



# The B2B Marketer's Guide to Content Experience

How content marketers and content strategists can win with standout digital experiences

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### About the Authors

This ebook was written by Tendo Communications staff. Tendo is an end-to-end content agency that supports some of the world's best-known B2B brands. Content is all we do: Our team of content marketing and content strategy experts combine their skills to help our clients achieve their toughest marketing goals. Get in touch to explore how we can help you plan, create, and optimize content experiences for your customers and prospects: [inquiries@tendocom.com](mailto:inquiries@tendocom.com).

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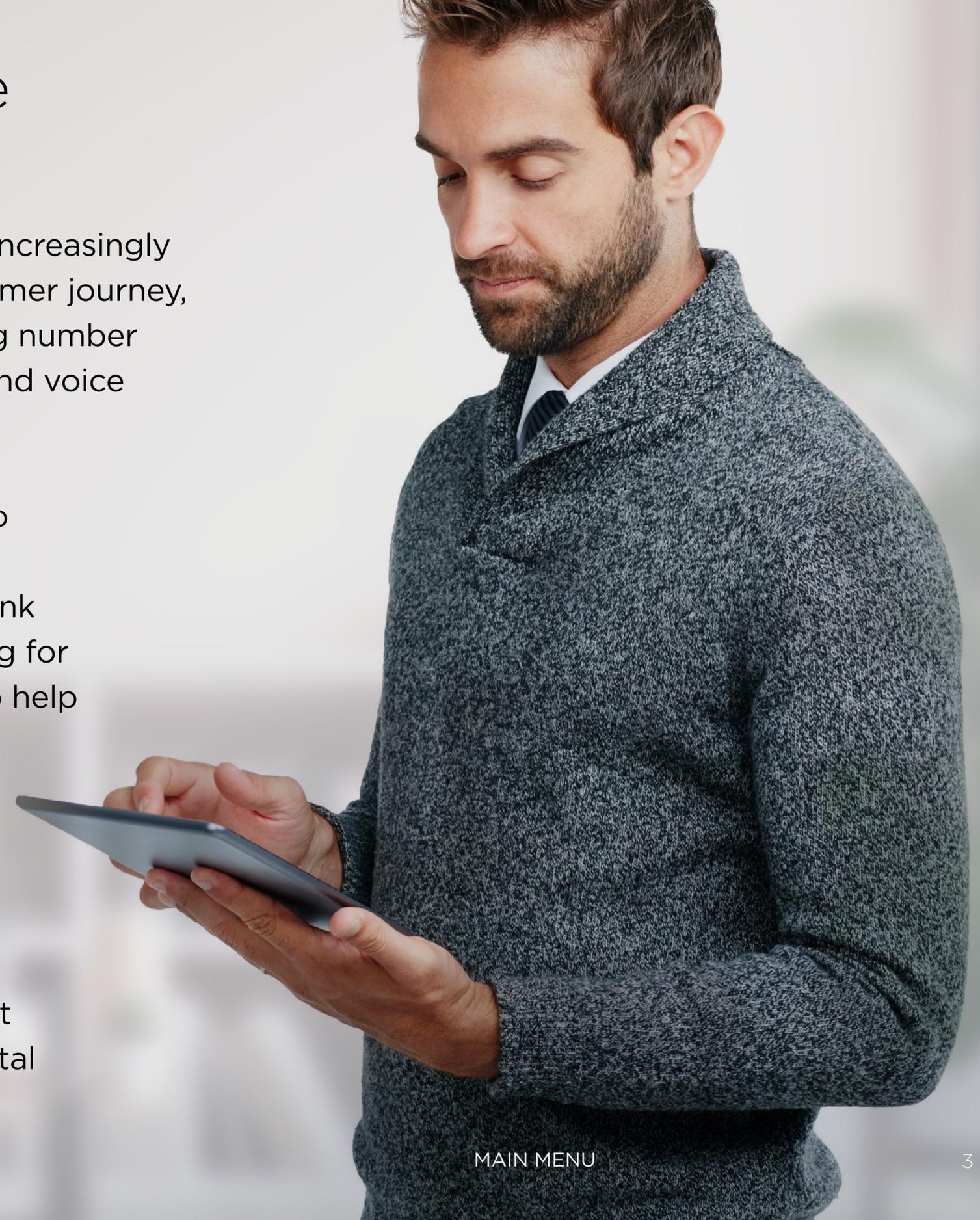
# Time to Focus on Content Experience

As the landscape of B2B marketing evolves, content plays an increasingly central role. At every digital touchpoint and stage of the customer journey, your buyers consume content. And they do it across a growing number of platforms and channels: web, social media, AI-driven chat and voice experiences, and more still to come.

This digital-first world requires a new approach and mindset to content. You cannot win with siloed content assets or short-term campaigns. As a B2B marketing leader, you must now think holistically about the overall content experience you're creating for buyers—how individual pieces of content will work together to help buyers reach their informational or transactional goals.

That's the essence of content experience.

Tendo Communications has created this essential guide to orient your team to this new paradigm. Keep reading to learn why content experience matters, the three attributes of a great content experience, and seven steps to design superlative digital experiences for your buyers.



# CONTENT EXPERIENCE FUNDAMENTALS

# What Is Digital Content Experience?

**Definition:** A content experience is the summation of all the interactions someone has with your digital content and the impression they take away from it.



In a successful content experience, related content elements work together to engage users, provide value, and help them reach their goals.

# Content Experience in Action

**CUSTOMER** —————→

*“I need to drive demand for my new product”*



**SPONSORED SOCIAL MEDIA POST**  
with targeted promotion

**LANDING PAGE**  
Industry-specific, speaks to pain points

**WHITE PAPER**  
Delivers the right solution

**RELATED CONTENT**  
Continues engagement

In this example, content assets are developed in relation to one another and arranged in a consistent flow to help users easily find the information they need. That's a good content experience.



# Customer Experience

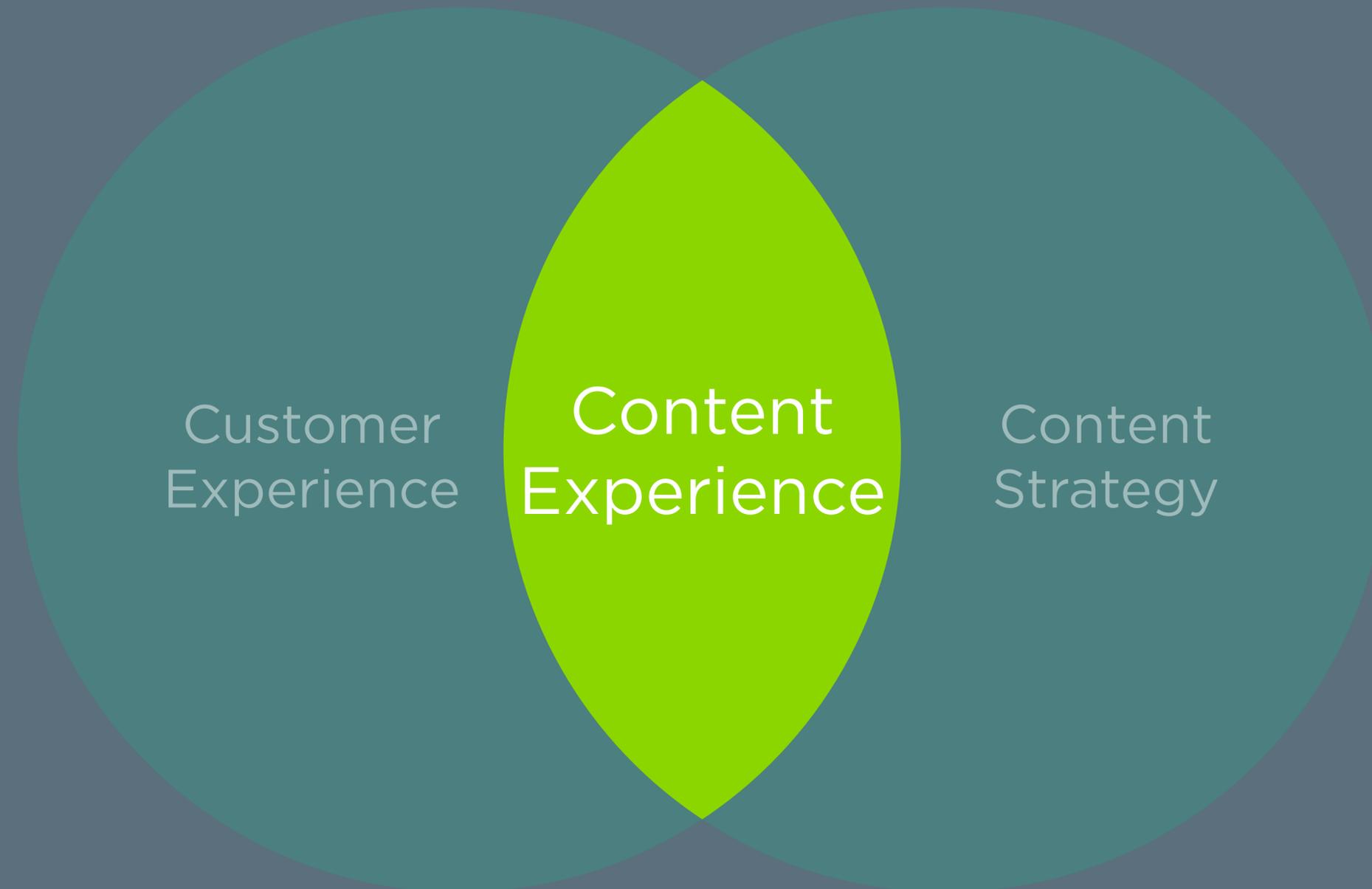
Today's customers expect companies to understand their needs and expectations. When it comes to digital content, this means frictionless, personalized experiences. That's why content experience is deeply intertwined with customer experience.



# Content Strategy

Content strategy focuses on defining, measuring, and optimizing how content is created and distributed. The goal is to deliver consistent and relevant content that meets an audience's needs.

Among content strategists, there is a growing focus on the overall content experience: How do customers engage with content at each step of their digital journey? Is their experience consistent and smooth, or frustrating and disjointed?



**Content experience** is an emerging area of focus that looks at all digital content holistically. It is critical to customer experience and inspired by content strategy.

# Why Care About Content Experience?

Content is now central to every digital journey.

Fifty-five percent of B2B buyers rely more on content to research and make purchasing decisions than they did a year ago.<sup>1</sup> That content must anticipate and answer their questions, speak to their challenges, and provide outstanding value. Prospects will form an impression of your brand based on their experience consuming multiple pieces of your content.

Buyer journeys are getting more complex.

B2B buyers now average 27 buying interactions during the buyer journey, an increase of 63% between 2019 and 2021.<sup>2</sup> As the journey gets longer, it's imperative that each touchpoint be as frictionless as possible. Content elements and content assets should be connected to one another to make the journey smooth and keep buyers moving forward.

Buyers are in control of the sales process.

One hundred percent of B2B buyers want self-service for the majority of the buying process—to engage when and how they choose, rather than being forced to talk to sales reps.<sup>3</sup> As they jump from one stage of the buyer journey to another (often in a non-linear fashion), they expect a personalized digital experience that recognizes their needs and interests.

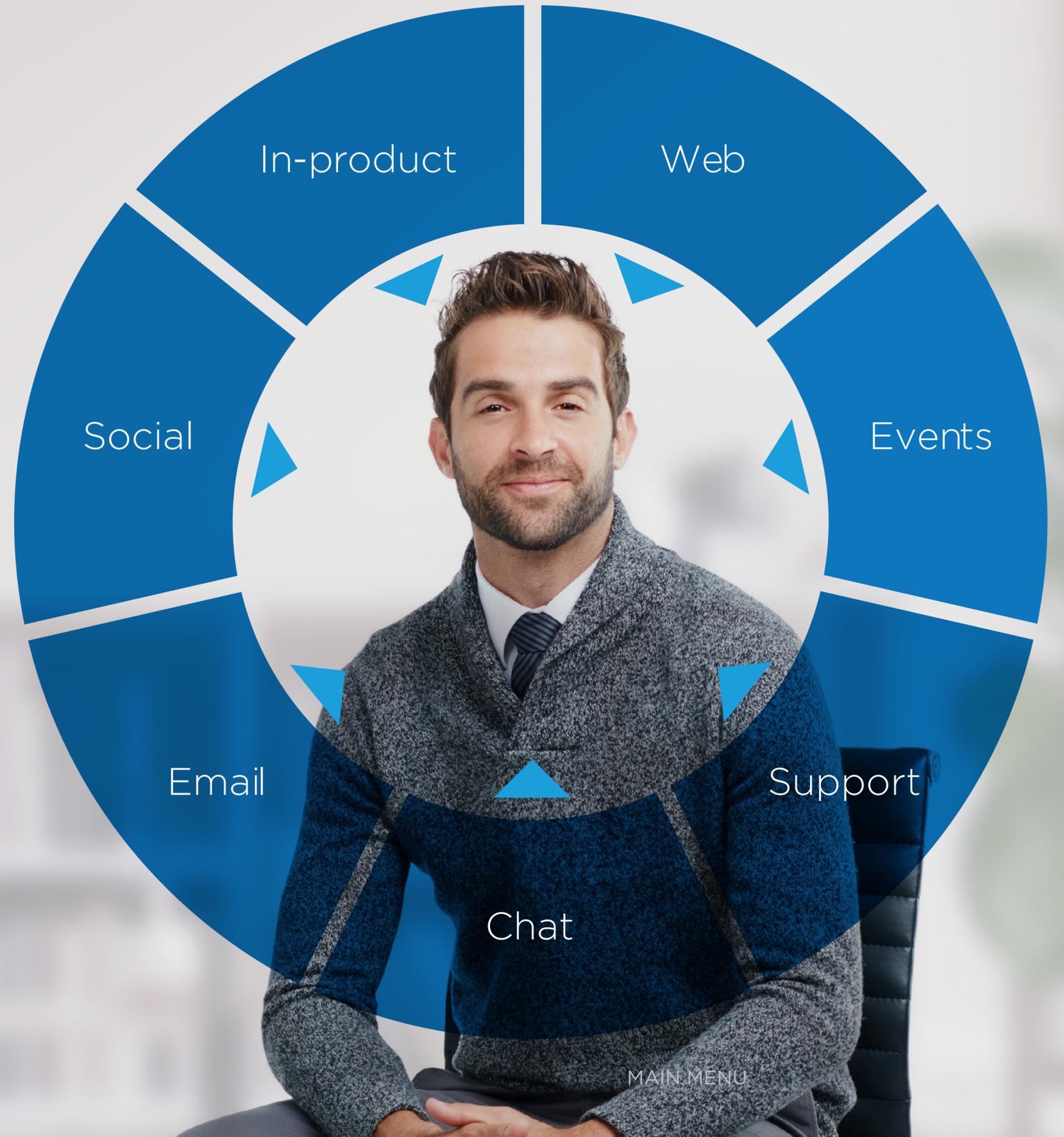
Customers expect an omnichannel experience.

B2B customers now use 10 or more channels to interact with companies—a 2x increase since 2016.<sup>4</sup> Across those channels, from email and phone to videoconferencing and online chat, your messaging must be consistent, engaging, and on brand. Content experience and omnichannel strategy go hand in hand.

Sources:

1. Demand Gen Report, 2022 Content Preferences Survey Report
2. Forrester 2021 B2B Buying Study
3. TrustRadius, 2022 B2B Buying Disconnect: The Age of the Self-Serve Buyer
4. McKinsey, B2B Pulse Survey 2021

**The B2B Marketer's Goal:**  
Deliver a consistently great content experience across every channel and stage of the buyer journey.



# Shifting to a Content Experience Mindset

## Think bigger

Today's marketers and content strategists **cannot focus only** on the quality and performance of individual content assets and marketing campaigns. They must **consider the end-to-end experience** they're creating and optimize how users engage with their content.

## See the connections

Content experience recognizes the **connective tissue** between content types—landing pages, social posts, banner ads, assets, chat, IoT, kiosk display content, even customer service talking points. **Content should be orchestrated** to support the customer journey at each step.

## Focus on the user

The goal of a **well-designed content experience** is to deliver the right information to the right person, in the right way, at the right time and place. To do this you must create content that is **consistently focused on customers' needs** and top tasks on their digital journey.

# Benefits of a Great Content Experience



Generates  
more informed  
and educated  
leads



Strengthens  
brand  
awareness  
and affinity



Increases  
customer  
loyalty



Accelerates  
customer  
acquisition



Improves  
lead  
conversion

B2B marketers that strive to deliver great content experiences to their prospects and customers will reap tremendous benefits and differentiate their brands in a crowded marketplace.

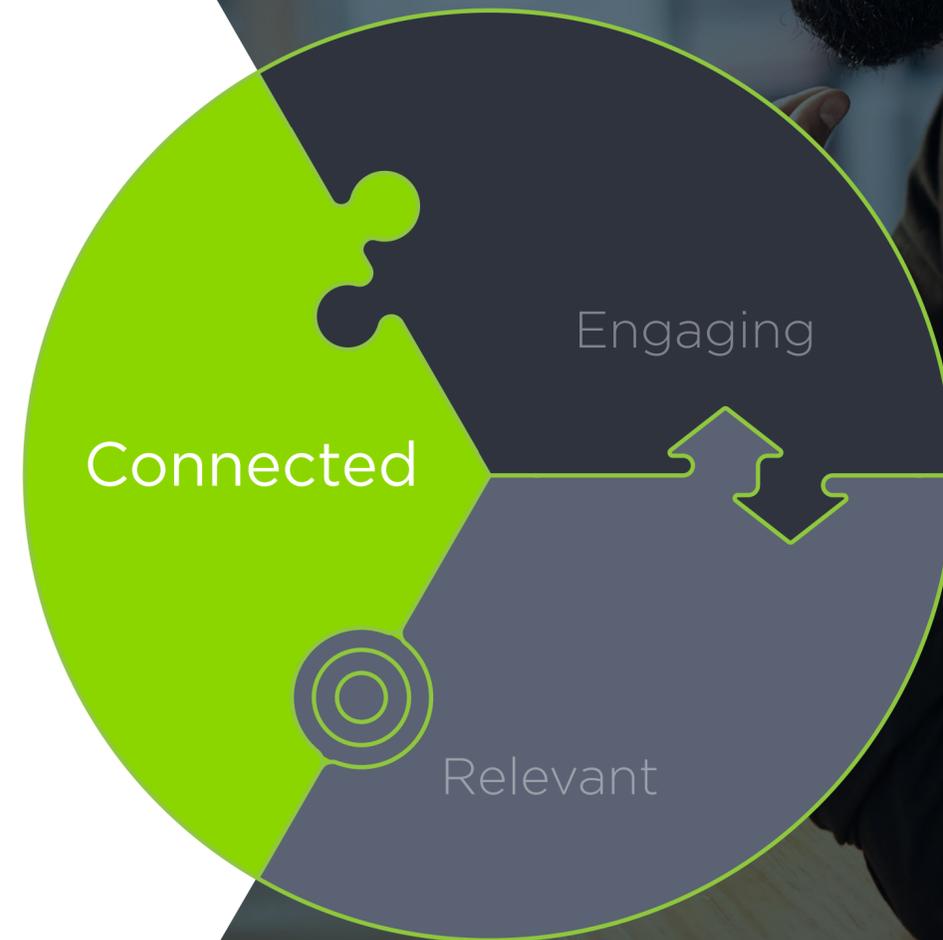
# 3 ATTRIBUTES OF A GREAT CONTENT EXPERIENCE

What does a great content experience look like? When we put content experience under the microscope, its core characteristics come into focus. The content assets you create should, together, deliver an experience that is connected, engaging, and relevant.



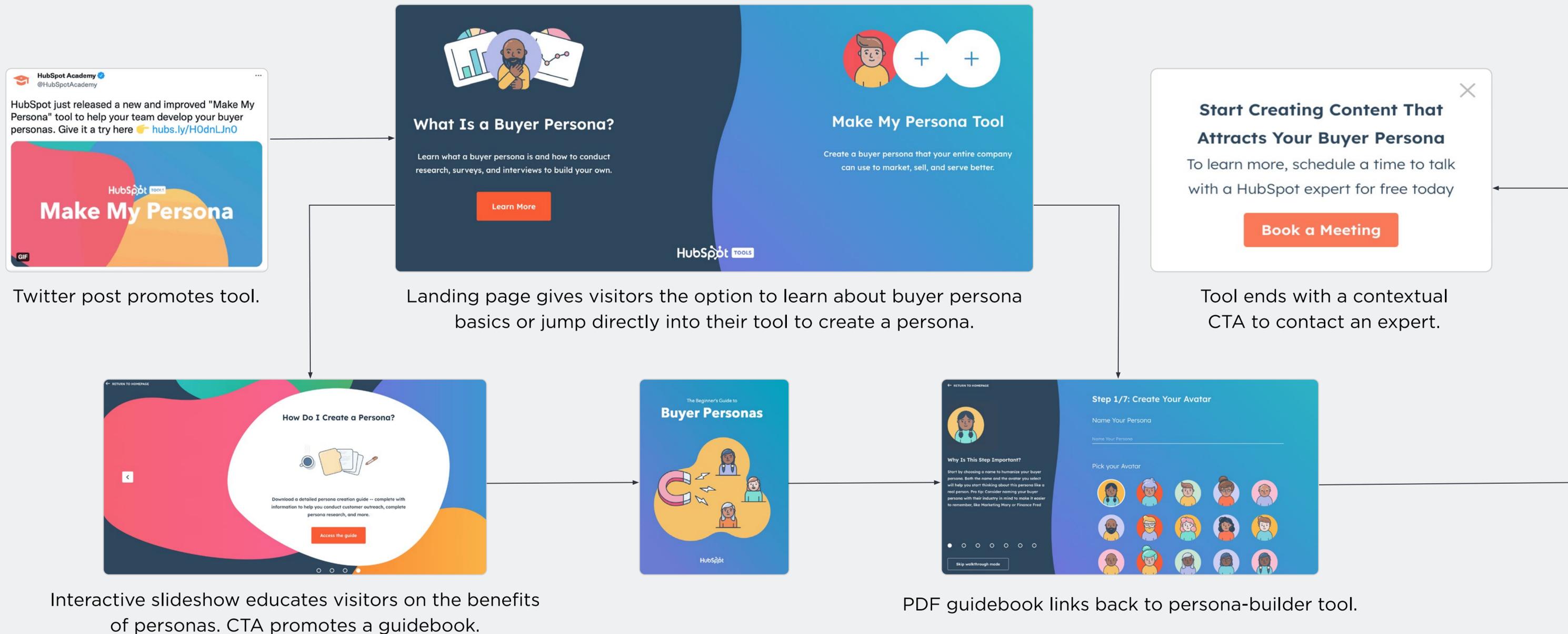
## A Connected Experience:

- Supports and engages users in ways that siloed content cannot.
- Maintains a consistent theme, topic, message, or design across channels.
- Delivers a frictionless and intuitive experience, from one touchpoint to the next.



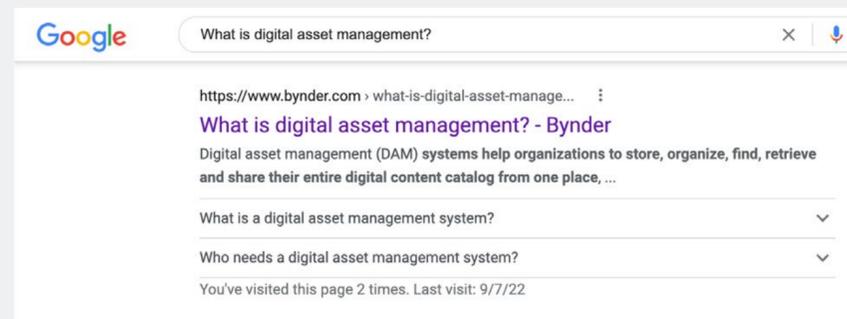
# Connected Example #1: Hubspot "Make My Persona" Tool

Why it's a connected content experience: Hubspot's "Make My Persona" page is the starting point for a series of related content elements that educate and engage users far more effectively than any single, static piece of content. These elements—all well-organized and linked to one another—include an interactive slideshow on persona basics, an FAQ, an interactive persona generator tool, a PDF "Beginner's Guide to Buyer Personas," and a contextual CTA to contact sales.

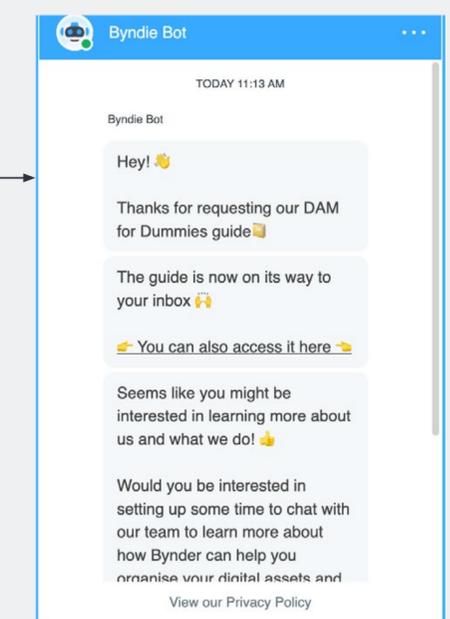
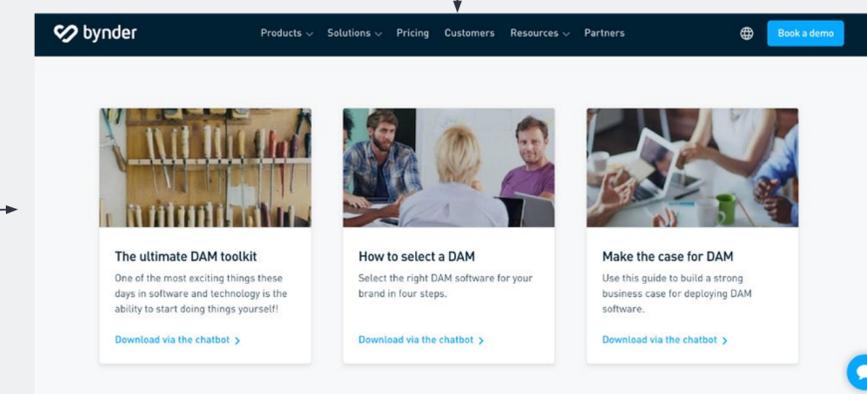
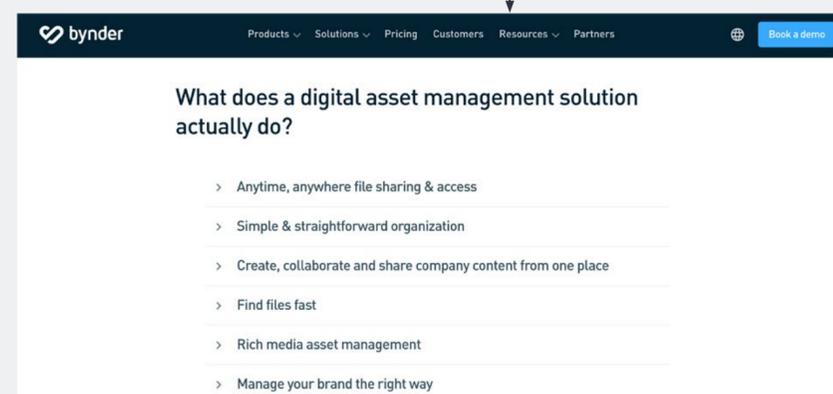
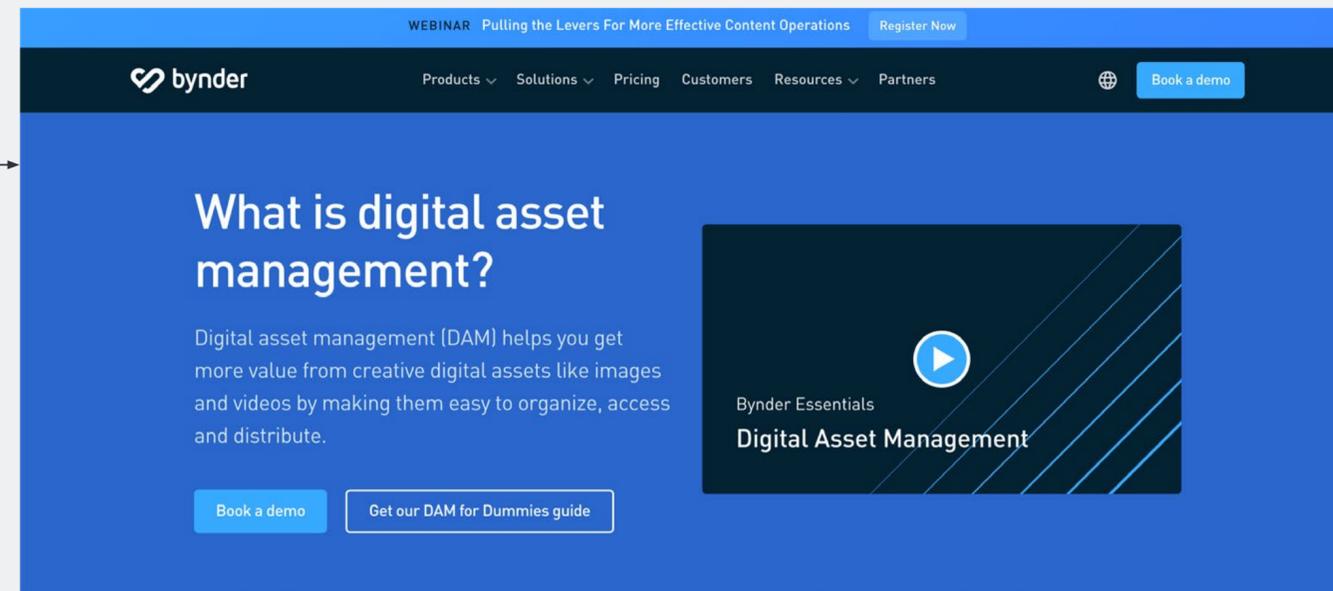


# Connected Example #2: Bynder Solution Overview and Resources

Why it's a connected content experience: Bynder, a digital asset management (DAM) system provider, uses connected content to help users at any stage of their buying journey—whether researching basic questions or looking for resources to select a DAM vendor. Landing pages suggest other resources related to the initial query (e.g., “What is a DAM?”) to support the visitor’s informational goals. To make this connected content experience even more seamless, many content assets are downloaded via interfacing with a chatbot, which recommends additional related resources. Overall, content is well-organized and easy to find, no matter your information needs or buying stage.

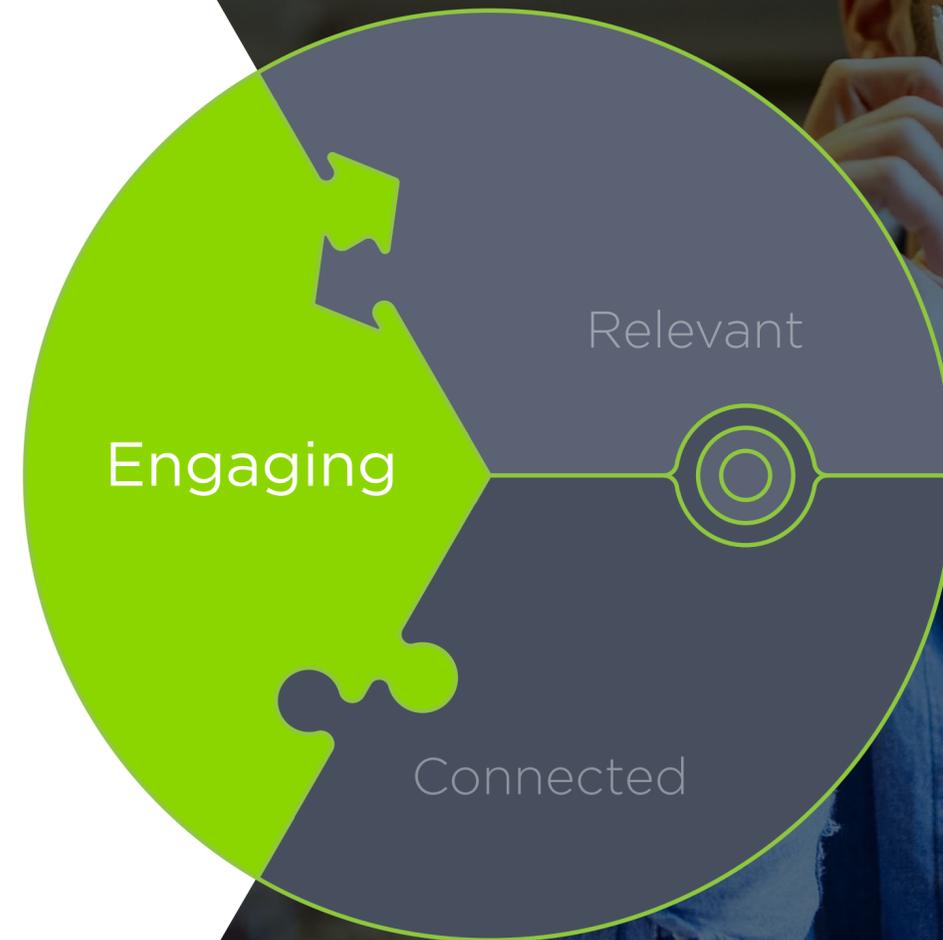


A prospect seeks to educate themselves about DAM. They arrive at Bynder’s landing page, which features clear information, helpful resources, intuitive navigation, and a chatbot that directs users to the next relevant resource or touchpoint.



## An Engaging Experience:

- Attracts users with compelling and meaningful content.
- Holds users' attention by being helpful, authentic, and trustworthy.
- Motivates users to explore additional content and continue their journey.



# Engaging Example #1: Drift Conversation Starters Video Podcast

Why it's an engaging content experience: Drift excels at authentic thought leadership and employee advocacy. Its Conversation Starters video podcast, posted to its LinkedIn page, features short takes from Drift employees on topics they're passionate about. The end product is refreshing, authentic, likeable, and not over-produced or generic like so many B2B videos. Drift never uses stock photography, just real photos of its employees and customers.

**Drift** ⚡  
@Drift

Drift's newest employee resource group, First Gen at Drift, is all about finding solidarity in communities and mentorship.

Listen in on John Cole and Ezinne Ogbonna on why they founded the ERG to be a place to help answer these "now what" questions. 🎧  
[drift.ly/3kSfhCS](https://drift.ly/3kSfhCS)

**THE MISSION OF THE FIRST-GEN-AT-DRIFT ERG**  
John Cole, Professional Services Consultant, Drift

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In this episode of Operations, [Sean Lane](#) connects with [Kyle Bastien](#), VP of Sales Readiness at Drift. In the past year, he launched something that is now known as Sales Lab. ...see more

**KYLE BASTIEN**  
VP Sales Readiness, Drift

**SALES LAB AS AN ENGINE OF INNOVATION**

**If you think about innovation over a 50 year timeframe**

Drift Podcast Operations with Sean Lane

👍 20

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On this episode of Conversation Starters, [Sammi Reinstein](#) talks to [Caitlin Seele](#), Head of Digital Marketing at Drift. ...see more

**FIRST-PARTY DATA IS THE GAME CHANGER OF A COOKIELESS FUTURE**

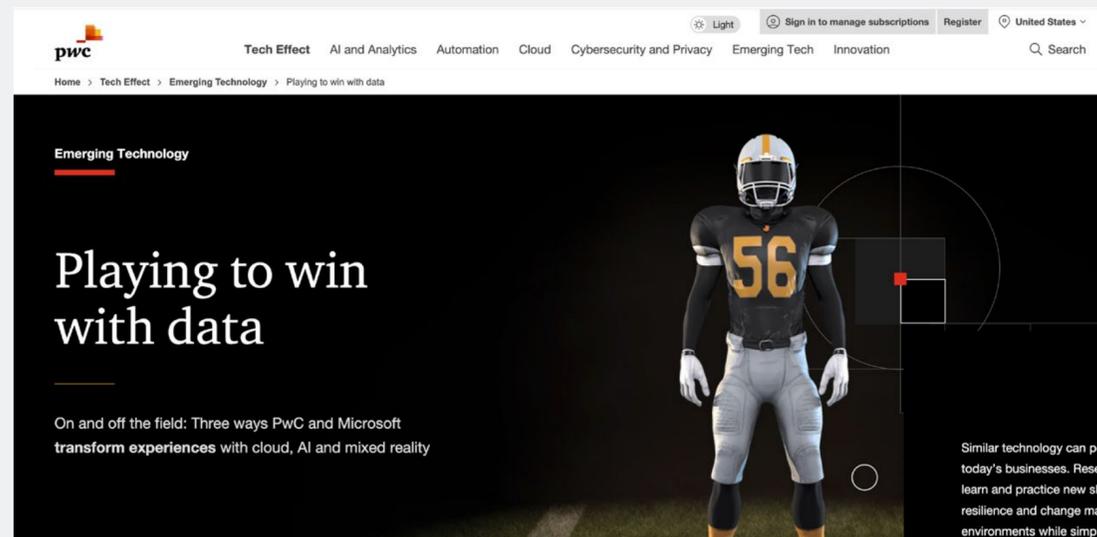
**CAITLIN SEELE**  
Head of Digital Marketing  
Drift

**from your company, regardless if you can develop a really good motion**

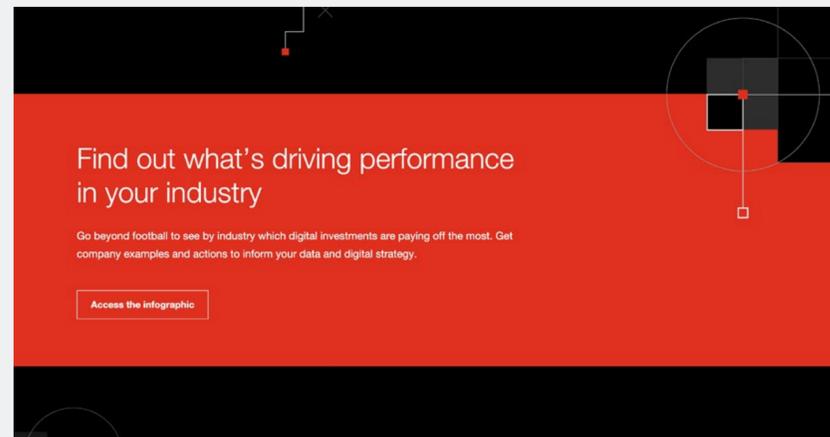
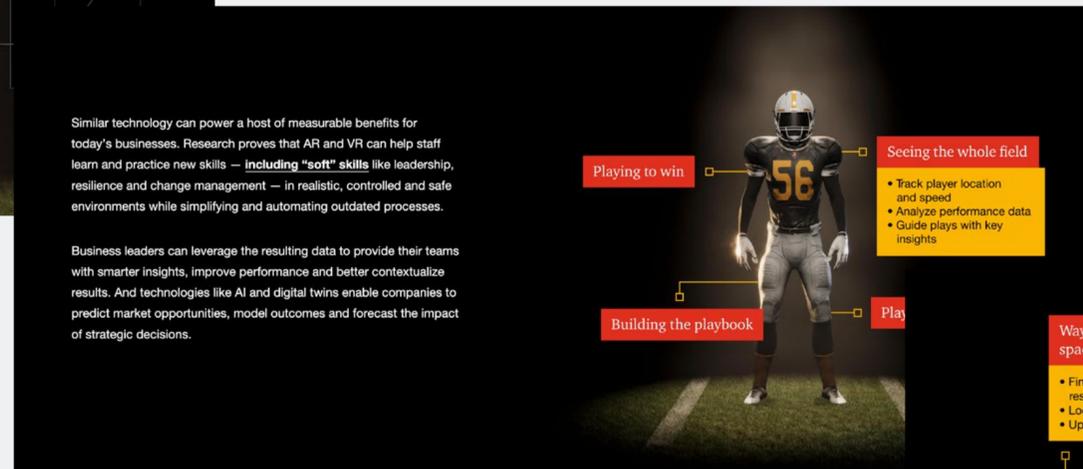
Conversation Starters with Sammi Reinstein

# Engaging Example #2: PwC Interactive Case Study

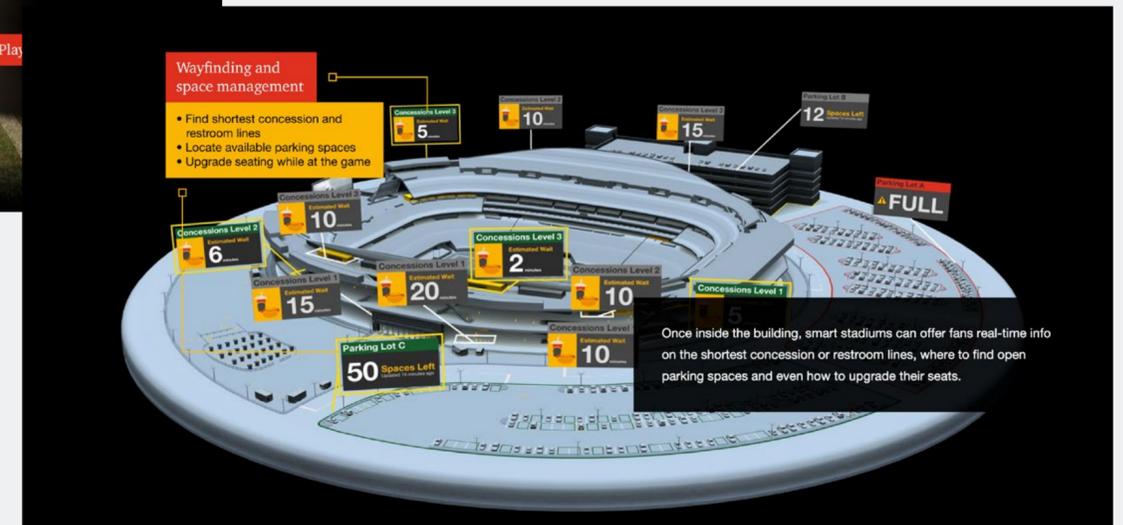
Why it's an engaging content experience: PwC expands the boundaries of a typical case study with a fascinating long-scroll, interactive presentation. The case study describes how pro football teams transformed player training and team operations through AI and virtual technologies.



PwC continually connects the dots to how the Microsoft technologies it deploys can benefit businesses beyond pro sports.



The case study motivates readers to continue their journey, linking to an interactive infographic that charts the performance of digital investments by industry.



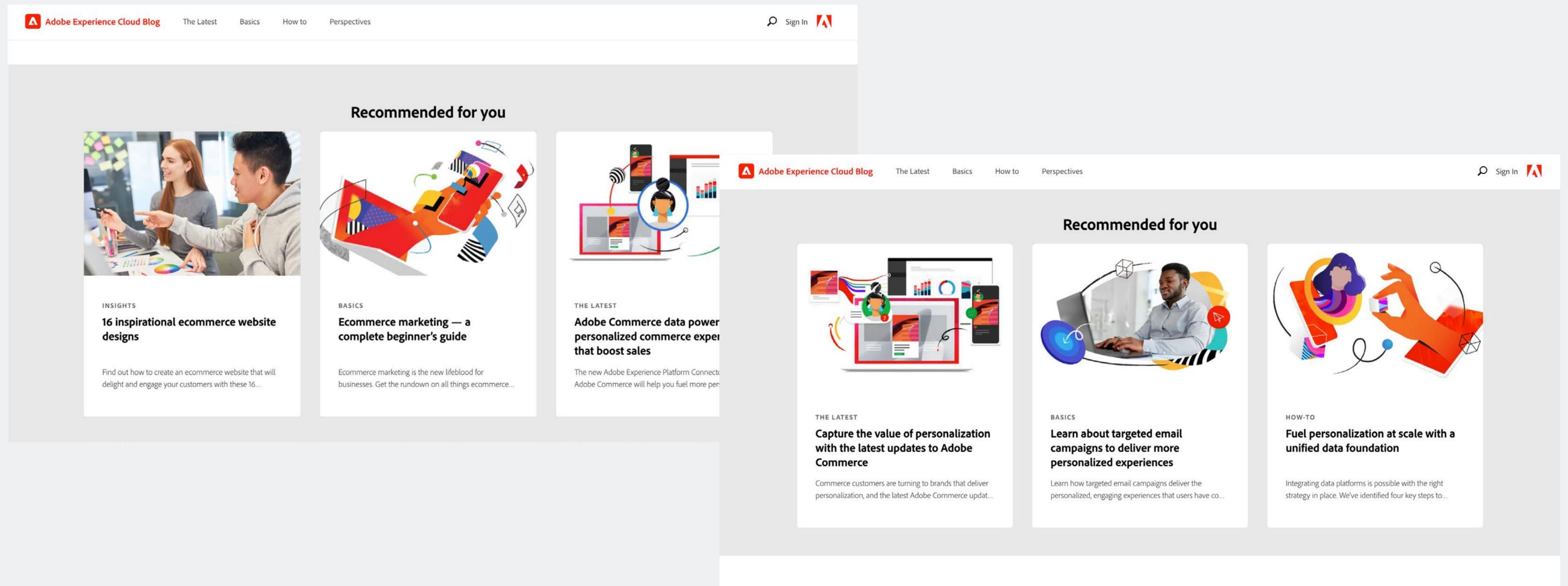
## A Relevant Experience:

- Reflects a keen understanding of user needs and behaviors.
- Orchestrates personalized, contextual messages and journeys for users.
- Progressively guides users toward their informational or transactional goal.



# Relevant Example #1: Adobe Personalized Blog Post Recommendations

Why it's a relevant content experience: Adobe's Experience Cloud Blog features a "Recommended for you" section at the bottom that gives readers personalized content suggestions based on the topics they've recently browsed, such as personalization or ecommerce.



# Relevant Example #2: Grammarly Weekly Report Email

Why it's a relevant content experience: Grammarly delivers a personalized email to trial users of its product that shows them what they accomplished with the Grammarly tool, their strengths and areas of improvement, and how they compare to other users. Well-placed offers and CTAs in the email encourage conversion to become a full user.

**grammarly**

AUGUST 21 - AUGUST 28

## Your Weekly Writing Update

Did you know that you used more unique words than 99% of Grammarly users? Check it out, and keep up the great work!

**GRAMMARLY WRITING STREAK**

6 weeks

Next Achievement: 7  
[See all achievements >](#)

**PRODUCTIVITY**

You were more productive than **99%** of Grammarly users.

**351,695** words checked

AUG 07 14 AUG 21 28

**MASTERY**

You were more accurate than **93%** of Grammarly users.

**1,161** alerts shown

AUG 07 14 AUG 21 28

**Final Hours:** Get 50% off ANY Premium Plan now through August 31.

**50% OFF**  
PREMIUM

[Claim this Offer >](#)

**TOP 3 MISTAKES**

1. Missing article [Learn More](#) 415 alerts
2. Missing period 231 alerts
3. Incorrect punctuation with abbreviation [Learn More](#) 200 alerts

[MAIN MENU](#)

# DESIGNING THE CONTENT EXPERIENCE

# 7 Steps



1. Identify Key Audiences ←

2. Map Their Journey

3. Determine Their Top Tasks

4. Develop Task Flows

5. Build a Content Architecture

6. Create and Distribute

7. Test and Optimize

# Step

# 1

## Identify Your Key Audiences



**IT Decision Maker**



**Developer**



**IT Administrator**



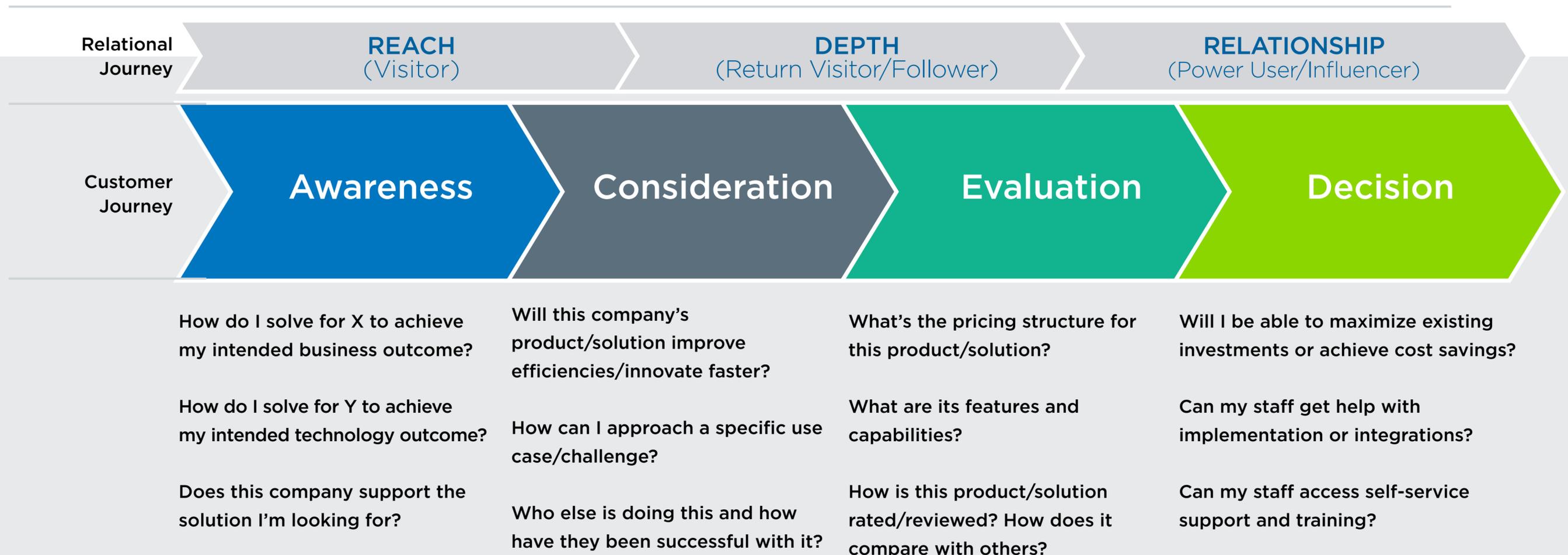
**Product Owner**

Any content creation effort should begin by identifying your key audiences and their needs, careabouts, behaviors, preferences, and pain points. Developing detailed buyer personas—multi-dimensional representations of real users or customers—is essential to creating a relevant content experience for your users.

# Step 2

## Map the Customer Journey and the Relational Journey

To guide your content creation for each persona, map out the stages of their customer journey and list their high-level questions and informational needs at each stage. In parallel, map their relational journey with your brand and how it changes and grows. Determine their level of awareness of your products or services, as well as the depth of their engagement with your content. Are they a return visitor, power user, or influencer? Do they share your content or is this their first time viewing it?



# Step 3 Determine Your Audiences' Top Tasks



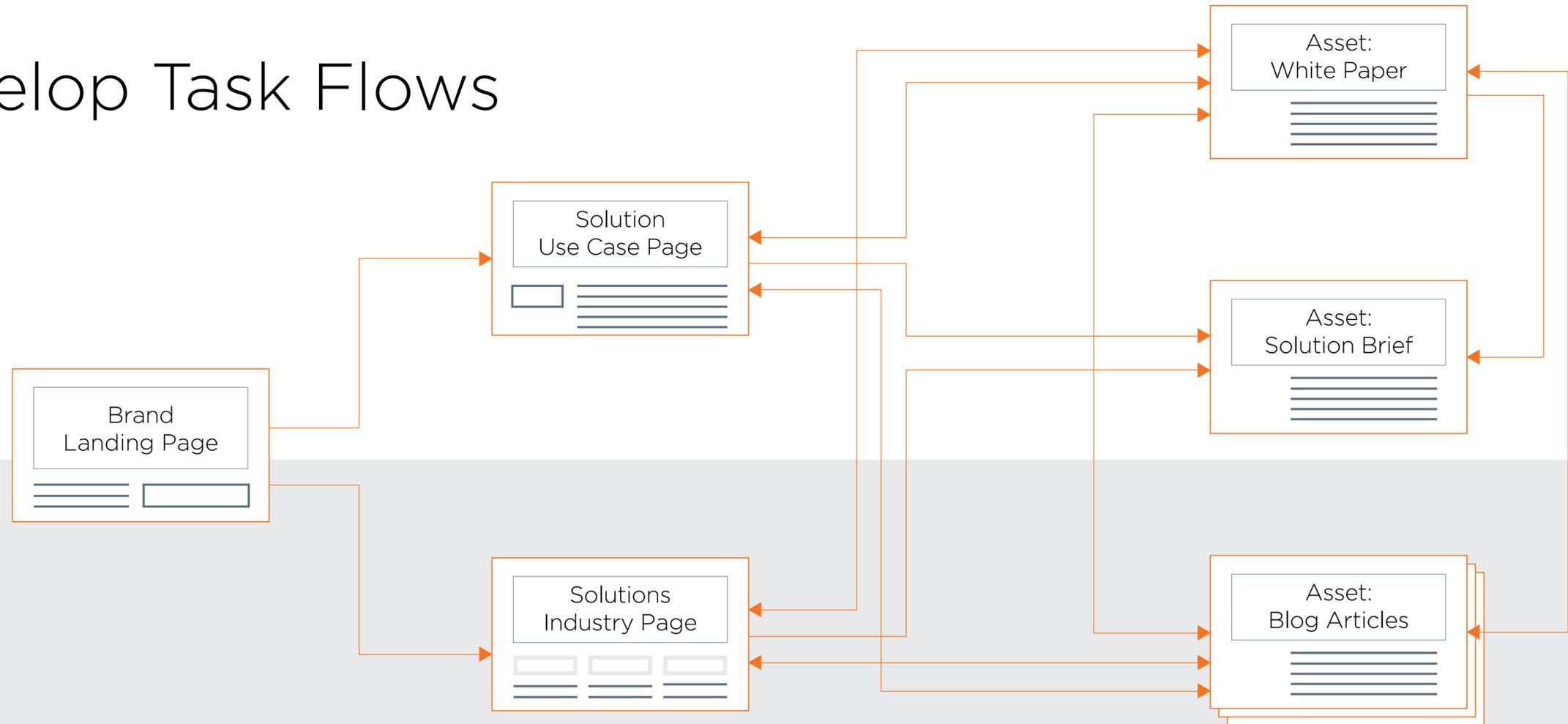
Example top tasks, awareness stage:

*“What are the current trends and innovations in this field?”*

The work you’ve put into developing personas and building journey maps should lead you to an understanding of the top tasks (informational or transactional) that each persona is seeking to achieve at each step of their journey. List each one in sentence form.

*“What solutions can I adopt to solve my technology pain point?”*

# Step 4 Develop Task Flows

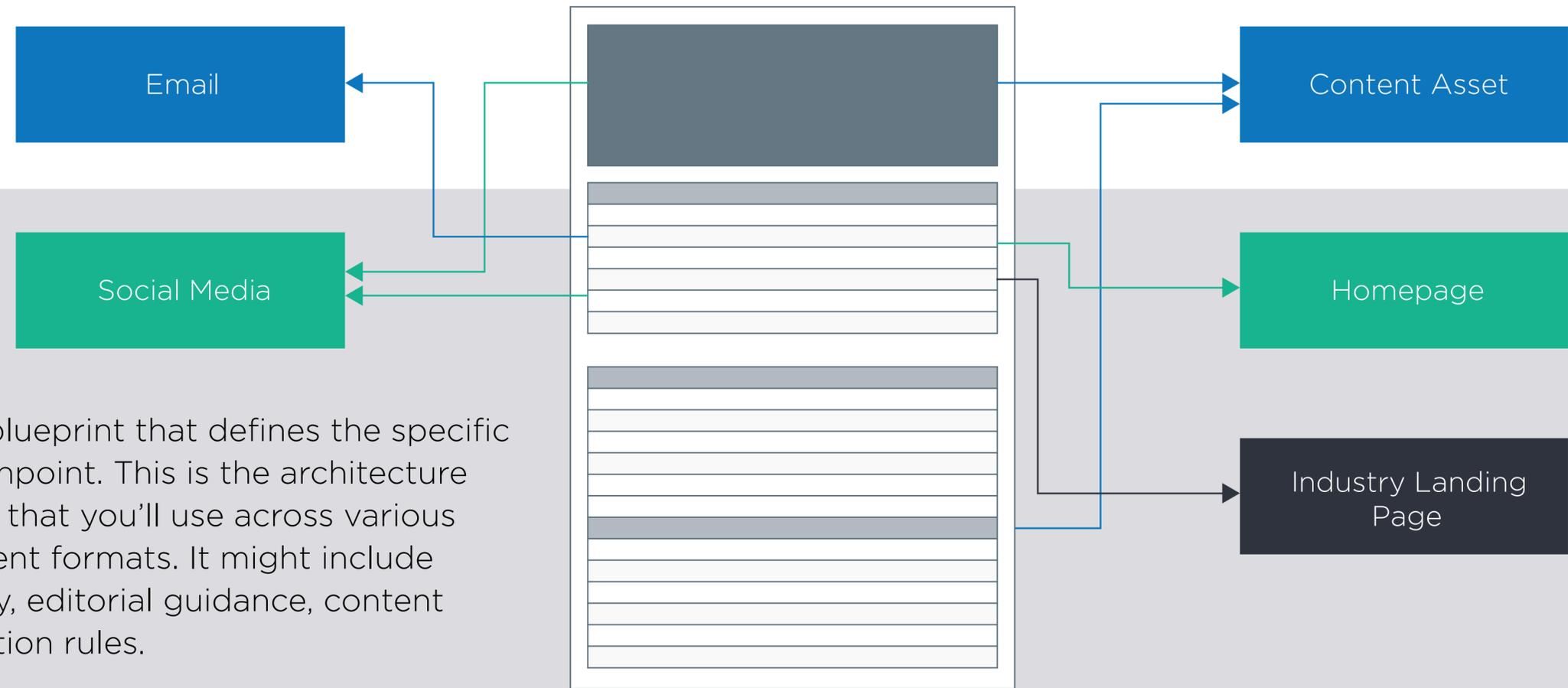


Tasks: Identify technology solutions; learn more about trends and best practices

Stage: Awareness

Now that you've listed the top tasks for your personas, think through what content you'll create to help them achieve those tasks—and where that content will reside. Map out a task flow of their steps to complete the task, as well as the connected content elements and assets you'll provide across all channels to answer their questions and guide them to the next step. Consider all the ways a person can consume your information during this process: through your website, third-party sites, social media, or in response to an email or a campaign. Go beyond your dot-com.

# Step 5 Build a Content Architecture to Support Top Tasks

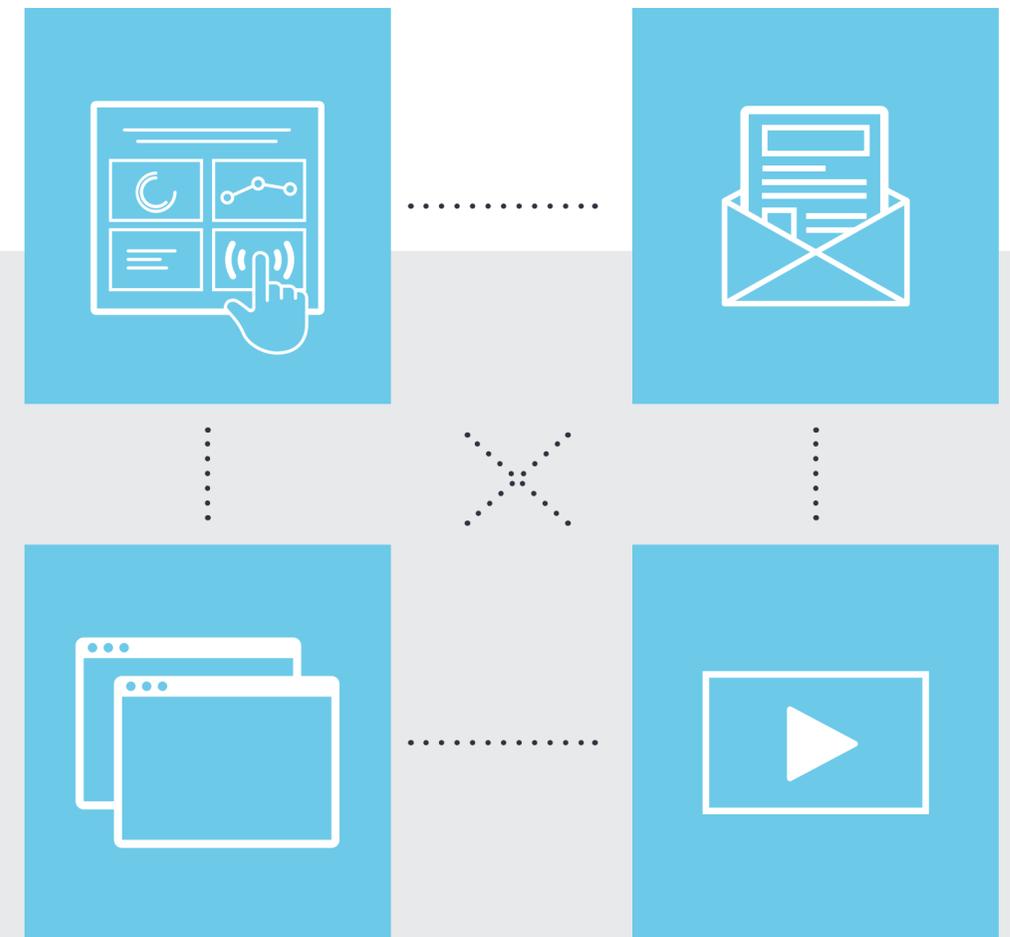


Create a content architecture blueprint that defines the specific content required for each touchpoint. This is the architecture for the content building blocks that you'll use across various distribution channels and content formats. It might include information like content priority, editorial guidance, content specifications, and personalization rules.

Content building blocks to be used across channels and formats.

# Step 6 Create and Distribute Related Content

Content creation becomes easier thanks to earlier efforts like developing task flows and a content architecture blueprint. You can now create multiple content assets, pages, and individual content blocks at once, with a deeper understanding of how they should connect to one another and work together to support the user across channels and touchpoints. Your technology platform (CMS, DXP, CDP, etc.) can then deliver the right content to the right audiences on the appropriate platforms. The result is a guided and highly relevant content experience.



# Step

## 7 Test and Optimize

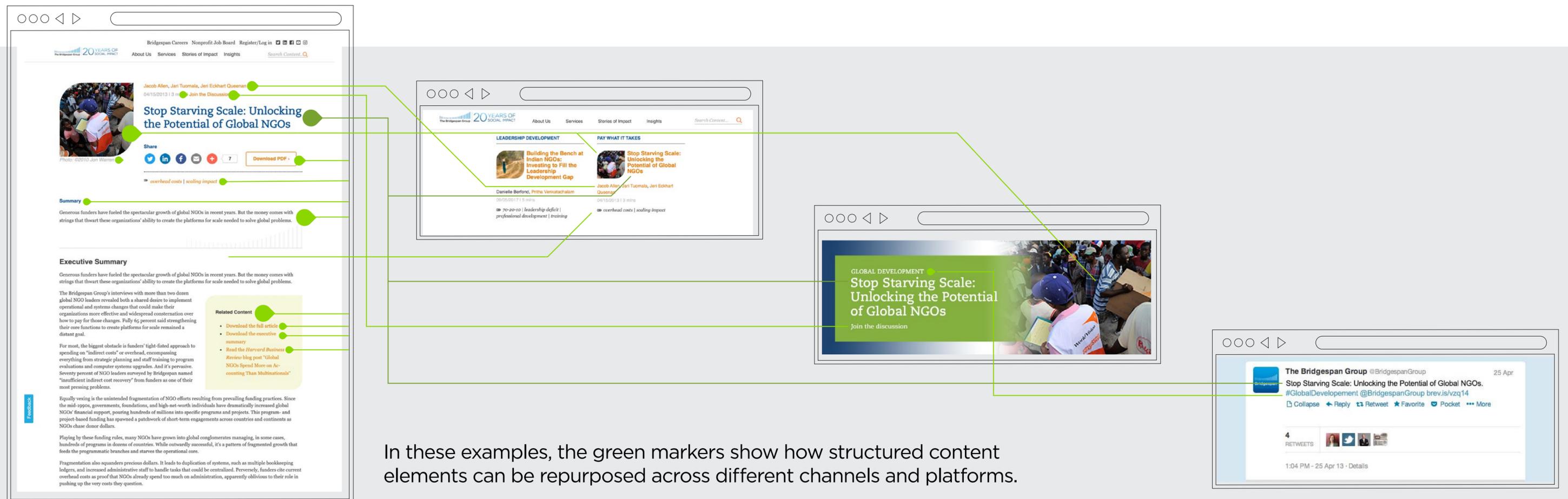
URL	TITLE	CONTENT TYPE	QUALITATIVE					AVERAGE					QUANTITATIVE					TAKE ACTION	NOTES		
			Brand and style consistency	Plain language	SEO keyword use	Relevance	- Business goals	- User needs	- Current	Exposure	Engagement	Conversion	- Registration	- Deeper engagement	Influence	Age					
			5	4	3	4	3	4	5	3		3	2	1	4	2	1	5	3		
			1	2	3	2	3	4	4	3		1	2	3	2	3	4	4	3		
			2	3	2	4	5	4	3	3		3	2	3	2	3	1	3	2		

As with any marketing effort, the final step is to test and optimize. Is your content doing what you intended it to do? A content scorecard that measures content against both qualitative criteria (relevance, consistency, engagement, etc.) AND quantitative measures (views, shares, time on page, etc.) helps to assess whether content is performing in spite of its quality or because of it, and to indicate where it may just be in the wrong channel or format. This is, of course, an ongoing process. What you learn from assessing your content will be used to adjust and optimize the next time around to dial in your content experiences.

# HITTING THE NEXT LEVEL

# How Structured Content Elevates the Content Experience

To create the most connected, engaging, and relevant content experiences—with the least amount of effort—you must adopt a modular approach to content creation and distribution. Structured content, sometimes called composable content, is the answer. Structured content is content separated into its individual component parts, then re-assembled or personalized for different channels. For example, think of a product webpage as a collection of structured content elements: product name, summary description, list of core benefits and features, and customer use cases. Using a headless CMS or digital experience platform, these smaller blocks of content can easily be repurposed and distributed within apps, webpages, or chatbot responses.



# Enhanced Personalization with Structured Content

Structured content, when combined with a well-designed taxonomy and personalization rules, can also help you achieve one-to-one personalization. You can set up structured content fields to dynamically personalize individual content blocks, sentences, or keywords according to your chosen personalization attributes: industry, company name, level of technical expertise, interest in a specific product or solution, and many others. View additional [structured content guidance](#) on Tendo's website.

Thanks to structured content fields, this page can personalize product names, value propositions, and CTAs based on the visitor's attributes. In this way, the visitor benefits from a much more compelling and relevant content experience.



## Intro variations:

- “Extend your capabilities with [product name]”
- “Build your capabilities with [product name]”

## Value prop variations:

- Entire bullet is exchanged
- Prioritize order of bullets

## CTA variations:

- “Upgrade Now”
- “Buy Now”

## Attributes used for personalization:

- Product interest
- Relationship (existing vs new customer)

## Personalized content (via structured content fields):

- Product name
- Value proposition
- Call to action

## Target location:

- Category page
- Intro page

# Marketing Leaders: Align Your Teams

Content is an essential part of every customer journey and touch point. Content experience shapes customer experience. But in B2B organizations, a range of teams must work together to create that experience: digital marketing, solutions marketing, product marketing, sales, customer service. No single department controls content experience.

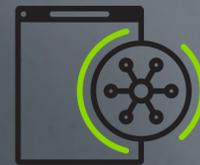
Senior leadership, from VPs to CMOs, must now embrace the task of optimizing content experience and work to align teams—in the same way that it aligns them around shaping an excellent customer experience. The outcomes are worth the effort: improved lead conversion, better customer loyalty, and increased revenue.

# Tendo's Approach to Content Experience

Tendo Communications is a premier B2B content agency and a pioneer in the emerging field of content experience.

At Tendo, we bring a content experience mindset to every client project. That means we always connect the dots to the bigger picture. We never lose sight of your audience's journey, your marketing goals, and how related content elements work together in support of both.

## Tendo Content Experience Services



Content Strategy & Planning



Content Marketing



Content Creation



User Experience



Content Operations



Content Performance

# Talk with Tendo

Tendo Communications has helped some of the world's most recognizable B2B brands to create and optimize their customers' content experiences. Our team of content marketers and content strategists apply their skills to help you achieve your goals and get a greater ROI on your digital and content investments. Contact us today to take your content to the next level:

Email: [inquiries@tendocom.com](mailto:inquiries@tendocom.com)

Phone: 415.369.8200

Web: [www.tendocom.com/contact](http://www.tendocom.com/contact)