



Crafting Content Calls to Action: What Every B2B Marketer Should Know

By [Nancy Pekala](#)

If you're a B2B marketer, you're no stranger to content marketing. It's quickly risen to the top of every marketer's to-do list. But it's the way that you are performing content marketing that can be the difference between gaining and losing a customer.

The Content Marketing Institute recently revealed that a full 90% of B2B marketers surveyed engage in some form of content marketing, with the top most used forms including posting (79%), social media posting (74%) and blogs (65%). The most common goals for content marketing, according to the Institute are brand awareness (69%), customer acquisition (68%), lead generation (67%) and customer retention and loyalty (62%).



It's also important to note that prospects no longer only seek out B2B content during business hours. In fact, [eMarketer](#) recently reported results of a Doremus and Financial Times survey which revealed that 43% of business decision makers access content after work hours and 36% do so on the weekends.

The survey of executives and B2B buyers suggests that [content marketing](#) campaigns should focus on reaching these targets at all times, not just while they're in the office.

While many sales methods are unlikely to reach targets when they leave the office, the study indicates content that attempts to guide business executives through a conversion funnel can be equally effective on the weekends or in the evenings.

Yet, despite the increasing importance of B2B content marketing, clear strategies and calls-to-action are not always evident.

[Ardath Albee](#), a B2B Marketing Strategist and the CEO of Marketing Interactions, Inc., [suggested](#) that "marketers need to reframe the way they think about the Call to Action, flipping it from what they ultimately want (qualified leads that will buy from their sales team) to what will be helpful to their prospective buyers."

She added "What's even more concerning is that much of the content used by marketing doesn't even nod in the direction of a call to action."

Albee offered B2B marketers the following suggestions for conducting effective content marketing:

- Vary the types of content you're linking together to create an engaging experience for buyers
- Embed resources within a content asset, such as including a video or slide presentation within a blog post or article
- Be thoughtful about creating call-to-actions. Avoid overloading content assets with links, embeds and "see also" extensions
- Make sure each content asset provides prospects with clear learning and key takeaways.

"Create connected pathways that thoughtfully engage prospects by offering them additional ideas that make sense given what they've just engaged with," Albee explained. "Don't overwhelm them with choices or it will backfire on you by increasing the effort to choose."

[Nancy Pekala](#) is the AMA's Senior Director of Online Content and Editor of [B2B Marketing](#). Continue the conversation about B2B content marketing in the B2B Marketing Group in [AMACONNECT](#), the AMA's online community specifically for marketing professionals. Follow us on Twitter @[marketing_power](#).