52,38%
- ASK FOR MORE BUDGET: 13,10%

CHART 4.1.17
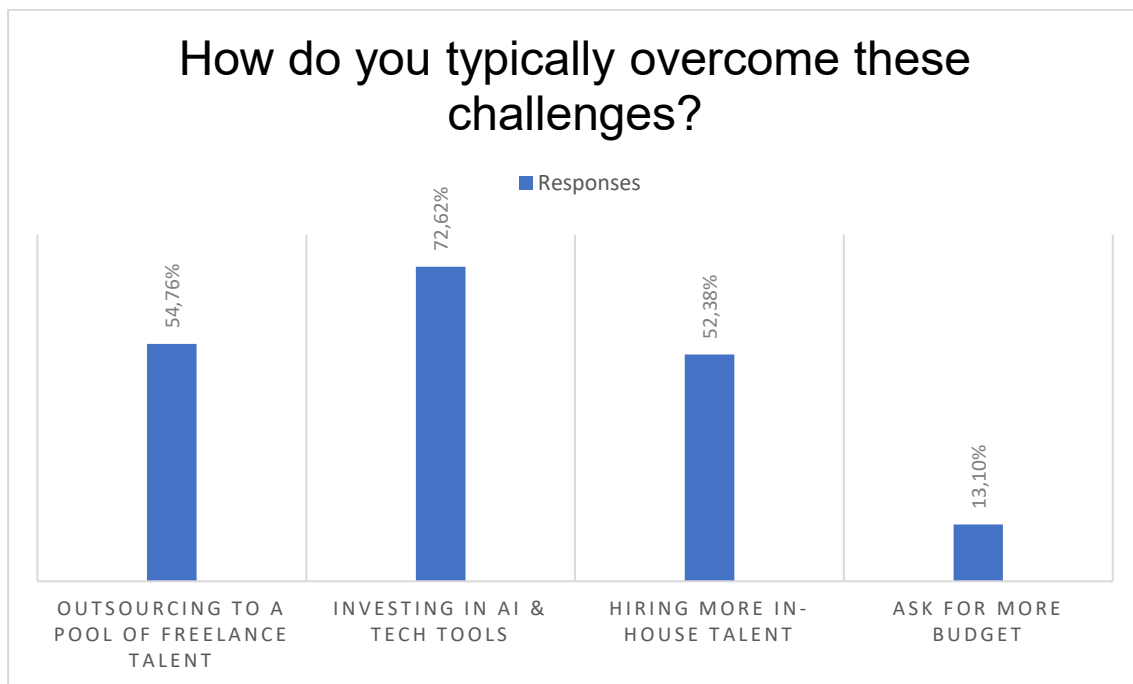
The study findings indicate that b2b content marketers are actively seeking technology-driven solutions and external expertise to address content development difficulties. Considering that skilled resources, time, and budget are the principal restrictions, marketers are utilizing technology tools and outsourcing to refine workflows, optimize production expenses, and improve content quality.

4.1.18: What are the key metrics to judge the efficacy of the content created?

What metrics do you use to measure the effectiveness of your content in addressing the needs of your buyers?

■ Responses

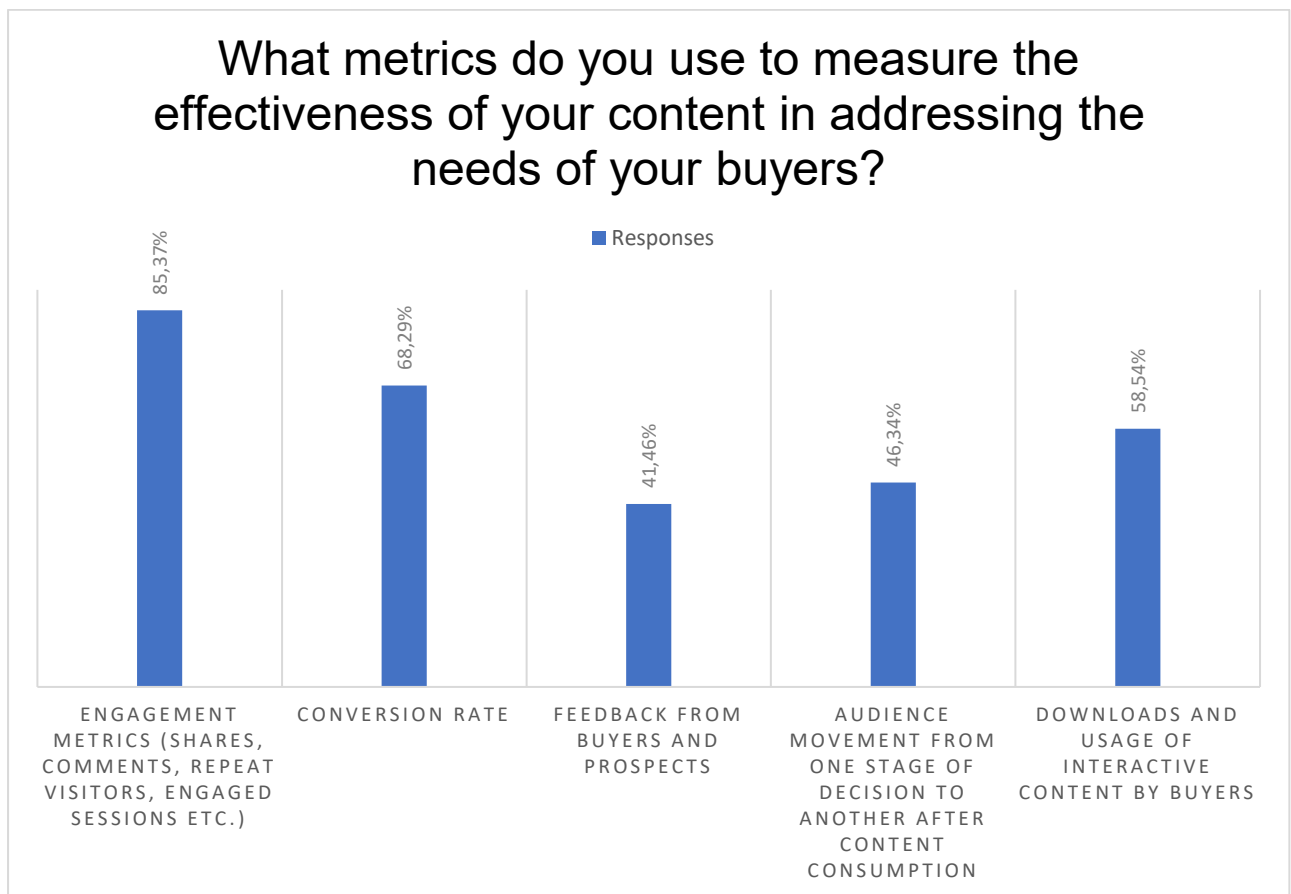| Metric	Percentage
ENGAGEMENT METRICS (SHARES, COMMENTS, REPEAT VISITORS, ENGAGED SESSIONS ETC.)	85,37%
CONVERSION RATE	68,29%
FEEDBACK FROM BUYERS AND PROSPECTS	41,46%
AUDIENCE MOVEMENT FROM ONE STAGE OF DECISION TO ANOTHER AFTER CONTENT CONSUMPTION	46,34%
DOWNLOADS AND USAGE OF INTERACTIVE CONTENT BY BUYERS	58,54%

CHART 4.1.18

The survey results reveal that engagement metrics are the predominant indications of content performance utilized by b2b marketers, followed by conversion rates. Engagement indicates audience participation and interest, whereas conversion rates assess the effectiveness of content in achieving commercial goals, such as lead generation or sales.

Engagement is the principal metric utilized to evaluate content performance. Marketers monitor social media engagement (likes, shares, comments, and mentions)

- Duration of page engagement (reflecting content pertinence and extent of consumption)

- Bounce rate (to assess if visitors perceive the information as valuable or exit promptly)

- Click-through rates (CTR) (indicating the number of people that engaged with calls to action embedded within content).

Engagement frequently serves as the primary metric of content efficacy, as it assesses the ability of content to attract and maintain attention.

Although engagement is commonly quantified, conversions are ultimately more vital for evaluating content efficacy in achieving business results. Conversion tracking generally encompasses:

- Lead form submissions (e.g., acquiring a white paper, registering for a webinar) demo requests or complimentary trial registrations

 - Direct sales or purchase transactions (for enterprises providing self-service SaaS or e-commerce solutions).

Although marketers emphasize engagement and conversion tracking, additional research is required to examine:

- What is the correlation between engagement and conversion success? Does elevated social interaction result in increased leads or sales, or is it merely a metric of awareness?

Comprehending this disparity will assist in ascertaining whether marketers are effectively optimizing content for appropriate KPIs (Key Performance Indicators) or whether they must recalibrate their content strategy to attain more significant business results.

4.1.19: How many respondents use AI & Tech for B2B Content creation?

Do you use any form of Technology and AI for your B2B Content Creation?
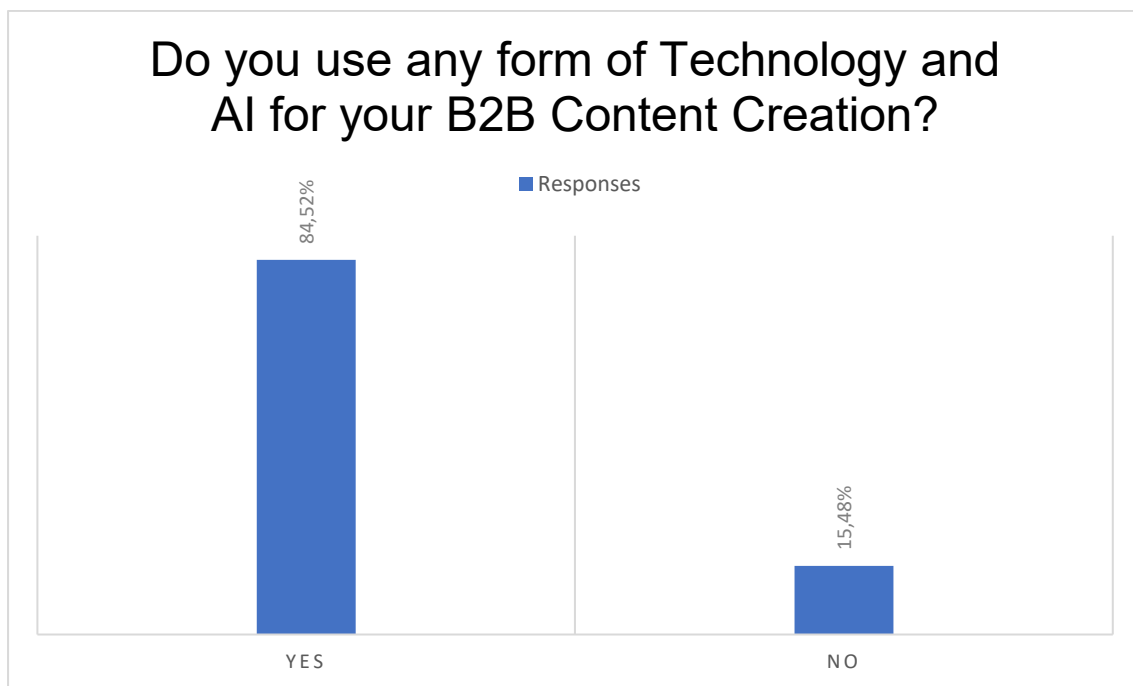
■ Responses

84,52%

15,48%

YES   NO

CHART 4.1.19

Most respondents respond affirmatively to using any form of AI & tech in b2b content creation. Most seem to be in early stages of usage of AI & Tech and are yet to exploit the tools fully, given that most have cited various content creation challenges in the earlier questions and have expressed desire to use AI & Tech as a mean to mitigate these challenges, implying that they still have a need to use a more advanced AI solution or perhaps they have a need to learn how to use AI and Tech effectively.

4.1.20: How do you use AI tools in b2b content creation?

In which areas of B2B content creation do you most often use AI tools or technologies? (Select all that apply)

■ Responses

79,76% CONTENT RESEARCH
70,24% CONTENT ...
41,67% PERSONALIZATION
25,00% CONTENT ...
40,48% PERFORMANCE ...
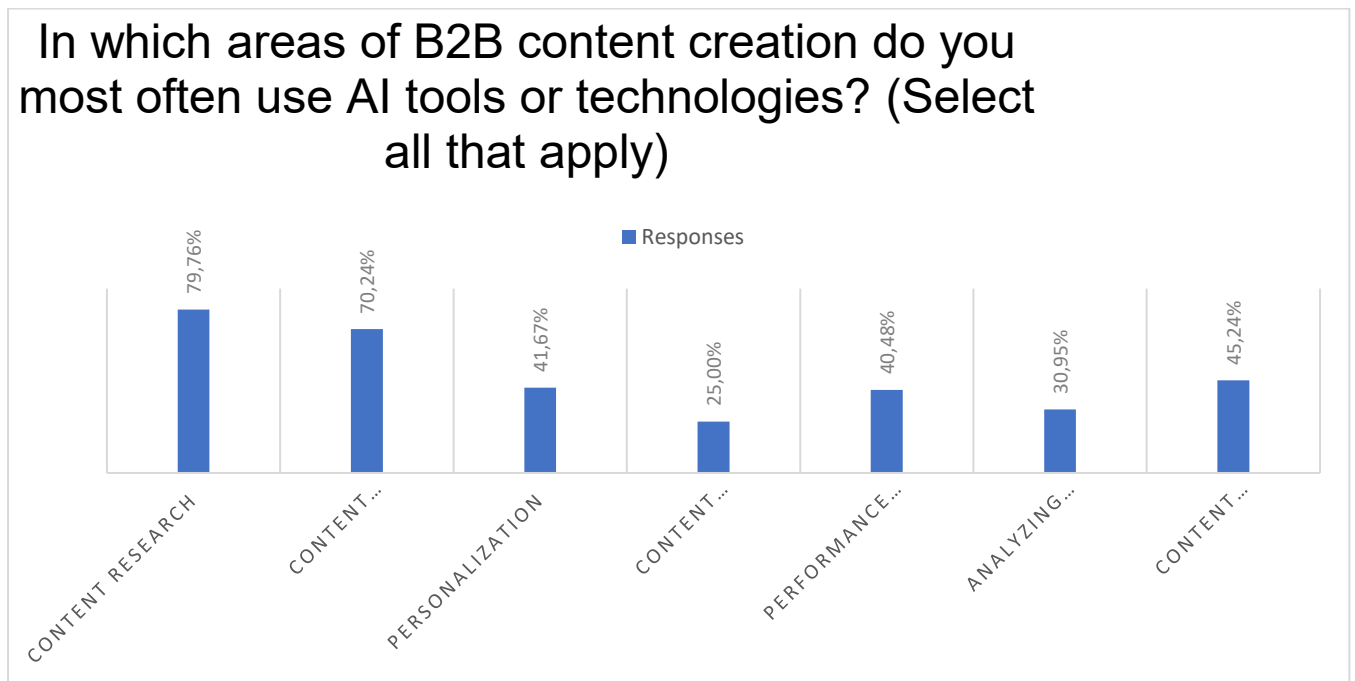30,95% ANALYZING ...
45,24% CONTENT ...

CHART 4.1.20

The responses indicate AI and technology are assuming an increasingly pivotal role in content research and content generation, establishing them as the two principal domains for the application of digital tools. Furthermore, approximately 40% of participants reported that AI is utilized for content personalization, repurposing, performance monitoring, and conversation analysis.

The predominant application of AI and technology is in content research, which encompasses: - identifying trending topics and keywords through search behaviour and industry discourse, understanding audience pain points by examining search queries and online forums, monitoring competitors' content strategies and deriving insights from extensive datasets encompassing whitepapers, studies, and social media discourse

If we view conversation analysis, as a subset of content research, it follows that content research and analysis becomes the primary application for AI-driven solutions in b2b content development.

In addition to research, AI is employed to facilitate content creation, encompassing composing blog posts, reports, and articles derived from structured inputs - producing short-form content including social media posts, email subject lines, and advertising copy - formulating automated scripts for videos and podcasts, aiding in structured narrative development or storytelling.

Although AI-generated content necessitates human refinement for precision, creativity, and brand coherence, it considerably decreases the time required for drafting and conceptualization.

A conspicuous proportion of our respondents (approximately 40% of respondents) indicate employing AI to customize and repurpose content, specifically for: - modifying content for various buyer personas according to industry, job role, or phase in the decision-making process - transforming content across formats, such as converting a webinar into a blog post or social media excerpts - dynamically modifying content based on user engagement, exemplified by AI-driven chatbots providing personalized suggestions.

A significant domain in which AI seems to be catching the fancy of B2B content creators (and as is illustrated in the chart above) is also being used in content performance tracking, encompassing:

- assessing engagement and sentiment using real-time analytics - conducting a/b testing of content variations to enhance conversion rates - delivering predictive insights regarding which content formats and themes will excel in the future

4.1.21: How has AI & Tech impacted your content creation process?

In what ways has AI & Technology impacted your content creation process? (Select all that apply)

■ Responses

- IMPROVED EFFICIENCY: 88,10%
- ENHANCED CREATIVITY: 52,38%
- BETTER PERSONALIZATION: 50,00%
- IMPROVED CONTENT QUALITY: 45,24%
- REDUCED COST: 59,52%
- DECREASED CONTENT…: 14,29%
- DECREASED EFFICIENCY: 2,38%
- DECREASED CREATIVITY: 11,90%
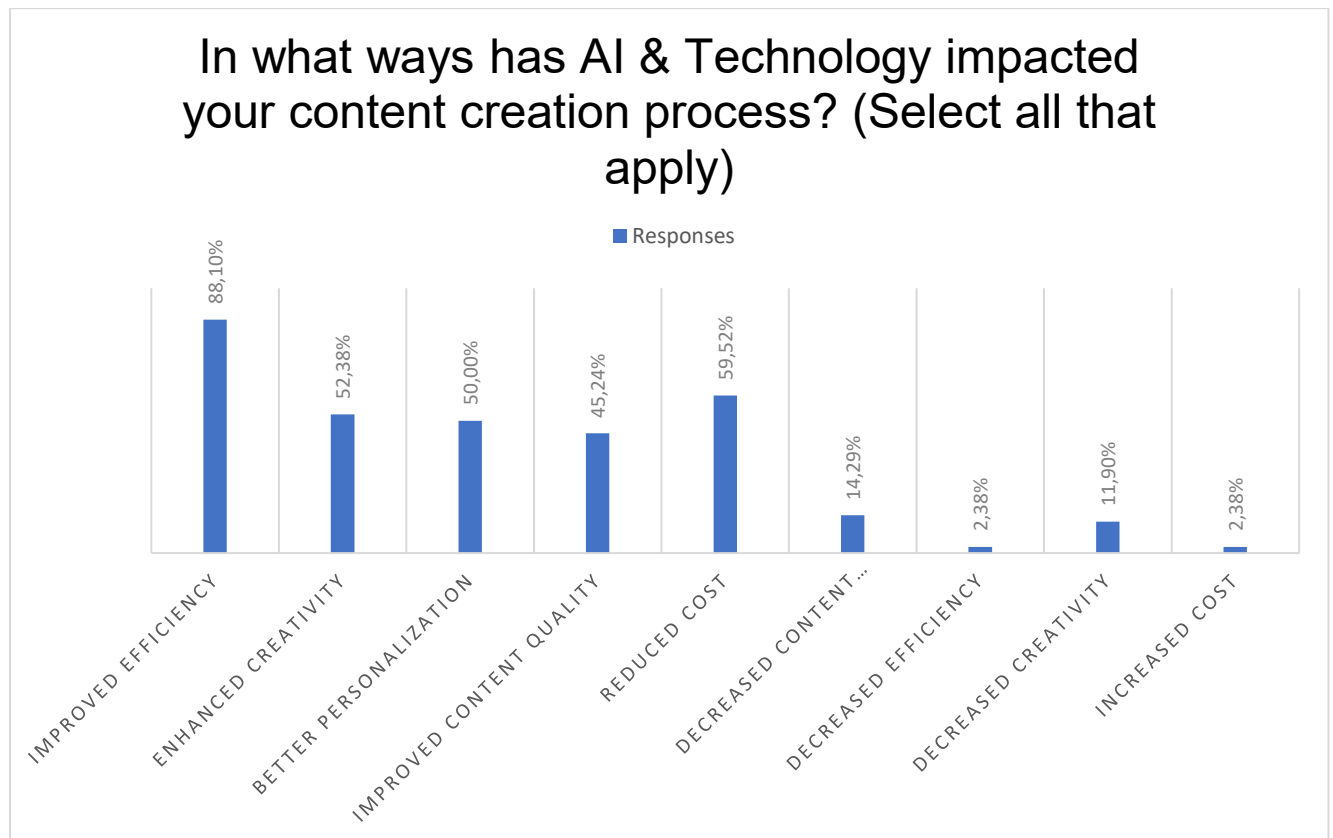- INCREASED COST: 2,38%

CHART 4.1.21

The findings from the survey reveal that the majority of b2b marketers regard ai and technology as advantageous for enhancing efficiency and minimizing expenses in content development. Nonetheless, a significant disparity persists regarding the enhancement of content quality, as 60% of respondents express scepticism about AI's impact on content quality.

Artificial intelligence and automation technologies have optimized numerous facets of content generation, resulting in:

- Accelerated content creation — AI-driven systems may produce blog entries, social media content, and summaries within minutes, significantly diminishing the time needed for manual composition.

- Decreased operational expenses — automation diminishes reliance on extensive teams for content discovery, composition, and repurposing.

- Enhanced scalability — ai enables enterprises to generate content at scale, facilitating a consistent online presence.

- Data-driven insights — ai assists marketers in analysing audience behaviour, content efficacy, and industry trends to enhance their content strategies.

Due to these advantages, the majority of respondents indicate favourable results regarding efficiency, speed, and cost reduction when employing ai in their content marketing strategies.

Notwithstanding the operational advantages, the quality of ai-generated content continues to be a significant issue.

Sixty percent of respondents do not perceive that ai has enhanced content quality, suggesting that automation alone fails to replicate human creativity and depth.

Fourteen percent of respondents indicated that material quality has diminished, potentially attributable to ai-generated content being overly generic, repetitive, or lacking in depth.

11% explicitly reported a decline in creativity, underscoring apprehensions that AI often generates predictable and uninspiring content instead of original and captivating storylines.

The findings indicate that although ai can improve efficiency, it may not currently possess the ability to generate nuanced, high-quality, and original content that appeals to b2b audiences.

4.1.22: How satisfied are you with your current quality of b2b content produced with the help of technology & AI
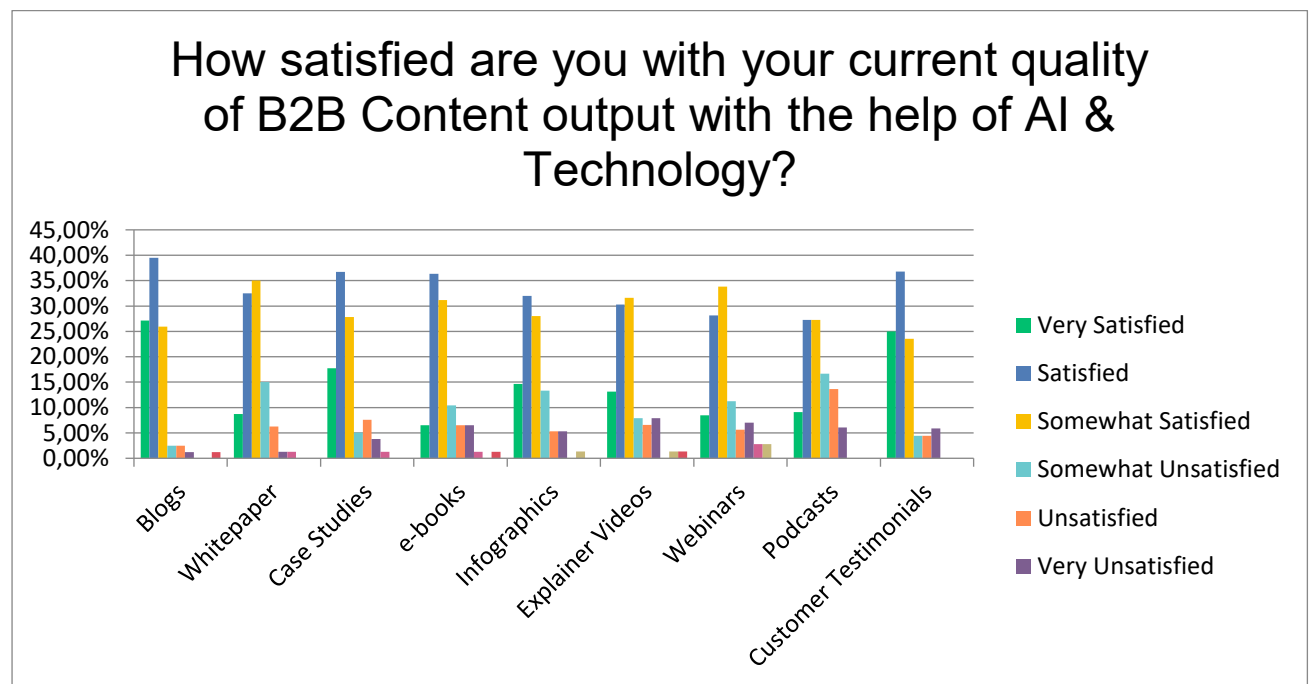

CHART 4.1.22

Respondents typically recognize the advantages of AI-driven content creation; yet satisfaction levels range according to the complexity, inventiveness, and analytical depth demanded by various content kinds.

Participants indicate that AI-generated material continues to falter in domains necessitating comprehensive research, strategic acumen, and inventive narrative construction.

The subsequent content forms continue to pose difficulties for AI and technological instruments to implement proficiently:

- Webinars necessitate real-time participation, profound industry knowledge, and dynamic dialogues that ai has not yet adequately emulated.

- Explainer videos necessitate elevated standards of storyline, animation, and vocal quality, brand compliance; frequently relying on human creativity and production proficiency.

- Whitepapers consist of data-driven insights, extensive research, and coherent arguments, rendering them challenging for ai to produce accurately without considerable human involvement.

- Podcasts – high-quality podcasts necessitate authentic, captivating dialogues, expert-led debates, and proficient production, which ai alone cannot effectively manage.

Due to the necessity for comprehensive analysis, strategic insights, and accuracy in various content kinds, the utilization of AI and automation remains constrained, and participants perceive much potential for enhancement.

Conversely, respondents indicate more pleasure when utilizing ai for content formats like as blogs and case studies. These content types are comparatively simpler for ai to process due to:

- Blogs — AI can produce organized blog entries utilizing keyword analysis, SEO optimization, and established content frameworks.

Human intervention, both prior to and following the generation of AI drafts, is prevalent, resulting in typically satisfactory outcomes.

- Case studies – although case studies necessitate an engaging narrative and organized storytelling, AI can facilitate data summarization, section writing, and the automation of research insights, hence enhancing efficiency.

Elevated satisfaction ratings suggest that in content genres where human monitoring is inherently incorporated, ai functions as a beneficial assisting tool rather than a substitute.

Research Question 23: What challenges are faced in using AI & Tech for B2B content creation?

What key challenges do you face in using Tech/AI in B2B content creation?

■ Responses

Data Accuracy — 53,01%
Originality of... — 73,49%
Integration with... — 28,92%
User Training — 19,28%
Cost — 19,28%
Added Human Effort — 49,40%
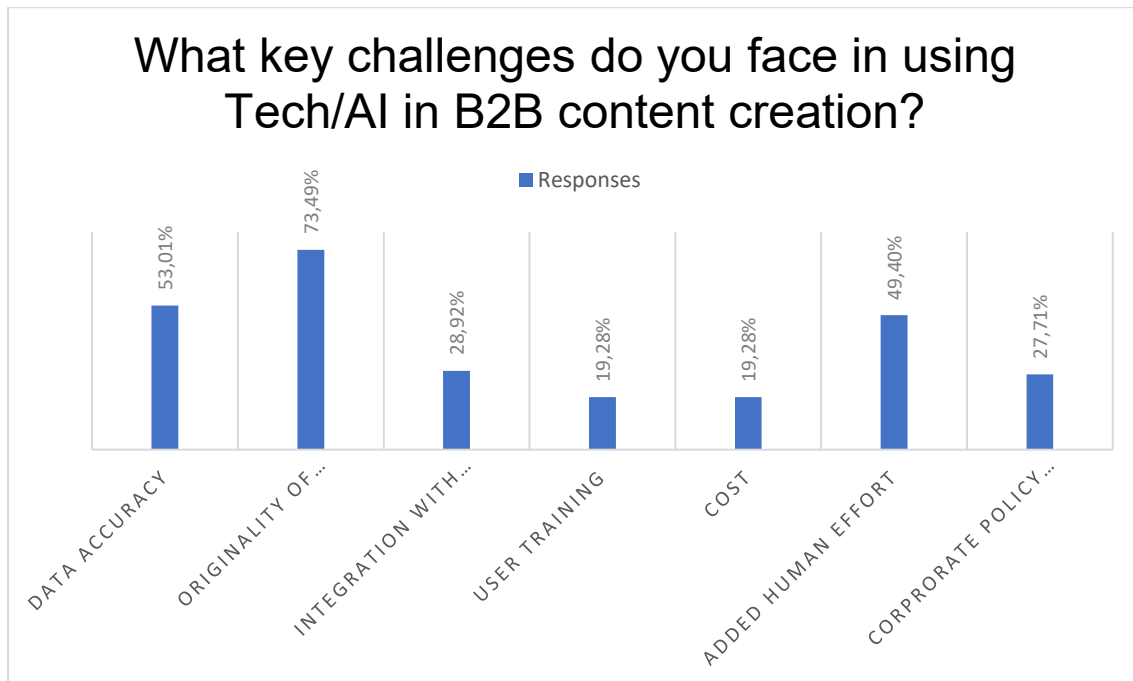Corprorate Policy... — 27,71%

CHART 4.1.23

The primary challenge in b2b content creation today with the help of AI & Tech, revolves around ensuring the originality and authenticity of content, followed by data accuracy, which necessitates additional human effort for verification, creativity and refinement. If technology and AI tools can improve accuracy, and originality, the need for human intervention would decrease, resulting in higher satisfaction levels and lowering of cost of production of b2b content.

4.1.24: How likely are you to significantly increase the use of technology in B2B content creation over the next 2 years?

How likely are you to significantly increase the use of technology in B2B content creation over the next two years?

■ Responses

64,29%

28,57%

4,76%

2,38%

0,00%

VERY LIKELY   LIKELY   NEITHER LIKELY NOR UNLIKELY   UNLIKELY   VERY UNLIKELY
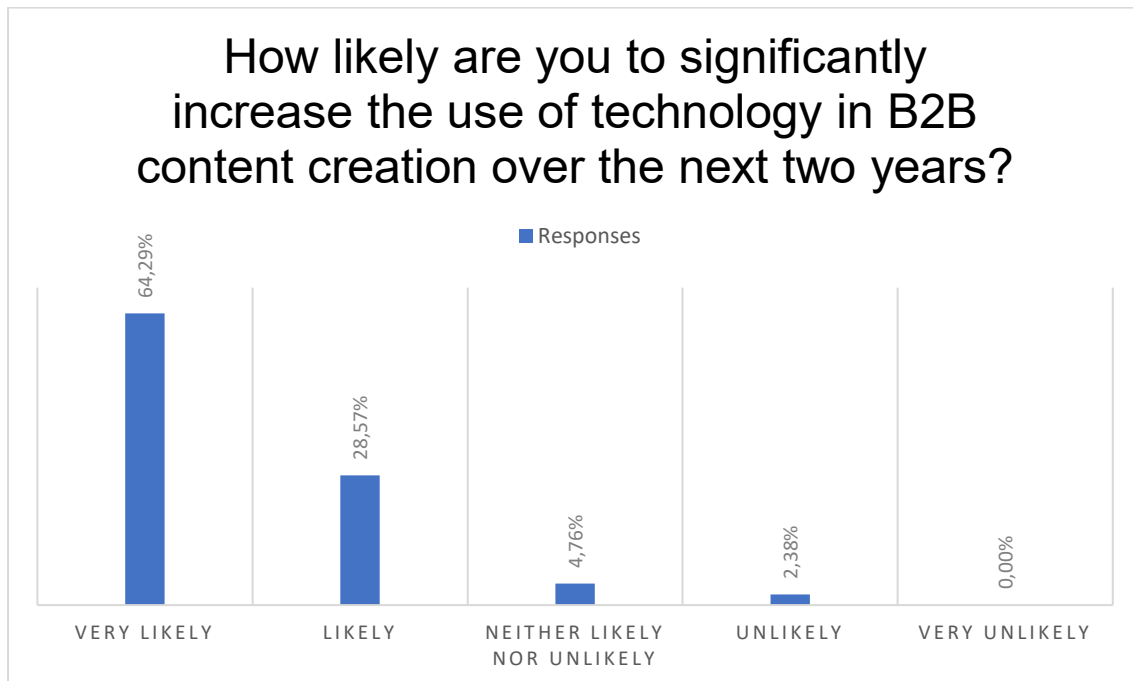
CHART 4.1.24

Almost 93% of respondents are positive about significantly increasing the usage of AI & tech in b2 content creation in the coming 2 years.

This delineates hope and confidence in AI & tech by b2b marketers

4.1.25: Do different sizes of organizations take different amounts of time to create various types of content? (X Axis represents content type and Y axis represents % of respondents)
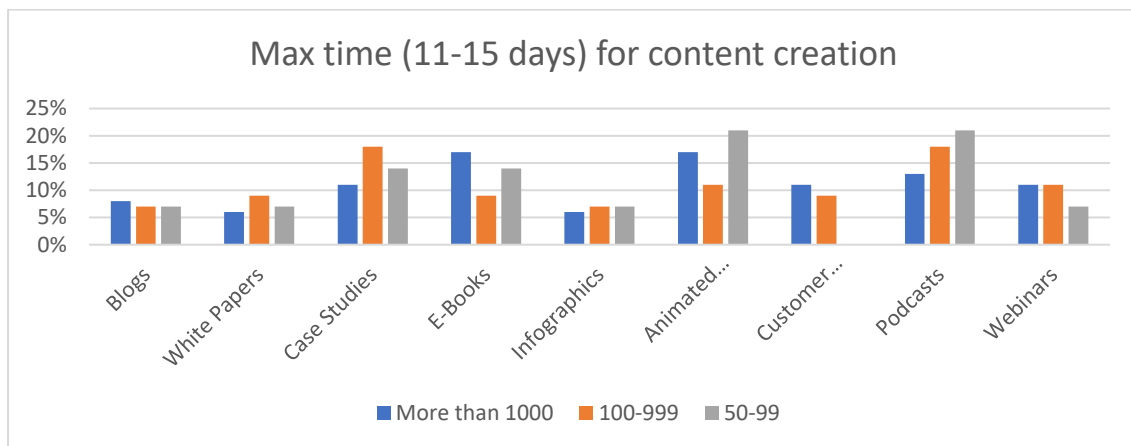
4.1.25A
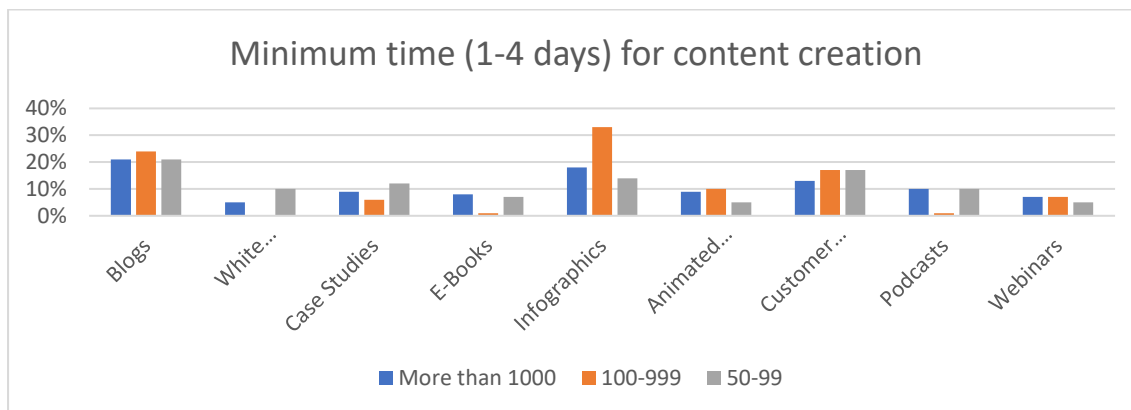
4.1.25B

Large organizations (with employee size 1000+) spend the highest amount of time in creating e-books and explainer-videos, while mid-sized organizations (100-999 employees) spend more time in creating podcasts and case studies, while smaller organizations (50-99 employees) incur more time in creating podcasts and explainer videos.

The least time is spent on creating blogs by all sizes of organizations.

4.1.26: Company size vs & average volume/count of each type of content produced, per month. (X Axis represents content type and Y axis represents % of respondents)

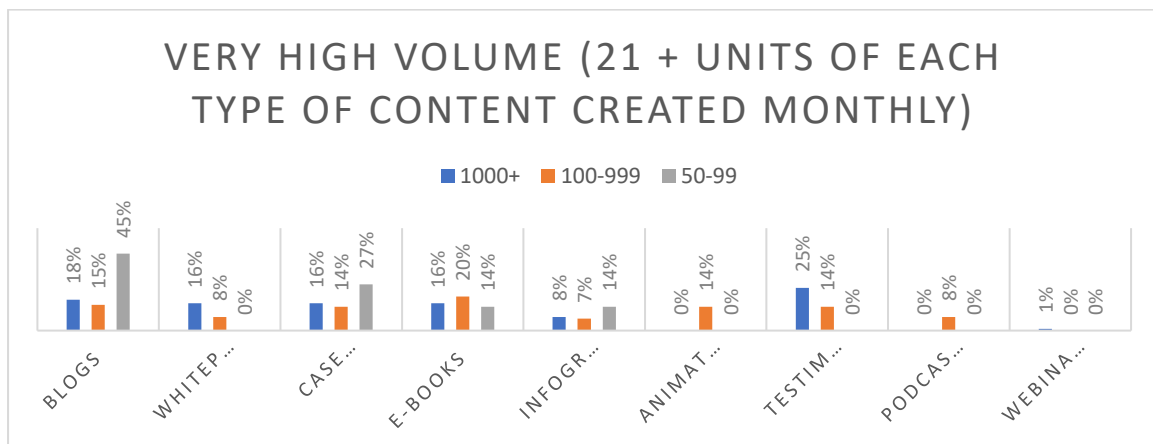For large organizations the highest volume of content produced monthly is Customer testimonials and blogs. For mid-sized organizations Blogs and E-books are produced in high volumes. Smaller organizations produce blogs and case studies in high volumes.

4.1.27: Company Size Vs Preferred Social Media Platforms

Preferred social media platforms
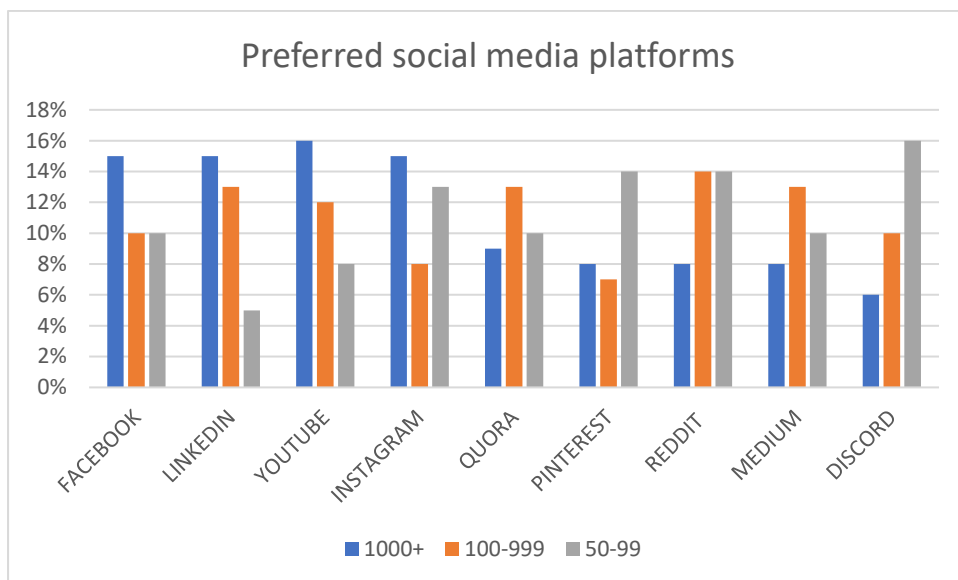
CHART 4.2.27

Large companies (1000+ employees) prefer the traditional channels like YouTube and other popular platforms like Instagram, LinkedIn and Facebook.

The mid-sized companies (100-999 employees) prefer Reddit, Quora along with LinkedIn & Medium.

The small organizations (50-99 employees) prefer platforms like Pinterest, Discord and Reddit (mostly forum and community specific).

We can see a trend towards non-conventional and more personalized approach to content distribution via niche social platforms, especially when it comes to the mid and small sized organizations.

4.1.28: Company Size Vs % marketing budget spent on content creation

% Budget spent on content creation

Legend: 1000+ | 100-999 | 50-99

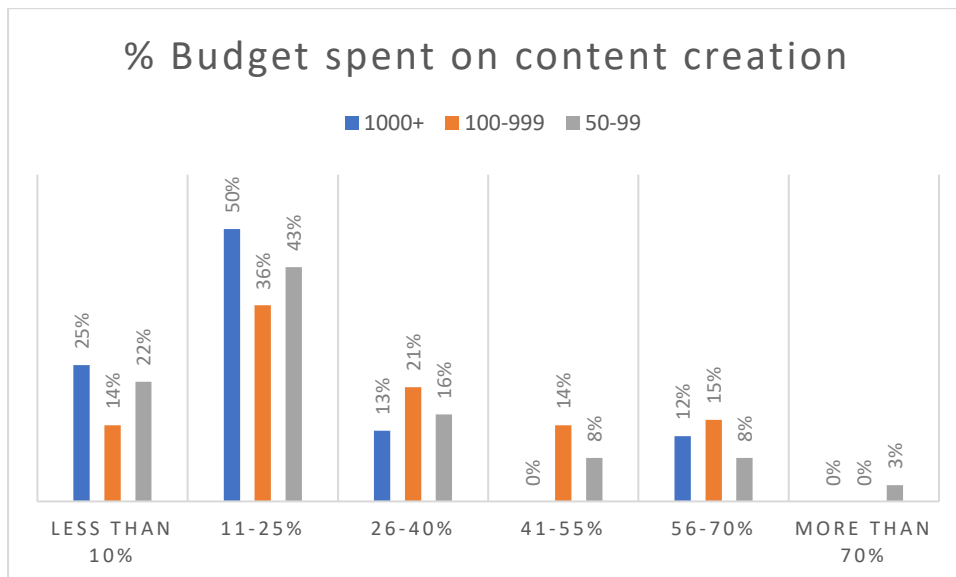|	1000+	100-999	50-99
LESS THAN 10%	25%	14%	22%
11-25%	50%	36%	43%
26-40%	13%	21%	16%
41-55%	0%	14%	8%
56-70%	12%	15%	8%
MORE THAN 70%	0%	0%	3%

CHART 4.1.28

All sizes of organizations on average spend 11-25% of their marketing budgets in content creation.

When it comes to higher spending as a % of marketing budgets-then mid-sized organizations lead the pack with 50% of them spending between 26 and 70% of their marketing budgets on b2b content creation.

This may be explained by the fact that most large organizations focus on content distribution via outbound marketing and reliance on TV, newspapers, events etc., which take up a large chunk of the marketing budget. However mid-sized organizations seem to be growing their mindshare by focusing more on diverse, high volume and premium content creation with larger focus on inbound marketing.

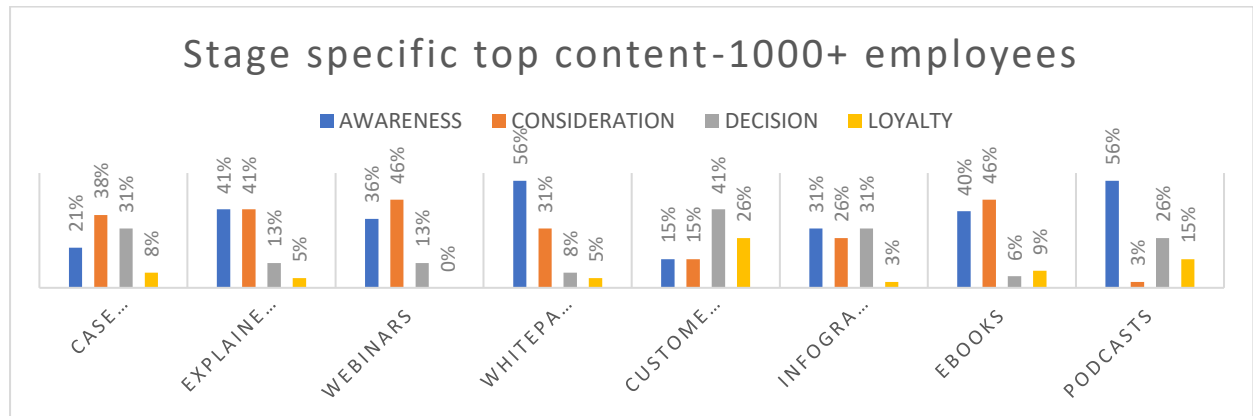**Research Question 29: Company Size Vs preferred stage specific content created**

Stage specific top content-1000+ employees

■ AWARENESS ■ CONSIDERATION ■ DECISION ■ LOYALTY

	AWARENESS	CONSIDERATION	DECISION	LOYALTY
CASE…	21%	38%	31%	8%
EXPLAINE…	41%	41%	13%	5%
WEBINARS	36%	46%	13%	0%
WHITEPA…	56%	31%	8%	5%
CUSTOME…	15%	15%	41%	26%
INFOGRA…	31%	26%	31%	3%
EBOOKS	40%	46%	6%	9%
PODCASTS	56%	3%	26%	15%

CHART 4.1.29A

Stage specific top content-100-999 employees

■ AWARENESS ■ CONSIDERATION ■ DECISION ■ LOYALTY

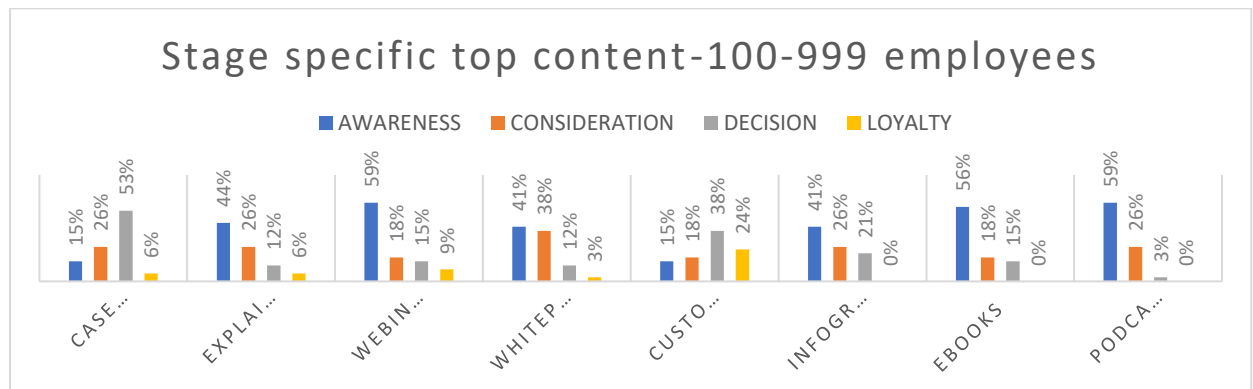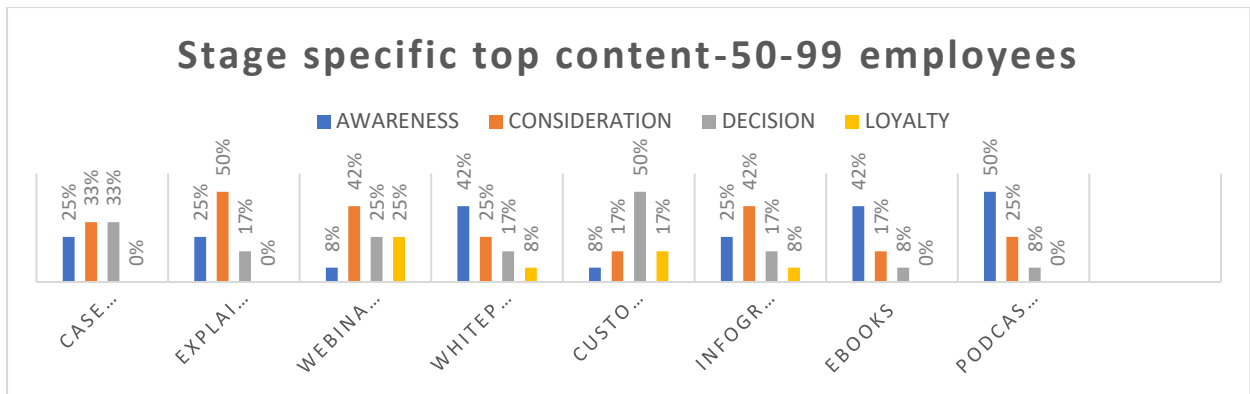|	AWARENESS	CONSIDERATION	DECISION	LOYALTY
CASE…	15%	26%	53%	6%
EXPLAI…	44%	26%	12%	6%
WEBIN…	59%	18%	15%	9%
WHITEP…	41%	38%	12%	3%
CUSTO…	15%	18%	38%	24%
INFOGR…	41%	26%	21%	0%
EBOOKS	56%	18%	15%	0%
PODCA…	59%	26%	3%	0%

CHART 4.1.29B

CHART 4.1.29C

Leaving aside the smaller companies, where there is a significant focus on creating consideration stage content, awareness stage content is largely produced in large and mid-sized organizations. Large organizations use whitepapers and podcasts mostly in awareness stage, webinars and e-books in consideration stage, customer testimonials, case studies and infographics in decision stage and testimonials and podcasts in loyalty or repeat purchase stage.

Mid-size organizations use webinars and podcasts in awareness stages, white papers in consideration stage, case studies and customer testimonials in decision stages and customer testimonials in loyalty stage

Small organizations use podcasts along with whitepaper and e-books in awareness stage mostly, explainer videos and webinars in consideration stages, and case studies in decision stages. They use webinars & customer testimonials in the loyalty stage or to trigger repeat purchases

4.1.30: Company size Vs AI & Tech usage in B2B content creation

AI & Tech usage
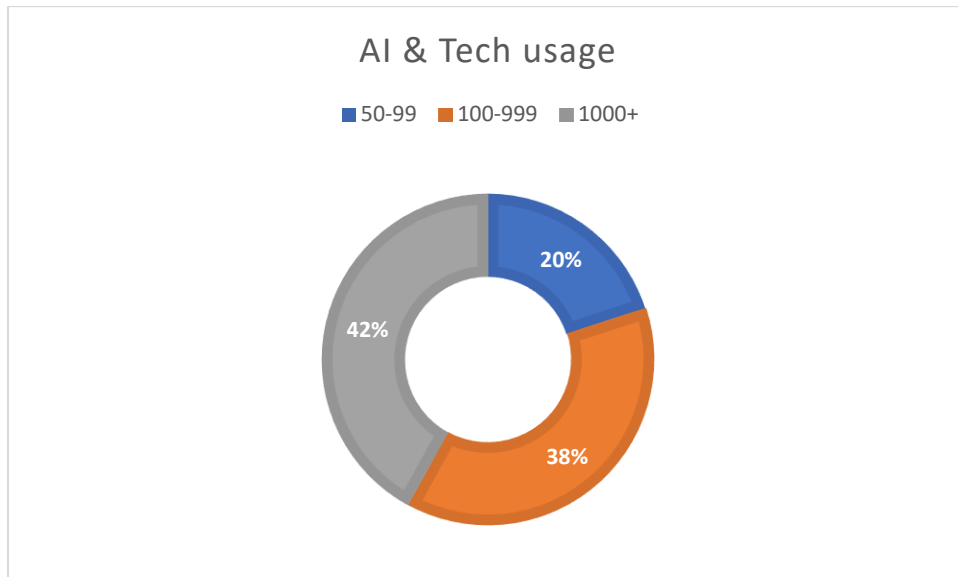
■50-99 ■100-999 ■1000+

20%

38%

42%

CHART 4.1.30

Small organizations (50-99 employees) at 20%, lag the mid-sized organizations (100-999 employees) at 38% and large organizations (1000+ employees) at 42% in terms of leveraging ai & tech in b2b content creation

5.1 Research question 1: What primary challenges b2b content development presents?

5.1.1 Time & Budget Constraints: More than 60% of respondents cited main obstacles as lack of time, and limited budgets. Long-form and high-impact models including podcasts, webinars, whitepapers, and e-books call for a large investment in terms of production, expertise and stakeholder coordination.

5.1.2 Skill Gaps: Lack of skilled internal talent in fields including copywriting, SEO, video production, and analytics results in generic content that fails to really captivate. Especially in technical fields, many companies find it difficult to locate professionals able to write for complex B2B audiences.

5.1.3 Difficulty in Mapping Content to Buyer Journey: It is still difficult to precisely analyze buyer personas and match content to stages of decision-making. Particularly in consideration and decision stages, there is also a lack of tools or analytical capacity to know which kind of content performs best at each level.

5.1.4 Low Content Volume & Scalability Issues: Most companies create 1-5 content pieces per month, mostly for the awareness stage, which reflects production bottlenecks and prioritizing issues. Low content volume and scalability issues abound.

5.1.5 Evaluation & RoI Measurement Gaps: Although engagement metrics are often used, limited clarity on the relationship between engagement and actual conversions makes budget justification and optimization challenging.

5.2 How might technology & artificial intelligence impact strategies for producing B2B content?

5.2.1 Efficiency & Scalability: AI tools find great application in content research (topic discovery, keyword trends, competitive monitoring) and content generation in diverse formats (blogs, social media posts, outlines, Video or podcast scripts etc). For content including blogs and short-form assets, respondents noted notable increases in efficiency, speed, and   cost-reduction.

5.2.2 Common Applications of Artificial Intelligence: are content research and analysis; content creation and repurposing; personalizing; performance tracking and a/b testing; conversation and sentiment analysis.

5.2.3 Artificial Intelligence Adoption Challenges: notwithstanding excitement, 60% of respondents said AI hasn't improved content quality. Among the concerns are lack of originality; overly generic or repetitious outputs; need for manual refinement to preserve creativity and voice.

5.2.4 Gap between Usage & Satisfaction: while 93% of respondents intend to increase ai usage in the next 2 years, satisfaction is higher for simple formats (blogs, basic case studies) and lower for complex formats like webinars, podcasts, whitepapers.

Though it offers valuable support in early-stage ideation and post-production optimization, AI today acts more as an assistant than a creator and still mostly depends on human creativity and oversight for complex storytelling.

5.3 What are the optimal considerations and best practices for producing high-impact B2B content that aligns with buyer intent and decision-making stages?

5.3.1 Persona and Journey Stage Alignment: marketers are progressively mapping content formats to specific buyer stages.

- Awareness Stage: whitepapers, podcasts, infographics.
- Consideration Stage: webinars, case studies, eBooks.

- Decision Stage: customer testimonials and product videos.

- Loyalty Stage: webinars and success stories.

but awareness content is over-emphasized and clearly a need to develop more content for the later stages can be observed.

5.3.2 Content Budgeting based on Persona Relevance - budget allocation is directly linked to persona influence and stage complexity.

While mid-level managers favour practical case studies and demos, senior-level personas—e.g. CXOs—demand higher investment in content forms including webinars and long-form insights driven content.

5.3.3 Content Type Optimization:

Blogs and Infographics are comparably more scalable and reasonably priced. Though difficult to scale, webinars and podcasts drive higher trust and engagement. Maximizing RoI depends much on repurposing long-form material into several assets.

5.3.4 Data driven B2B Content Creation: Effective content creation blends:

-SEO Insights (Keyword and user behaviour analysis)

-Performance Analytics (Engagement metrics)

-Social media feedback (User sentiment analysis)

-Direct Buyer Research (interviews, feedback loops).

5.3.5 Leveraging Diverse Content Platforms: Particularly in tech-driven sectors, newly developing platforms like Reddit, Discord, and Medium are being investigated for niche involvement.

5.3.6 Measurement & RoI focus:

-Beyond simple engagement, we must incorporate metrics like:

-Buyer-stage-wise conversion metrics,

-Lead quality analysis and

Content-assisted sales influence particularly for content that calls for industry nuance, strategic narrative, and emotional resonance.

5.3.7: A Hybrid approach to B2B Content Creation: A hybrid approach to content creation integrates AI capabilities with human creativity.

CHAPTER 6: SUMMARY, INSIGHTS & RECOMMENDATIONS

6.1 Summary

The survey indicates that b2b content marketing is strategically aimed at engaging senior decision-makers, with most respondents occupying high-level positions in both large and mid-sized enterprises, especially within the technology, internet, and e-commerce sectors.

This emphasis on senior leadership underscores the necessity for material that both informs and sways critical purchasing choices in intricate procurement processes.

Podcasts, webinars, and blogs are the most commonly created content kinds, as they effectively cultivate trust and engage audiences, particularly for larger accounts where thought leadership and comprehensive discussions are highly valued.

Nonetheless, despite the increasing prevalence of these formats, marketers encounter ongoing difficulties pertaining to time and money limitations, along with the intricacies of scaling high-quality, long-form content. Webinars and podcasts need substantial resources for production, promotion, and audience involvement, rendering them more difficult to implement on a large scale.

Artificial intelligence and technology are assuming an increasingly crucial role in content development, especially in areas such as research, generating, and performance monitoring. Nonetheless, their influence on content quality and inventiveness is constrained.

Although most respondents convey optimism over their growing dependence on AI, they recognize that current technologies require enhancements in originality, data accuracy, and authenticity.

These deficiencies underscore the ongoing necessity for human supervision in enhancing AI-generated material to preserve its legitimacy and efficacy.

Mid-sized firms typically invest a greater proportion of their marketing budget to b2b content generation. This tendency likely originates from their emphasis on inbound marketing methods, which depend on generating substantial, high-quality content to acquire and cultivate leads organically.

Larger firms, by contrast, frequently emphasize content delivery via outbound marketing channels, including television, print media, and events, which allocate a substantial share of their marketing expenditures.

A notable development is the transition in favoured content distribution platforms. Although LinkedIn, Facebook, and YouTube have historically been dominant, an increasing number of marketers are increasingly exploring alternate platforms like as reddit and discord.

These platforms offer highly engaged, specialized communities, especially in the technology sector, enabling companies to cultivate more profound interactions and dialogues.

Quora, despite its prominence as a Q&A site, has not achieved significant momentum among b2b marketers, perhaps due to insufficient awareness or an ambiguous approach for efficiently harnessing its potential.

The evolution of b2b content marketing will be significantly influenced by the incorporation of ai and technology, the strategic selection of platforms, and an increased emphasis on high-value content formats.

6.2 Insights

6.2.1. **Content types vs. Budget allocation**:

There is a strong association between content types and budget allocation. Content formats like podcasts, webinars, and customer testimonials receive higher budget allocation due to the specialized skills and resources required, while blogs and infographics are produced more frequently at lower costs. This reflects the balance between the need for high-quality, engaging content and the time/resources available.

6.2.2. **Decision stage content vs. Company size:**

Larger organizations focus more on awareness-stage content (e.g., podcasts, white papers) and use webinars and case studies in the decision stage. Mid-sized organizations prioritize content for all stages, with more focus on webinars and customer testimonials. Smaller companies rely on explainer videos and webinars in the consideration and decision stages.

This suggests that larger organizations have more resources to create content across all stages, whereas smaller organizations focus on specific stages for maximum impact.

6.2.3.   AI usage vs. Content types:

AI and technology are more commonly used in content research and generation, but respondents report dissatisfaction with AI's impact on long-form content like webinars and white papers. AI seems to be more effective for blogs and case studies, which require less creative input. This highlights the need for advancements in AI to better handle complex, interactive content creation.

6.2.4. **Focus on scaling long-form content for the consideration stage:** Marketers should explore strategies to efficiently produce long-form content (e.g., webinars, eBooks) for the consideration stage, which often requires more personalization and depth. AI tools can assist with content research and generation, but there is a need for greater investment in creative and interactive content technologies.

6.2.5. **Reassess budget allocation for content creation:** Given the resource-intensive nature of podcasts, webinars, and testimonials, b2b marketers, especially in mid-to-large organizations—should consider increasing their content creation budgets. Investing in these high-impact content types is essential to engage buyers more deeply throughout the decision journey.

6.2.6. **Leverage AI for data-driven personalization:** AI tools are primarily used for content research and generation but have untapped potential for deeper content personalization. B2b marketers should enhance their use of ai to analyze buyer behavior, social media signals, and industry trends for more tailored content creation. This will improve the effectiveness of content in addressing buyer personas at different decision stages.

6.2.7. **Adopt emerging platforms for targeted engagement:** Platforms like reddit and discord, known for their community-driven nature, are becoming more prioritized for b2b content marketing. Marketers should experiment with these platforms to tap into niche, highly engaged audiences, particularly in the technology and e-commerce sectors.

6.2.8. **Improve AI capabilities for long-form content:** AI's current limitations in producing high-quality long-form content (e.g., webinars, whitepapers) indicate that there is still a significant need for human oversight. Investing in AI tools that can enhance creativity, originality, and data accuracy will be crucial for the future of b2b content creation.

6.3 Recommendations for Future Research

Considering the survey results, the subsequent recommendations are proposed to guide future research in B2B content marketing and AI-driven B2B content creation:

6.3.1. Comprehensive analysis of AI's influence on content quality and creativity

Recommendation: subsequent research ought to concentrate on augmenting AI's capacity to elevate content quality, originality, and creativity, particularly for extensive content formats such as webinars, whitepapers, and e-books.

Research should investigate how AI might facilitate the creation of content that is both individualized and authentic, while ensuring elevated engagement levels.

Rationale: although AI enhances content production efficiency, it presently lacks the capability to produce new, high-quality stuff. Recognizing deficiencies in AI's capacity to assist in the creation of long-form, high-impact content will yield significant insights for b2b marketers aiming to incorporate AI more efficiently into their plans.

6.3.2. Enhancing resource distribution for content creation

Recommendation: execute research to ascertain the most effective distribution of resources—time, budget, and personnel—across various content forms and phases of the buyer's journey. The study shall evaluate how mid-sized and large firms may achieve a balance between content production efficiency and quality.

Rationale: The survey results reveal that mid-sized firms invest a greater budget in premium content production, whilst larger corporations depend more on outbound marketing. Comprehending resource optimization will empower firms to make more smart content investments and enhance RoI.

6.3.3. Investigating the prospects of emerging b2b content platforms

Recommendation: examine the efficacy of nascent platforms such as reddit and discord for b2b content marketing. This research should examine how new platforms promote engagement relative to traditional channels like LinkedIn and Facebook and evaluate their contribution to cultivating enduring buyer relationships.

Rationale: as b2b marketers delve into niche platforms, comprehending interaction dynamics and content consumption patterns on these channels will yield insights for optimizing content distribution tactics.

6.3.4. Extended research on AI integration in content generation

Recommendation: recommendation: implement a longitudinal study to monitor AI adoption in b2b content creation, assessing variations in content quality, production velocity, and marketer satisfaction over time.

This research must incorporate regular surveys and focus groups across many businesses to evaluate the progression of ai capabilities and their effects.

Rationale: AI's function in content marketing is swiftly changing, and although its potential is extensively debated, comprehensive research is necessary to assess its practical efficacy. Monitoring AI adoption over time will further facilitate the identification of trends, difficulties, and optimal practices in ai-driven content strategy.

6.3.5. Harmonizing content strategies with developing buyer personas

Recommendation: examine the alignment of content development with the requirements of various buyer personas and phases of the buyer's journey. The study should concentrate on pinpointing discrepancies between the information produced by marketers and the actual needs of purchasers at each decision-making step.

Rationale: the responses from our survey indicate a disproportionate concentration on awareness-stage content, whereas long-form content during the deliberation stage receives insufficient attention. An enhanced comprehension of persona-driven content strategies will augment content relevancy and efficacy in navigating customers through their journey.

6.3.6. Identifying the most efficacious metrics for content success

Recommendation: perform an analysis to determine the most precise engagement and conversion metrics for evaluating b2b content efficacy. Future research should examine diverse indicators—such as content engagement duration, interaction rates, and conversion rates—and their relationship with business outcomes including lead generation and revenue development.

Rationale: although engagement and conversion rates are often utilized metrics, a more nuanced comprehension of which indicators genuinely indicate successful content strategies can assist marketers in enhancing their measuring methodologies and optimizing content performance.

Future research can greatly progress the field of B2B content creation & marketing by filling in the above-mentioned gaps and recommendations, enabling more intelligent, scalable, and outcome-oriented content strategies in a fast-changing digital environment.

6.4 Conclusion

Our study reveals and highlights significant challenges and optimal strategies in b2b content development, especially concerning ai and technology.

The results highlight the necessity for smart resource allocation, the evolving role of AI, and the significance of emerging & innovative content distribution platforms.

6.4.1 Challenges in expanding high-calibre, long-form content

A major difficulty for b2b marketers is the scalability of high-quality, long-form content, including webinars, podcasts, and whitepapers, constrained by budgetary and temporal limitations. These content categories are extremely useful in engaging senior decision-makers, particularly within enterprise accounts, as they offer comprehensive insights and thought leadership. Nonetheless, their resource-intensive characteristics render consistent production challenging.

Mid-sized enterprises typically invest greater resources in premium content generation, acknowledging its influence on high-value conversions.

Conversely, smaller enterprises, constrained by funds, prioritize explanatory videos and webinars during the consideration and decision phases.

Although these forms offer value, they frequently lack the depth and credibility associated with long-form content that larger companies can afford to create.

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6.4.2 Optimal Strategies & Best Practices: Harmonizing content creation and resource distribution

B2B marketers must adopt a systematic approach to resource allocation to optimize content effectiveness, assuring substantial investment in high-impact content while maintaining consistency and engagement in lower-cost formats.

- Prioritize investment on high-impact content like as customer testimonials, comprehensive webinars, podcasts, and case studies, as they foster trust and credibility with senior decision-makers.

- Scalable content formats: utilize blogs, infographics, and short-form films to ensure a consistent content stream while adhering to budgetary constraints. These formats facilitate the cultivation of prospects during the awareness phase while reiterating essential messages throughout the buyer's journey.

- Information repurposing: transforming a webinar into several short-form assets (including blog summaries, social media snippets, and email campaigns) can enhance the value of long-form information, rendering it more accessible and economical.

6.4.3 The transforming function of AI and technology in content generation

Artificial intelligence and automation technologies are revolutionizing multiple facets of B2B content development, especially in research, generation, and performance monitoring.

Nonetheless, the survey underscores a significant limitation: ai demonstrates proficiency in producing concise, organized content—such as blog posts, case studies, and data-driven reports—yet encounters difficulties in preserving creativity, depth, and authenticity in extended formats.

- Present AI capabilities: ai-driven solutions can optimize content generation, automate research processes, and improve personalization on a large scale. They are very beneficial for SEO optimization, audience segmentation, and content performance evaluation.

- Limitations of AI: although AI can aid in structuring and producing long-form material, it presently appears deficient in the human creativity and narrative skill necessary for creating engaging webinars, whitepapers, and e-books. Marketers must maintain supervision to guarantee originality and engagement.
- Future potential: there exists an opportunity for additional study and development in ai-driven content augmentation, especially in producing more sophisticated and nuanced long-form content that appeals to decision-makers.

6.4.4 Utilizing emerging platforms for B2B content dissemination

In addition to content development, efficient distribution is essential for optimizing engagement and reach. Although LinkedIn and conventional industry blogs continue to prevail in b2b marketing, burgeoning platforms like Reddit and Discord are acquiring prominence owing to their specialized, highly active communities.

- Reddit: provides a natural platform for participating in industry dialogues, addressing inquiries, and establishing companies as thought leaders inside niche subreddits.

- Discord: facilitates real-time discourse, community development, and direct engagement with pivotal decision-makers in particular sectors.

- YouTube and Podcasts: with the increasing inclination towards video and audio content, these platforms provide an opportunity to repurpose long-form material and engage consumers in more dynamic ways

.

6.4.5 The necessity of a hybrid methodology

Although AI and technology greatly improve content productivity, human knowledge is crucial for producing high-quality, engaging content that resonates with b2b customers, especially during the final phases of the decision-making process. The most effective content strategies will integrate ai-driven efficiencies with human creativity, maintaining a balance between automation and authenticity.

To address the changing requirements of b2b purchasers, marketers ought to:

- Strategically invest in high-impact content while utilizing scalable formats for uniformity.

-Investigate AI advancements that facilitate inventiveness and profundity in extensive content.

- Broaden distribution tactics to encompass specialized and new platforms for enhanced audience engagement.

By implementing this hybrid strategy, b2b marketers may enhance their content approach, elevate interaction with decision-makers, and achieve more impactful outcomes across the buyer's journey.

APPENDIX A

INFORMED CONSENT CONTENT & SURVEY INVITATION

Step 1: A LinkedIn connection request is sent with the following message:

Dear {FNAME}, I hope this message finds you well. I am currently conducting research for my Doctorate on B2B content creation & marketing and would greatly appreciate your insights.

Step 2: On connection request acceptance the following message in sent:

Thank you in advance for your time and valuable input {FNAME}. Could you kindly spare a few minutes to fill out this questionnaire? {URL where the questionnaire is hosted}.

As a token of gratitude, I will share a copy of the results with you via email.

SURVEY QUESTIONNAIRE

Q1. Is your Role concerned with B2B Marketing in your organization?

Answer Choices

Yes

No

Q2. What is your job role?

Answer Choices

Individual Contributor

Manager

Senior Manager

Vice President

Management / C-Level

Partner

Owner

Q3. How many years of experience do you have in the field of B2B Content Marketing

Answer Choices

3-5 Years

6-10 Years

11 or more Years

Q4. Choose your Industry Vertical

Answer Choices

Manufacturing & Engineering

Automotive

Technology Hardware

Construction

Retail

Internet & ECommerce

Technology Services

Energy

Business or Legal Service Provider

Real Estate

Banking, Finance and Insurance

Higher Education

Hospitality

FMCG

Pharma & Healthcare

Transportation & Logistics

Q5. Choose your Company Size

Answer Choices

50-99 Employees

100-999 Employees

More than 1000 Employees

Q6. Please rank the type of content you most often create, in a typical month. On the TOP will be what you create LEAST OFTEN (1) and at the BOTTOM is MOST OFTEN (9)

Blogs

White Papers

Case Studies

E-Books

Infographics

Animated Explainer Videos

Customer Testimonials

Podcasts

Webinars

Q7. Please indicate the average time dedicated to creating each unit of content, in a month

Blogs

White Papers

Case Studies

E-Books

Infographics

Animated Explainer Videos

Customer Testimonials

Podcasts

Webinars

Q8. Please indicate the average volume/Count of each type of content produced, per month.

Blogs

White Papers

Case Studies

E-Books

Infographics

Animated Explainer Videos

Customer Testimonials

Podcasts

Webinars

Q9. Which of the following Social Media Platforms are most prioritized by you in terms of content sharing: On the TOP will be what you create LEAST OFTEN (1) and at the BOTTOM what is MOST OFTEN (9) created

Facebook

LinkedIn

YouTube

Instagram

Quora

Pinterest

Reddit

Medium

Discord

Q10. What percentage of your Overall Marketing Budget is allocated to B2B content creation

Answer Choices

Less than 10%

11-25%

26-40%

41-55%

56-70%

More than 70%

Q11. How do you allocate resources (budget and teams) for content creation?

Answer Choices

Allocate resources based on the importance of buyer persona and journey stage

Allocate resources evenly across all personas and stages

Allocate tactically Quarter on Quarter

Q12. How important is Buyer Journey & Persona in your content creation process

Answer Choices

A great deal

A lot

A moderate amount

A little

None at all

Q13. On what basis do you create content that resonates with your customers/buyers?

Answer Choices

Search keywords analysis

Own website and social media analytics

Key account interviews & research

Past experience & intuition

Social media sentiment and conversation analysis

Q14. Please rank the content formats in terms of the budget spent in creating them. On the TOP will be LEAST MONTHLY BUDGET SPENT (1) and at the BOTTOM will be HIGHEST MONTHLY BUDGET SPENT (9).

Blogs

White Papers

Case Studies

E-Books

Infographics

Animated Explainer Videos

Customer Testimonials

Podcasts

Webinars

Q15. For which customer Journey stage do you most often create content

Awareness

Consideration

Decision

Loyalty   137

Q16. Please select type of content you create most often in specific customer journey stages

Whitepapers

Case Studies

Infographics

Explainer Videos

Webinars

Podcasts

Video Product Shoot

E-Books

Customer Testimonials

Q17. What are the key challenges you face in effective B2B content creation?

Lack of understanding what type of content resonates with audience

Budget constraint

Time Constraint

Lack of Skilled Resources

Keeping up with the Industry Trends

Analyzing Buyer Decision Stages

Crafting Buyer Persona

Q18. How do you typically overcome these challenges?

Answer Choices

Outsourcing to a pool of freelance talent

Investing in AI & Tech tools

Hiring more in-house talent

Ask for more budget

Q19. What metrics do you use to measure the effectiveness of your content in addressing the needs of your buyers?

Answer Choices

Engagement metrics (shares, comments, Repeat visitors, Engaged sessions etc.)

Conversion Rate

Feedback from buyers and prospects

Audience movement from one stage of decision to another after content consumption

Downloads and usage of interactive content by buyers

Q20. Do you use any form of Technology and AI for your B2B Content Creation?

Answer Choices

Yes

No

Q21. In which areas of B2B content creation do you most often use AI tools or technologies? (Select all that apply)

Answer Choices

Content Research

Content Generation

Personalization

Content Distribution

Performance Analysis

Analyzing conversations & content to understand sentiments and drivers of sentiments

Content Repurposing

Q22. In what ways has AI & Technology impacted your content creation process? (Select all that apply)

Answer Choices

Improved Efficiency

Enhanced Creativity

Better Personalization

Improved Content Quality

Reduced Cost

Decreased Content Quality

Decreased Efficiency

Decreased Creativity

Increased Cost

Q23. How satisfied are you with your current quality of B2B Content output with the help of Technology?

Blogs

Whitepaper

Case Studies

e-books

Infographics

Explainer Videos

Webinars

Podcasts

Customer Testimonials

Q24. What key challenges do you face in using Tech/AI in B2B content creation?

Answer Choices

Data Accuracy

Originality of Output

Integration with existing systems-Workflow creation

User Training

Cost

Added Human Effort

Corporate Policy around Usage

Q25. How likely are you to significantly increase the use of technology in B2B content creation over the next two years?

Answer Choices

Very likely

Likely

Neither likely nor unlikely

Unlikely

Very unlikely

Q26. Your Name

Answer Choices

First name:

Last name:

Q27. Email

Answer Choices

Email address

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