

Webinar Content and Strategy Brief

2024 B2B Content Trends

11/7/2023

Webinar overview

Webinar title	2024 Trends in B2B Content Consumption and Buyer Behaviors
Webinar function <i>Brand, demand generation, content, product, customer, co-marketing</i>	Demand generation, content marketing
Webinar type <i>Live, simu-live, on-demand</i>	Simu-live
Date, time, and duration	Wednesday, January 31, 2024 On-demand 45 minutes
Overview <i>What is this asset about?</i>	<p>A webinar designed to tease the findings and trends of the 2024 Content Consumption Report before the full release.</p> <p>Capitalizing on higher engagement that occurs at the start of the year and playing on peoples' interests in buyer behavior and consumption trends as they activate their Q1 marketing strategies.</p>
Goals and objectives <i>What are the desired outcomes we want to achieve?</i>	<ul style="list-style-type: none">• Increase brand awareness and recognition of NetLine as <i>the</i> platform for content syndication and buyer-level intent data, operating the largest B2B publisher network• Drive engagement and accelerate demand for NetLine• Tease the findings and build hype of the 2024 Content Consumption Report
KPIs <i>What are the measures of success we want to achieve?</i>	<p>Quantitative KPIs</p> <ul style="list-style-type: none">• 400 registrants• 75 attendees• 3 SQLs <p>Metrics</p> <ul style="list-style-type: none">• # registrations• # attendees, % conversion rate to attendee• # opps created, % conversion rate of opps created• In-webinar engagement
Approach <i>What will we do to achieve our goals?</i>	<ul style="list-style-type: none">• Promote the webinar across NetLine's marketing channels, promote the on-demand webinar afterwards• Enable sales and CS to share and promote the webinar pre-event, and to follow-up post-event• Create supplementary video snippets and blog posts by repurposing the content of the webinar

Target audience

Job function/area	Business HR Marketing Sales
Job level/title	Senior director, director Senior manager, manager
Industries/verticals	Technology Marketing Finance
Additional details	

Webinar messaging

Speakers	David Fortino, Chief Strategy Officer, NetLine Josh Baez, Sr. Manager, Demand Generation, NetLine Jon Steiert, Sr. Manager, Content Marketing, NetLine
The context/problem(s) this webinar will address	<p>B2B content consumption continues to surge. Learn how to engage your best buyers with the content they crave.</p> <p>As demand for high-quality content continues to rise, and as the buyer’s journey grows only more complex, it is a business imperative that marketing teams have the insights to know how, where, and what’s worth investing in – and, perhaps more importantly – what isn’t when it comes to their content, demand, and, ultimately, revenue growth strategies.</p> <p>Learn about the trends in buyer behaviors, content consumption, and get key insights into how to best engage and convert your buyers in 2024.</p>
(3) reasons someone would attend	<ul style="list-style-type: none"> • To get the latest data and trends on the last year’s most-consumed content formats and topics, as well as key insights into new buyer behaviors, as marketing teams map their plans and priorities for 2024 • To learn what content topics and formats resonate/are most effective best with certain audiences, why some do better than others, and what related topics buyers are likely searching for that their marketing and sales teams can further leverage • To get inspiration and ideas to up their own content marketing strategies
(3) key takeaways or learnings someone will walk away with	<ul style="list-style-type: none"> • See the most-popular content formats and content topics by job function, job title, and industry • Understand how, why, and implications of certain format and topics signal greater intent to purchase • Learn how to use content to your competitive advantage, creating a well-rounded, integrated content and demand strategy

<p>(3) ways the content of this webinar ties back to NetLine's value prop</p>	<ul style="list-style-type: none"> • Content-centric demand generation at scale: Reach, engage, and convert more of your best in-market buyers by giving them more of the content they crave – driving engagement, creating connections, and accelerating the buyer's journey – at scale. • First-party buyer-level intent and engagement data: Leverage first-party buyer-level intent and engagement data to better understand your buyers, deepen engagement, optimize your marketing efforts, and accelerate sales conversations and follow-up. • Results, revenue, and ROI: Optimize every touchpoint and ensure every campaign and piece of content you create gets the attention it deserves – generating both the volume and quality of buyers you need to increase pipeline, achieve high ROI, and scale the impact and output of your marketing and sales engine.
<p>Actions/behaviors/thoughts we want this campaign to inspire or activate <i>A-ha moments, reflections/assessments, desired next steps we want our audience to take, etc.</i></p>	<ul style="list-style-type: none"> • Assess the technologies and strategies they use to identify, prioritize, engage, and convert high-intent buyers • Recognize gaps, inabilities, and/or deficiencies in how they: <ul style="list-style-type: none"> ○ Identify and action buyer-level intent and insights to enable marketing and sales success ○ Create high-impact content and experiences for their target audiences and personas ○ Scale or amplify their marketing content and campaigns ○ Optimize or prioritize due to a lack of buyer-level intent and engagement data • Determine the need for a solution that enables them to: <ul style="list-style-type: none"> ○ Identify first-party buyer-level intent and engagement data ○ Amplify their reach to easily promote their content to qualified, in-market buyers ○ Action those insights to prioritize outreach, optimize content creation, and increase pipeline and ROI ○ Scale the impact of their marketing and sales engines

Webinar title and abstract

Webinar title	2024 Unlocked: B2B Content Trends and Marketing Strategies
Webinar speakers	David Fortino, Chief Strategy Officer, NetLine Jon Steiert, Sr. Manager, Content Marketing, NetLine Josh Baez, Sr. Manager, Demand Generation, NetLine
Webinar abstract	<p>Demand for high-quality, personalized content is on the rise. But creating it relies more than ever on knowing who, where, and what's worth investing in.</p> <p>Are you ready to deliver what your buyers crave in 2024?</p> <p>In this session, join NetLine's David Fortino (Chief Strategy Officer), Jon Steiert (Sr. Content Marketing Manager), and Josh Baez (Sr. Demand Generation Manager) for a discussion on B2B Content Trends and Marketing Strategies to unlock success in 2024.</p> <p>You'll learn about:</p> <ul style="list-style-type: none">• Ways to take advantage of the rise in content consumption and demand• How to choose the right content topics and formats to engage different personas• The importance of timing and delivery to improve the effectiveness of sales dialogues• The power of first-party buyer-level intent and engagement data to drive your strategies forward• The relationship between content formats and their impact on purchase intent• Plus, get a sneak peek at the findings of NetLine's 8th annual Content and Consumption Report <p>Register now.</p>

Commented [SJ1]: [@Baez, Josh](#) this is the only addition I have for rn.

Webinar outline

Webinar outline	<p>Introduction (5 mins)</p> <ul style="list-style-type: none">• Welcome• Speaker introductions <p>The state of content consumption (10 mins)</p> <ul style="list-style-type: none">• B2B content consumption continues to surge.<ul style="list-style-type: none">○ As demand for high-quality content continues to rise, and as the buyer's journey grows only more complex, it is a business imperative that marketing teams have the insights to know how, where, and what's worth investing in – and, perhaps more importantly – what isn't when it comes to their content, demand, and, ultimately, revenue growth strategies.• The state of content consumption (and insights/thoughts)<ul style="list-style-type: none">○ Demand grows: Despite the growing push for ungated content from marketers, user demand for gated B2B content rose 14.3% YOY; up 77% since 2019.○ The Consumption Gap widens: While professionals requested historic levels of content, time to consume slowed by 2.5 hours YOY, causing The Consumption Gap to widen 8.8%.○ Decisions are happening: In a year of economic distress and uncertainty, buyers were 5.3% more likely to make investments within the next 12 months compared to 2022. <p>Deep dive on 3 trends (25 mins)</p> <p>Trend 1: Demand grows</p> <ul style="list-style-type: none">• Despite the growing push for ungated content from marketers, user demand for gated B2B content rose 14.3% YOY; up 77% since 2019.• That's a 14.3% YOY increase in total registrations.<ul style="list-style-type: none">○ Since 2019, NetLine has recorded a 77% increase in overall demand• Discussion<ul style="list-style-type: none">○ Why should marketers care?○ How should businesses react? How should this influence/drive their marketing/sales strategies? <p>Trend 2: The Consumption Gap widens</p> <ul style="list-style-type: none">• While professionals requested historic levels of content, time to consume slowed by 2.5 hours YOY, causing The Consumption Gap to rise 8.8%.• The Consumption Gap slowed YOY, with the time to consume growing from 28.7 hours to 31.2<ul style="list-style-type: none">○ That's a 2.5-hour increase and an 8.8% change YOY○ SVPs were the fastest to consume content, averaging 17.7 hours from reg to download○ Professionals within organizations of 50K+, despite a 9.2% slowing, consumed content 6% faster than the average professional○ Professionals in the Automotive industry were quickest to consume at 21.5 hours—or, 31.7% better than the average
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- Discussion
 - Why should marketers care?
 - How should businesses react? How should this influence/drive their marketing/sales strategies?

Trend 3: Decisions are happening (Intent)

- In a year of economic distress and uncertainty, buyers were 5.3% more likely to make investments within the next 12 months compared to 2022.
 - Buyers are 6.8% more likely to make investments within the next 3 months compared to 2022
- The question becomes, how do you drive buyers towards making *more* of those decisions?
 - **We've learned how content formats can signal different levels of purchase intent.**
 - eBooks are king once again, with Guides and White Papers declining in total demand.
 - eBooks were 3.3x and 5.1x more likely to be requested compared to Guides and White Paper, respectively.
 - "Content Formats More Likely Associated with a Buying Decision" vs. "Content Formats Less Likely Associated with a Buying Decision"
 - **Who** across the B2B landscape is most likely to make a more immediate buying decision?
 - The C-Suite and Senior leadership were the most likely to be aggressive
 - Middle management and Senior employees were more reserved
 - The nature of these roles speak to the needs for each. Sales and Manufacturing/Production/Operations for example want and need solutions immediately.
 - Professionals in the Education and Engineering space, for example, are associated with planning ahead, allowing more time for consideration
- Discussion
 - Why should marketers care?
 - How should businesses react? How should this influence/drive their marketing/sales strategies?

Key takeaways and wrap-up (6 mins)

- Top tips/key takeaway

Promotion channels and workstreams

NetLine.com website page	Y
TradePub landing page	Y
Blog post	Y – post-event wrap-up
Webinar	Y
Video (for social)	Y – repurpose from webinar
Email	Y
NetLine content syndication	Y
RollWorks digital ads	Y – post-event
Chatbot	Y
Organic social	Y
Paid social	N
Field/sales enablement	Y

Webinar milestones

Webinar kickoff	1/9/2024
Start: Webinar development	1/10/2024
Progress update: Check-in and review	1/18/2024
Final check-in and review	1/24/2024
Webinar live day!	1/31/2024

Discussion Questions & Speaker Flow

SECTION 1 Introductions and Housekeeping (5 mins)

Josh

Notes for post: Slide 1

- Hello and welcome to today's session! We are so excited for you all to be here with us today.
- My name is Josh Baez, Sr. Manager of Demand Generation here at NetLine, an all-in-one buyer engagement platform that delivers unparalleled buyer-level intent data and lead generation capabilities.
- Today, I'm joined by two of some of my favorite people: Jon Steiert and Dave Fortino!
- Jon, Dave, thanks for being here today.
- In today's session, our audience is going to hear about the content marketing trends, demand generation strategies, and best practices that will shape 2024 – and likely some parts of 2025 too.
- Jon, you also have some key findings from NetLine's 8th annual Content and Consumption Report that you'll be sharing as well which will really be driving today's conversations.

Notes for post: Slide 2

- Before diving in though, let's have you both introduce yourselves.
- Jon, can you go first? And then we'll go to Dave.

Jon

- *Q: Please introduce yourself and what you do at NetLine*
- *Add optional notes/talking points here*

Dave

- *Q: Please introduce yourself and what you do at NetLine*
- *Add optional notes/talking points here*

SECTION 2 The state of content consumption (10 mins)

Josh

Notes for post: Slide 3

- Alright, so to kick things off, I'd like to start by giving the audience some context – a lay of the land and an understanding of how we got here.
- B2B content consumption continues to surge – we know this from our data year after year.
- But as demand for high-quality content continues to rise, and as the buyer's journey grows only more complex, it is a business imperative that marketing teams have the insights to know how, where, and what's worth investing in – and, perhaps more importantly – what isn't when it comes to their content, demand, and, ultimately, revenue growth strategies.

Jon

Notes for post: Slide 4

- *AI talk track consumption*
- *Add optional notes/talking points here*

Josh

Notes for post: Slide 5

- There are 3 key trends I'd like to focus in on for today's discussion:
 - Demand continues to grow
 - The Consumption Gap has widened – that is, the time in between when a buyer registers for an asset and when they actually open or read it for the first time has increased
 - But despite this, decisions are still likely to happen in the next 6-12 months
- Jon, Dave, before we go any further and explore these trends in detail, do you have anything else to add that surprises or excites you about 2024 and the "state" of content consumption? Anything else that stands out?

Jon

- *Q: Do you have anything else to add that surprises or excites you about 2024 and the "state" of content consumption?*
- *Add optional notes/talking points here*

Dave

- *Q: Do you have anything else to add that surprises or excites you about 2024 and the "state" of content consumption?*
- *Add optional notes/talking points here*

Josh

- Okay! Let's dive in.

SECTION 3.1 Deep dive: Demand continues to grow

Josh

Notes for post: Slide 6 and 7

- Despite the growing push for ungated content from marketers, user demand for gated B2B content rose 14.3% YOY; up 77% since 2019.
- Jon, can you give some more color to this trend? What else have you seen as you've been analyzing the data? What other stats stand out?

Jon

- *Q: How has demand grown this past year?*
- *Add optional notes/talking points here*
- That's a 14.3% YOY increase in total registrations.
- Since 2019, NetLine has recorded a 77% increase in overall demand.

Josh

- Dave, what are your reactions to this? Why do you think this growth is happening?

Dave

- *Add optional notes/talking points here*

Open discussion

- Why should marketers care? What are the implications?
- How should businesses react? How should this influence/drive their marketing/sales strategies?

SECTION 3.2 Deep dive: The Consumption Gap widens

Josh

Notes for post: Slide 8 and 9

- While professionals requested historic levels of content, time to consume slowed by 2.5 hours YOY, causing The Consumption Gap to widen by 8.8%.
- Jon, what is the Consumption Gap? And then, who does it affect? What does it mean?

Jon

- **Q: What is the Consumption Gap?**
- *Add optional notes/talking points here*
- **Q: Who does it affect? What does it mean?**
- *Add optional notes/talking points here*
- The Consumption Gap slowed YOY, with the time to consume growing from 28.7 hours to 31.2
 - That's a 2.5-hour increase and an 8.8% change YOY
 - SVPs were the fastest to consume content, averaging 17.7 hours from reg to download
 - Professionals within organizations of 50K+, despite a 9.2% slowing, consumed content 6% faster than the average professional
 - Professionals in the Automotive industry were quickest to consume at 21.5 hours—or, 31.7% better than the average

Josh

- Dave, what is your perspective of the Consumption Gap? As NetLine's Chief Strategy Officer, does the widening of this gap impact how we go-to-market and the strategies we have planned? Should it?

Dave

- **Q: What is your perspective of the Consumption Gap?**
- *Add optional notes/talking points here*

Open discussion

- Why should marketers care? What are the implications?
- How should businesses react? How should this influence/drive their marketing/sales strategies?

SECTION 3.3 Deep dive: Buyer-level intent is a business imperative

Josh

Notes for post: Slide 10

- In a year of economic distress and uncertainty, buyers were 5.3% more likely to make investments within the next 12 months compared to 2022.
 - Buyers are 6.8% more likely to make investments within the next 3 months compared to 2022
- The question then becomes, how do you drive buyers towards making more of those decisions?
 - That answer lies in understanding and then leveraging buyer-level intent data.
- Before we go into that though, I'd love to have Dave quickly talk about the difference between buyer-level intent data and the more typical account-level intent data that perhaps many of us are more used to seeing.

Dave

Notes for post: Slide 11

- *Q: What is the difference between buyer-level and account-level intent data?*
- *Add optional notes/talking points here*

Josh

- Jon, as our resident content marketer and the writer of these annual Consumption Reports, I'd love to know what you've learned about driving buyers towards a purchase decision using content and intent signals.

Jon

Notes for post: Slide 12 and 13

- *Q: How do content topics and formats signify intent?*
- *Add optional notes/talking points here*
- We've learned how content formats can signal different levels of purchase intent.
 - eBooks are king once again, with Guides and White Papers declining in total demand.
 - eBooks were 3.3x and 5.1x more likely to be requested compared to Guides and White Paper, respectively.
- "Content Formats More Likely Associated with a Buying Decision" vs. "Content Formats Less Likely Associated with a Buying Decision"

Josh

- Dave, how should marketing and sales leaders leverage these types of intent signals to drive the success of their go-to-market? What's most important to know or think about?

Dave

- **Q: How should marketing and sales leaders leverage intent signals to drive the success of their go-to-market?**
- *Add optional notes/talking points here*

Open discussion

- Why should marketers care? What are the implications?
- How should businesses react? How should this influence/drive their marketing/sales strategies?

SECTION 4 Key takeaways and wrap-up (6 mins)

Josh

Notes for post: Slide 14

- What is a top tip or takeaway you have for a marketing manager who might be listening to this today?

Jon

- **Q: What is a top tip or takeaway you have for a marketing manager who might be listening to this today?**
- *Add optional notes/talking points here*

Dave

- **Q: What is a top tip or takeaway you have for a marketing manager who might be listening to this today?**
- *Add optional notes/talking points here*

SECTION 5 Conclusion

Josh

Notes for post: Slide 15 and 16

- Thank you both, Dave and Jon, for joining me today!
- I hope this was a valuable session for those watching and listening too
- If you want to scale your reach and learn more about who your best buyers are and what they're engaging with, be sure to check out Audience Explorer – NetLine's free research tool for B2B marketers.
- And for even more insights, check out NetLine's newest product INTENTIVE.
- Thanks so much again for joining us, we'll see you again soon.