B2B

HOW TO SIMPLIFY

01 STEP INTO YOUR
TARGET GROUP'S SHOES!
The content picks up your target group's problems and shows in what way your product offers the perfect solution to them.

02 ADDRESS RELEVANT
TOPICS!
The content relates to current topics that concern the target group.

03 USE UNDERSTANDABLE
LANGUAGE!
The content is also comprehensible for people who do not manufacture the product.

04 STRUCTURE CLEARLY
AND CONCISELY!
„Simplicity is the
ultimate Sophistication".

05 HIGHLIGHT YOUR PRODUCT'S ADVANTAGES,
NOT ITS FEATURES!
The content points out in what way every product feature creates a concrete advantage for the target group.

06 USE EXAMPLES FROM YOUR
TARGET GROUP'S EVERYDAY LIFE!
Specific examples show how the product can save the target group time and money.

07 BUILD ON YOUR PRODUCT'S ALREADY
EXISTING STRENGTHS
If the target group already knows some of the product's unique features, you don't have to start from scratch again. The content can thus present how the product is continuously developed and improved.

08 PICK UP THE TARGET GROUP'S
IMPLIED ISSUES.
The content shows an understanding of the target group's issues and thus reinforces the idea that the product can solve those issues.

09 DEMONSTRATE
ROI!
The content demonstrates the actual value of the product.

10 KNOW YOUR
TARGET GROUP!
Sometimes your target group might not understand your content the way you intended. Better double check your content.

DID YOU CHECK EVERYTHING?
THEN GET THAT CONVINCING B2B CONTENT OUT RIGHT NOW!