



Leads to Sales. More. Faster. Smarter.

33 Content Ideas for Today's B-to-B Seller

Content has become the life blood for today's business-to-business marketing initiatives. But what kind of content do you need? Depending on your strategy, you have a lot of options. Here's a list of 33 content ideas to get you started:

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| 1. Blogs/Forums | 18. Checklists |
| 2. Webinars | 19. Resource Lists/Directories |
| 3. Podcasts | 20. eBooks/White papers |
| 4. Social Media Posts | 21. Articles |
| 5. In-person events | 22. Speeches |
| 6. Microsites | 23. Case studies |
| 7. Newsletters | 24. Templates |
| 8. Demo videos | 25. Troubleshooting guides |
| 9. Instructional videos | 26. Quizzes |
| 10. Narrated Slide Presentations | 27. Contests |
| 11. Slide Presentations | 28. Reviews |
| 12. Mobile Apps | 29. Ratings |
| 13. Widgets | 30. Infographics |
| 14. Research/Trend Reports | 31. Calculators |
| 15. Survey Results | 32. Glossaries |
| 16. Bookmarked/Tagged sites | 33. FAQs |
| 17. News releases | |

About RAMP

RAMP is a turnkey program designed to help business-to-business companies successfully adapt to a the changing marketing and sales landscape. RAMP applies best practices in a customized, yet highly-defined program:

- Marketing and sales strategy
- Search and online marketing
- Content marketing
- Marketing automation
- Sales process development
- Sales training
- Measurement and analysis