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SPECIFICS AND STRATEGIC ROLE OF CONTENT MARKETING IN INDUSTRIAL B2B MARKETS

In the industrial B2B sector, many still believe that successful sales are driven primarily by direct communication with customers, strong negotiation skills, and participation in tenders and trade shows. Within this traditional framework, content is often viewed as secondary, with limited influence on decision-making. However, rapid changes in how B2B buyers seek information highlight the urgent need to reconsider the role of content in marketing strategies.

According to the Demand Gen Report, 80% of B2B buyers initiate contact with a vendor only after completing 70% of their decision-making journey [1]. This means content shapes buyer impressions before any direct communication.

Content in industrial B2B markets serves a different purpose than in consumer sectors. Its goal is not entertainment, but rather to support informed decisions through materials like reports, case studies, and technical articles. For example, research by Mojenta shows that over 59% of B2B companies actively use white papers in their marketing strategies [2].

Beyond lead generation, content also shapes brand perception. It drives traffic through SEO, enhances visibility in trade media, and supports collaboration with distributors and partners. High-quality content is versatile – it can be repurposed into technical presentations, instructional videos, email campaigns, and webinars. A recent study by the Content Marketing Institute found that most B2B companies plan to increase content marketing investments in 2025, recognizing its strategic value [3].

A successful B2B content strategy requires deep knowledge of the target audience – their pain points, priorities, and behavior. In industrial sectors, decision-makers may include engineers, technical directors, procurement specialists, or project managers, all seeking detailed, evidence-based information. Content should be tailored to different stages of the sales funnel – from introductory blog posts and product overviews to ROI calculators and in-depth case studies. Multichannel distribution is also crucial. In today's crowded digital space, even the best content must be easy to find and consume. This involves search engine optimization, placement in industry media, email marketing, social media, and integration with CRM and sales platforms. A comprehensive distribution strategy ensures sustained engagement and customer retention. Digital analytics further enhances effectiveness by offering actionable insights. Metrics such as engagement rates, page views, time on site, click-through rates, and conversions help marketers adjust content strategies in real time. Analytics help refine content based on user behavior.

In conclusion, content marketing in the industrial B2B sector is a key tool for attracting and retaining customers. It builds trust well before any sales conversation, supports each stage of the buyer journey, and reflects the evolving nature of B2B decision-making.

Literature

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