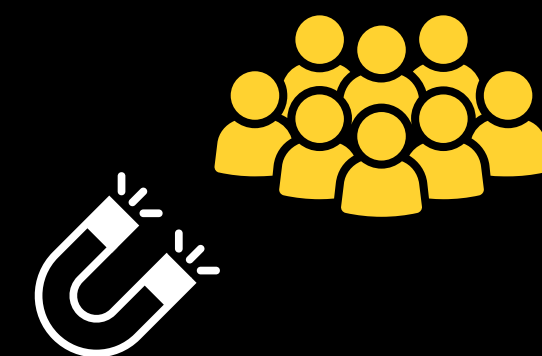
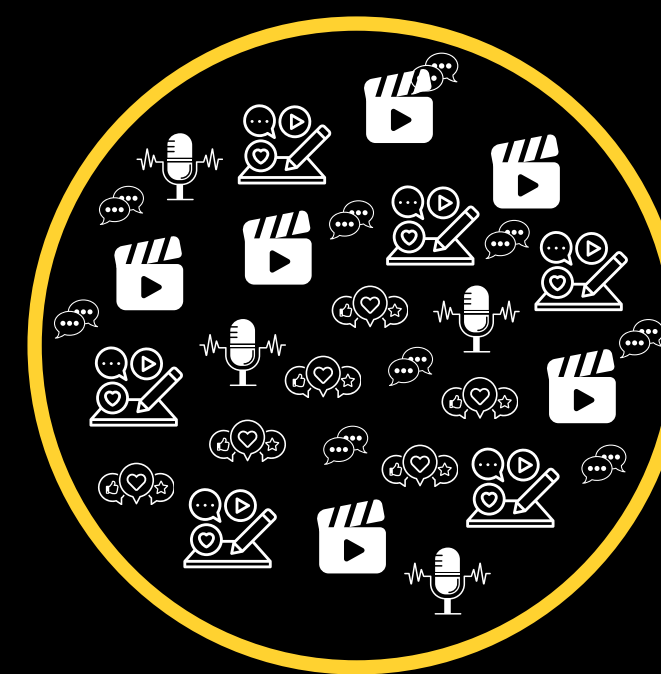


# Build a B2B Tech Content Strategy That Fuels Your Pipeline

**How B2B Tech Companies can turn Content into future Pipeline & Demand utilising Social Media & Podcast Marketing**



# The Current B2B Tech Marketing Landscape

**Buyers today don't want to be sold to. They want to be educated & provided value.**

- **The Modern B2B Buyer:** They're doing their homework. Most of the buying journey happens before they speak to your sales team. They're scanning LinkedIn, listening to podcasts on their commute, reading peer reviews in Slack groups. If your brand isn't there, someone else is.
- **Content-Led Growth is the New Playbook:** Sales cycles are long and complex. Content scales trust. It's how you build a relationship before a first call is even booked. Social media and podcasts give your team reach and relevance.
- **Data You Can't Ignore:** Teams that invest in consistent content creation are seeing improved lead quality, lower acquisition costs, and stronger close rates. You don't need vanity stats. You need signal. And signal lives in content.

# The Current B2B Tech Marketing Landscape

Awareness →  
Consideration →  
Decision

## B2B Buying Journey

- **Problem identification:** “We need to do something.”
- **Solution exploration:** “What’s out there to solve our problem?”
- **Requirements building:** “What exactly do we need the purchase to do?”
- **Supplier selection:** “Does this do what we want it to do?”
- **Validation:** “We think we know the right answer, but we need to be sure.”
- **Consensus creation:** “We need to get everyone on board.”



Source & Copyright Owner: Gartner, 2019

Source & Copyright Owner: Gartner, 2019

# The Current B2B Tech Marketing Landscape

“A generational shift is underway in B2B buying. Forrester’s Buyers’ Journey Survey, 2022, revealed that Millennials and Gen Zers (born after 1980) had become the majority of B2B buyers, at 64%. One year later, our annual survey showed that the share had climbed to 71%.” (Forrester, 2024)

“Trust matters more than ever in buying decisions. TrustRadius reports that 86% of enterprise buyers start with brands they already know, and 71% buy their first choice from that list.” (Shopify, 2025)

“Social Selling: 78% more sales results than their counterparts who aren’t active on social media.” (LinkedIn, 2022)

“75% of B2B Buyers use social media to make buying decisions, with 50% using LinkedIn as a trusted resource” (LinkedIn Sales Solutions, 2024)

“Gartner predicts by 2025, 80% of B2B sales interactions between buyers and sellers will happen in digital channels, with no direct interaction with sales representatives.” (Forbes, 2024)

“68% of B2B customers prefer to research independently online” (Content Marketing Institute ,2022)

“47% of B2B buyers consume three to five pieces of content before engaging with a salesperson” (Content Marketing Institute ,2022)

“Short form social videos provided the highest ROI from videos in the B2B Benchmark 2024 by LinkedIn” (LinkedIn, 2024)

# Setting Strategic Goals & KPIs for B2B Social Media & Podcasts





**Content should speak the language of revenue.**

- **Link Business Goals to Content KPIs:** ARR, churn reduction, pipeline velocity. These should map to metrics like demo requests, qualified leads, and engagement from key accounts. Not just likes and impressions.
- **Know What Not to Measure:** Follower counts don't pay salaries. Measure actions that indicate intent. Listens from ICPs, shares from key stakeholders, connections made after podcast drops.
- **Set Benchmarks You Can Trust:** B2B podcast and social metrics differ from B2C. Aim for engagement from the right people, not the most people. Track who's interacting, not just how many.
- **Work With Sales, Not Around Them:** Use content as a listening tool. Engagement signals can guide outreach, highlight warm accounts, and even shorten sales cycles. Sales doesn't need more leads. They need better context.

# Setting Strategic Goals & KPIs for B2B Social Media & Podcasts





## 1. Content Engagement KPIs (Top/Mid-Funnel)

- Helps identify which content is resonating with your target audience.

KPI	Why It Matters
 Podcast listens / downloads per episode	Gauges content relevance and episode traction.
 Avg. listen duration (for podcast or video clips)	Indicates how engaging your messaging is.
 Engagement rate (likes + comments + shares / impressions)	Signals resonance with ICPs and social algorithms.
 Audience growth (followers/subscribers)	Tracks momentum in reaching your ICPs over time.





## 2. Lead & Influence KPIs (Mid-Funnel)

- Shows how your content helps attract, nurture, and influence potential pipeline.

KPI	Why It Matters
 % of ICPs engaging (job title, company size, industry)	Tracks how much of your audience fits your buyer profile.
 Content-attributed form fills (e.g., demo, whitepaper, newsletter)	Measures content's ability to drive conversions.
 Comments or DMs from relevant leads	Qualitative signal of interest or buying intent.
 Lead score improvement after consuming podcast/social content	Indicates content's influence in nurturing leads.

## 3. Pipeline Impact KPIs (Bottom-Funnel)

- Helps you prove how content helps accelerate or convert pipeline.

KPI	Why It Matters
 Opportunities influenced (touchpoints from podcast/social)	Tracks how often content contributed to pipeline deals.
 Pipeline generated from content-sourced leads	Shows direct contribution of content to new opportunities.
 Sales cycle speed for content-engaged leads	Measures whether your content shortens time-to-close.
 Sales-referenced content in calls	Indicates sales is using and trusting your content.

# Audience Research & Persona Development: The B2B Buyer Blueprint

**If your content talks to everyone, it helps no one.**

- **Understand Your ICP (Ideal Customer Profile):** Start with job titles, company size, tech stack. But go deeper. What keeps them up at night? What internal pressure are they facing? Goals?
- **Identify the True Buying Committee:** It's rarely one person. Think CTOs, security leads, product owners, finance. Know who influences and who signs.
- **Get Data From Where It Actually Lives:** LinkedIn comments, CRM notes, Call transcripts, customer Slack channels. That's where the real objections and motivations surface.
- **Map Content to Buying Behaviour:** Align content to Gartner's buying stages, from identifying a problem to building internal consensus. Your job is to make each stage easier and clearer for them to navigate.

# Building a Content Strategy That Speaks to Your Buyer (and Drives Action)

Your content isn't all about your product. It's about your buyer's next decision.

## 1. Align to the Buying Journey (Not Just the Funnel)

Buyers don't follow a linear path. One week they're deep in a demo. The next they're back in awareness mode. Your content needs to meet them wherever they are and help them move forward.

## 2. Top of Funnel: Be Seen Where They're Already Looking

Use LinkedIn, YouTube and podcasts to build brand awareness and educate buyers before they need you. Attention today creates pipeline tomorrow.

## 3. Middle of Funnel: Educate, Don't Pitch

Help buyers make sense of the market, the risks of waiting, and why your solution is well-timed. Content here earns trust.

## 4. Bottom of Funnel: Give Them Confidence to Say Yes

Use proof points, case studies, behind-the-scenes, and team content to make your solution feel like the obvious choice. Remove fear from the purchase.

# Choose the Right Channels to Drive Pipeline (Not Just Likes)

Your audience already hangs out online. The question is whether you are showing up in the right place and in the right format.

- **Channel Fit Matters:** Where do your buyers learn and engage? LinkedIn might drive conversation. YouTube helps with deep learning. Don't spread thin. Go deep where it counts.

## Social Platforms Breakdown:

- LinkedIn: best for decision-maker engagement
- YouTube: great for visual education and long-form content
- X (Twitter): more useful for influencers and early adopters
- Spotify/Apple Podcasts: ideal for thought leadership and relationship building over time
- TikTok/Instagram: Wildcard for teams with developed strategies on above platforms

## Podcast Format Strategy:

- Expert panels help build authority and expand your network
- Founder stories add credibility and vision
- Customer success episodes deliver social proof that converts
- Involve team members

# Build a Scalable Content Machine Without Burning Out Your Team

**Content should compound, not consume your entire team.**

- **Build a Workflow That Works:** Strategy, scripting, production, repurposing, distribution. Do less and do it better. The key is consistency.
- **Use Templates and Systems:** Batch podcast recordings. Use a publishing calendar. Repurpose. Build habits, not just hacks.
- **Collaboration Is Key:** Subject matter experts and sales teams hold the gold. Your role is to extract and amplify their insight, not create everything from scratch.

# Creating your Content Ecosystem for Maximum Reach

**A great podcast is not the end product. It's the beginning of your content flywheel.**

- **Break It Down:** Turn one conversation into blog posts, social clips, carousels, quote graphics, newsletter content. Make every asset count.

- **Match Repurposed Content to Funnel Stage:**

TOFU: bold statements, hooks, teaser clips

MOFU: frameworks, how-tos, expert tips

BOFU: proof points, quotes from customers, relevant product mentions

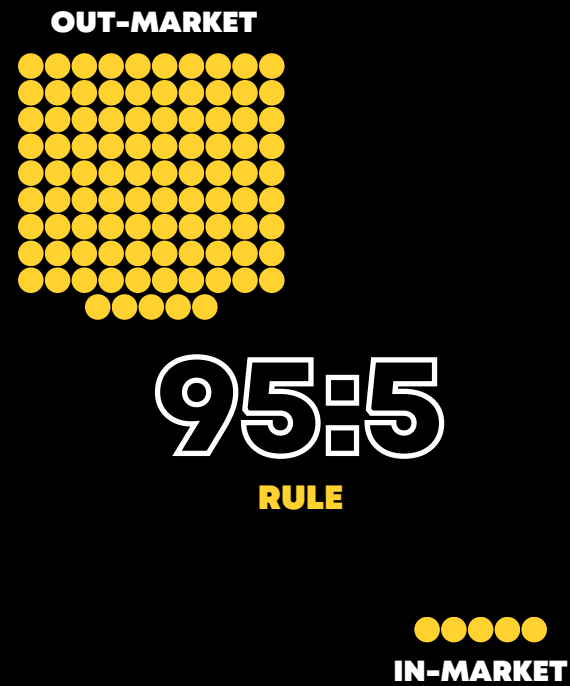
- **Involve Your Team:** Make guest appearances a badge of honour. Turn internal insights into external assets. Make content a team sport.

# Measuring, Analysing & Improving Your B2B Content Strategy

**Good content isn't just creative. It's accountable.**

- **Attribution Isn't Perfect. But Direction Matters:** Not every podcast listener will fill in a form. But if pipeline is growing and your brand is being mentioned in sales calls, you're on the right track.
- **Build a Performance Dashboard:** Track listens, views, engagement from ICP accounts, deal influence, and qualitative feedback. Share it with leadership regularly.
- **Use Content Insights to Fuel Sales Strategy:** If a topic drives more engagement, sales should know. If a clip gets shared by prospects, sales can reference it. The loop must stay tight.
- **Your Content Should Sell Without Selling:** Make it easier for buyers to say yes by consistently showing up with relevance, clarity and value long before the first call.

# Bonus Insights



**BUILDING MENTAL AVAILABILITY WITH YOUR B2B AUDIENCE**



**MAKE YOUR AUDIENCE THE HERO**



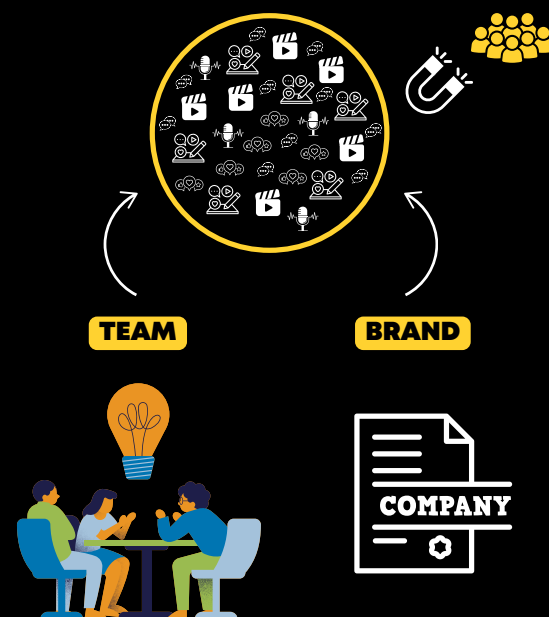
**BUILDING TRUST WITH B2B TECH BUYERS**



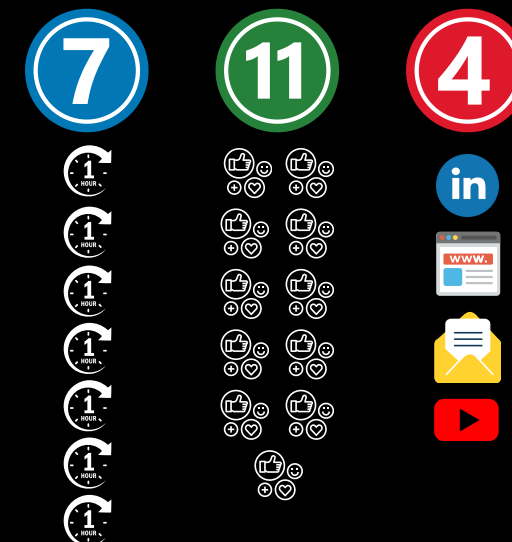
**ENGAGING PROSPECTS DURING LONG B2B TECH SALES CYCLES**



**BUILDING YOUR CONTENT ECOSYSTEM**



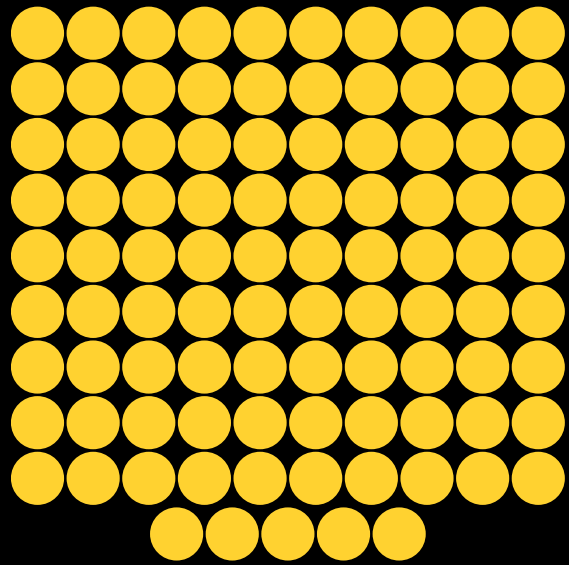
**GOOGLE'S 7-11-4 RULE**



**HOW TO CREATE QUALITY & CONSISTENT B2B TECH CONTENT**

**FOR LEAN B2B TECH MARKETING TEAMS**



**OUT-MARKET****95:5****RULE**  
**IN-MARKET**

Have you heard that 95% of your B2B potential buyers are not in the market to buy your product/service?

This “95:5 Rule” comes from research by Professor John Dawes of the Ehrenberg-Bass Institute for Marketing Science.

It’s important to note, they mention that this ratio isn’t an exact measurement for every B2B business and industry, it’s to highlight that the majority of your target audience is currently not “In-Market” for what you have to offer.

The research conducted by Dawes and recently collaborating with LinkedIn “The B2B Institute” found that the large majority of B2B Buyers aren’t in-market and that in order to convert them as future customers, B2B brands need to be building “Brand-Relevant Memories & Links” consistently over time.

Building this trust and familiarity with your B2B brand and solution will increase the likelihood that the prospect/market places you in their buying process when evaluating potential providers when they become “In-Market”

With any piece of research, it’s important to use your own insights and other sources to make your own conclusions.

However, developing new ways to market to the majority of your target audience who are currently not ready to buy, can have a big impact on the future of your B2B Business Sales + Growth.

Source: Professor John Dawes, Ehreberg-Bass Institute for Marketing Science, LinkedIn B2B Institute.

## BUILDING MENTAL AVAILABILITY WITH YOUR B2B AUDIENCE



Is your B2B Tech brand building Mental Availability among your target audience?

Professor **Byron Sharp**, also from **Ehrenberg-Bass Institute** for Marketing Science, spoke about “Mental Availability” in his book “How Brands Grow” 📖

➔ What is Mental Availability?

When your target audience/persona becomes in-market & enters a buying situation, they are more inclined to choose your company due to being top-of-mind/recognised.

Does your target audience know how you can help them solve their problems?

You build this Mental Availability through consistent communication about how your company solves their problems.

The ultimate goal being, to come to the buyer's mind in many different buying situations.

Building Mental Availability can significantly impact future sales & improve the effectiveness of other areas of your Marketing.

➔ How do I build this for my B2B Tech company?

Define what your Category Entry Points (CEPs) are. Sharp also spoke about this concept and are the reasons, motivations + occasions that encourage the buyer to consider options.

Once you have identified these different situations, incorporate clear messaging and communication that positions your B2B Tech company to come to the audience's mind when they encounter one of these buying situations.

➔ Example

The B2B Institute at LinkedIn has a great case study on how **Salesforce** built Mental Availability with one of their campaigns (see comment section below)

➔ Note

With any piece of research, it's important to use your own insights and learnings.

Research like this can be a great way of incorporating new information into your marketing but always understand that there are caveats to everything & insights will continually change.

Source: Professor **Byron Sharp**, **Ehrenberg-Bass Institute** for Marketing Science, **The B2B Institute**

## MAKE YOUR AUDIENCE THE HERO



Stop placing your business as the Hero ✖

Many B2B Technology companies will focus all of their marketing, content and messaging to portray how good their product/service is and how it's the best solution on the market..

This could be true but chances are your target audience won't care.

Why?

Because it's not speaking to them, the problems they face and what they want to achieve.

They can't relate to it as it's all about you and not enough being mentioned about their situation.

➔ How to solve this?

Place your target audience as the Hero 🦱🦱

**Donald Miller** spoke about this in his book "Building a StoryBrand"

You want to help your customers succeed and to do so, you need to communicate with them based on their problems, needs, goals and not your own.

This will help them identify + connect with your content and marketing more easily as they care more about their own situation than your new feature in a big publication.

Miller mentions that your business should act as the "Guide" to your customers, showing them the path to success and how your business can help them overcome these obstacles.

Focusing on the customer and their needs is the key 🔑

## BUILDING TRUST WITH B2B TECH BUYERS



Building trust among your target audience can significantly improve sales as prospects see reduced risk in doing business with you and it also can reduce churn from existing customers as they continue to view your company as the best-in-market 🍷

In B2B Technology, features alone won't set you apart. With so many companies offering solutions, the real challenge isn't just differentiation, it's building trust 💬

How can your B2B Tech Podcast build + maintain this trust?

Here's how ↪

1. Showcase expertise + thought leadership by going in-depth on topics about your industry, product features, the challenges faced by your customers and the future of your industry.
2. Humanise your B2B Tech Brand. Having real people have real conversations about the topics your target audience wants to learn more about, can help potential customers connect with your brand. People buy from People.
3. Nurture B2B Tech Buyers through long sales cycles. This consistent, easy-to-access content available to prospects can help keep them engaged throughout a long sales cycle. Keeping your brand top-of-mind.

Here are some pieces of content that I've seen perform well that can build trust ▼

- ◆ Share expert insights from your team, not just product features content
- ◆ Offer free resources that solve real industry pain points
- ◆ Showcase customer success stories with data-driven results
- ◆ Be present online, engage in industry discussions and provide insights in comment sections
- ◆ Use case studies & testimonials to showcase how your solution works and customer experience

Make it easier for B2B Tech buyers to choose your company!

## ENGAGING PROSPECTS DURING LONG B2B TECH SALES CYCLES



How your B2B Tech Podcast can support your sales efforts during long sales cycles [↻](#)

### 1. Engage Buyers

A podcast can help keep prospects and buyers engaged with your brand throughout their journey.

Easy to access content that they find valuable, keeping your company top of mind.

### 2. Appeal to buying committees

Chances are there will be more than 1 person you need to get approval from when selling your B2B Tech Product/Service.

Having different podcast episodes to appeal to and engage different buyer personas can support your sales efforts by winning over the majority of their buying committee before they even have a demo with your team.

### 3. Builds Trust

Showcase expertise + thought leadership by going in-depth on topics about your industry, product features, the challenges your customers face, the future of your industry & client success stories.

Making your company a trusted option when they are ready to buy.

Does your company utilise an interconnected network of content to engage with your target audience online? 📣

As a B2B Tech company, it's more important than ever to be putting your best foot forward when it comes to your Social + Content Marketing.

More and more B2B Tech Buyers are conducting independent research and your chances for new sales will decrease if they:

- A) Don't know you exist
- B) Don't trust your brand
- C) See impressive content that's consistent, value adding to their specific needs/problems & engaging from your competitors

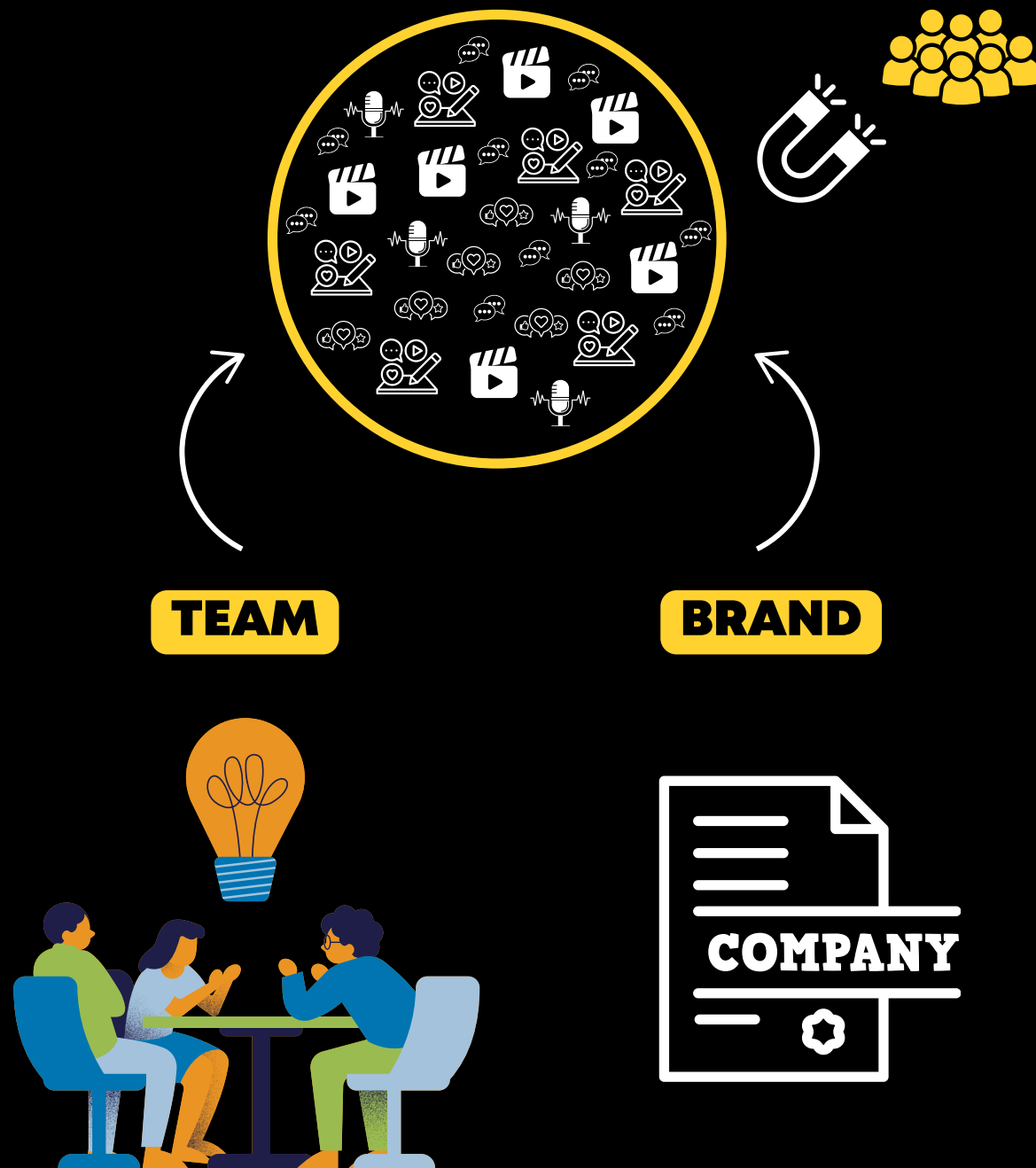
Posting a couple of times a month from your company/brand account likely won't make the difference you need.

For social media content, get your team members involved and start growing their personal brands → especially on LinkedIn for B2B.

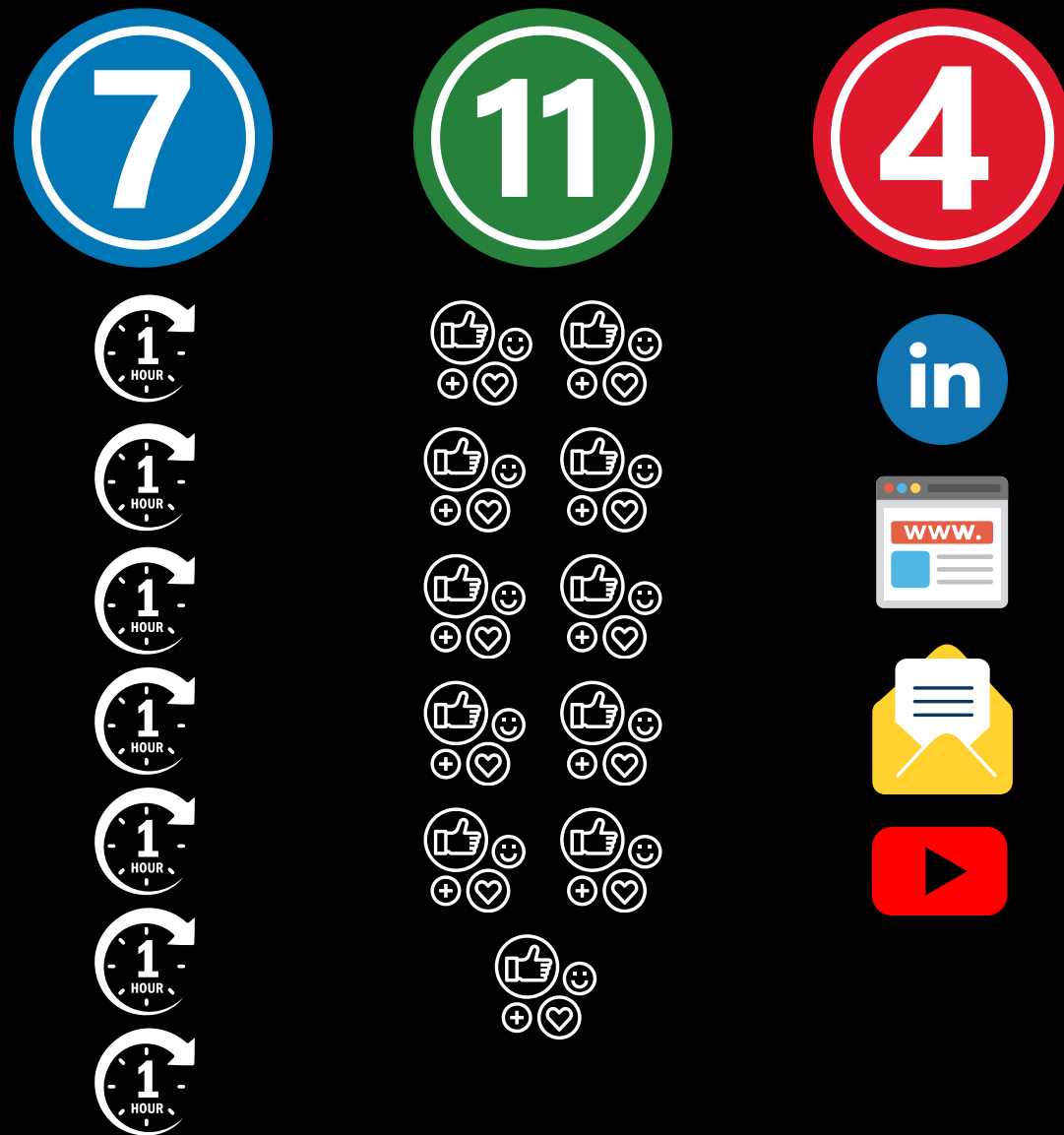
By your team + company accounts creating valuable content in different formats (Video / Text / Photo etc) and distributing consistently, your message and brand get in front of more of your potential target audience 🗨️

It takes a lot of work + strategy + training to get to that stage but once implemented, it can have great impacts on your B2B Tech business 📈

## BUILDING YOUR CONTENT ECOSYSTEM



# GOOGLE'S 7-11-4 RULE



What is Google's 7-11-4 Rule?

As mentioned in Google's 2011 eBook, "Winning the Zero Moment of Truth", to build enough trust and familiarity with a potential customer that results in them purchasing from your company, they need to experience:

**7** Hours of engagement with your brands content


Through formats such as video content, social media posts, blog posts, newsletters, podcasts, webinars etc.

**11** Touchpoints or Interactions

Engaging with your content by interacting with a social media post, seeing an advert, reading a blog or newsletter, viewing your website or watching/listening to your latest podcast episode.

**4** Different platforms/locations

They might visit and interact with you on your social media channels, website, newsletter, YouTube channel, Podcast, or physical location.

This research is from 2011 by Google but it's becoming more important than ever for B2B Technology companies to be connecting + engaging with their prospects while they are actively researching 

Having a strategic multi-platform content strategy isn't a nice-to-have anymore, it's essential to building a pipeline of prospects that know & trust your company.

# HOW TO CREATE QUALITY & CONSISTENT B2B TECH CONTENT

FOR LEAN B2B TECH  
MARKETING TEAMS



How your lean B2B Tech Marketing team can build a content engine ↴

Finding the time to create quality content for your target audience consistently can be a challenge for lean B2B Tech Marketing teams.

Here's how a podcast can help transform your B2B Tech Marketing Content:

## 1 Reduce Content Burnout

Having to develop new content ideas each week consistently can be taxing on your team.

Developing a podcast as the core piece of content can help communicate key messages and delve into topics.

These can then be repurposed into other content after recording.

## 2 Utilise Internal Expertise

Waiting on subject matter experts within your team to write blog posts etc can slow down your content output.

Asking them to chat for 30 minutes about a certain topic for your podcast can speed up the process and make it easier for them to contribute.

## 3 Repurposing

1 podcast episode = Multiple content formats

Repurposing your video podcast into social media posts, short-form videos, long-form videos, newsletters, and blogs to name a few, can help you speak to your target audience across multiple platforms.

This can significantly increase your content output when you don't have the resources within your team to develop individual pieces of content.

Focus on making the podcast tailored to your target audience + valuable and the repurposed content will help amplify your message 🎬

# About Trend 7



## JACK REGAN

### FOUNDER & OWNER

We empower B2B tech companies to engage the untapped majority of their market, those not actively buying today. Our approach transforms B2B podcasts and social media into powerful communication channels, helping busy B2B marketing teams build trust, engage and provide value to their audience.

Through strategic content ecosystems, we position your B2B Tech brand as a trusted industry voice, ensuring you're top of mind when prospects are ready to buy.

The majority of your B2B tech prospects aren't actively purchasing, they're shaping future buying decisions today. We help marketing teams unlock this untapped potential through strategic podcasts and social media, turning early-stage awareness into tomorrow's demand.

We believe in a collaborative approach with our clients, forming an extension of their Marketing Department. Simplifying the process so they no longer need to go & hire for individual roles of Podcast Production, Social Media Marketing, Analytics, Editing, Design & more!

*"I created Trend 7 Media to make a difference for B2B Tech companies who are searching for solutions to build trust & pipeline among their ICP. Building & Creating content for these brands is what we love doing!"*

**JACK REGAN**

## To date...



**+35 Clients**

**IRE / USA / CAN / AUS / NZ  
/ DEN / UK**

- **Founded in 2021**
- **+30 Clients Across Technology, Sport, Agricultural, Finance, Wellness & More**
- **Young Businessperson of The Year 2023 - Southern Star Business Awards**
- **Top Academic Honour in University from a course of circa 100 students**
- **Awarded Academic Trophy of excellence for Marketing & International Department in MTU University**
- **Level 8 First Class Honors Degree in Marketing from Munster Technological University Cork**

**Build your B2B Tech Brand.  
Fuel Future Demand.**

# Client Testimonials



## **Skillnet Innovation Exchange**

*Conor Carmody, Director*



“My experience was superb. Building content can often be a full-time job for an organisation, and lots of organisations don't have the resources required to do that.

Knowing that Trend 7 have the expertise, the project management skills and the content skills to build really good, engaging content, do it quickly & do it very well.

All you need to do is set out the guidance, set out what it is you're trying to achieve and allow Jack and Trend 7 Media to get on with it and they'll do a super job for you.”



## **GS1 Ireland**

*Maria Svejdar, Head of Retail*



“For me, the experience has been extremely positive. It's actually exceeded my expectations. I have to say, you've really been that extra pair of hands that we desperately needed.

Our experience has been so positive, I think for any business that's considering it, go for it. Your lasting thought will be, why didn't I do that sooner? It's been totally transformative.”

# Client Testimonials



## The Natter Podcast

*Kate Durrant & Michelle McDonagh*



“We would say that our experience has been overwhelmingly positive, much more so than we could ever have imagined.

Jack of Trend 7 is extremely knowledgeable in the podcasting and social media marketing space. You're calm, you're unflustered, you're professional. So you've allowed us to concentrate on the quality of the podcast interview rather than having to worry about the nuts and bolts.

You have a great head on your shoulders and you're as professional as anybody I've ever dealt with. The service is flawless.”



## NIFA

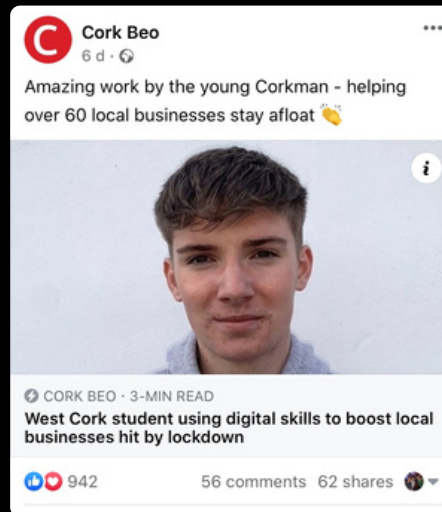
*Avril Egan, Head of Communications*



“Working with Trend 7 Media was definitely a game changer for our organisation. We had struggled to communicate and interact with our wider audience and we found that Trend 7 really helped us to come up with a clear and professional plan which helped us see a clear increase in customer engagement.

It increased the website traffic on our website & we had more members joining the organisation. Their expertise in digital strategy helped us grow engagement and build lasting customer relations. We would highly recommend Trend 7 to any business who is looking to improve their social media and digital presence.”

# FEATURED IN



## CORK DIGITAL MARKETING AWARDS 2024

### Client Finalists



## Podcasts



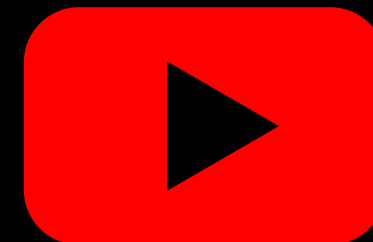
# CONTACT US

 <https://www.linkedin.com/in/jackregan7/>

 [jack@trend7m.com](mailto:jack@trend7m.com)

 [www.trend7m.com](http://www.trend7m.com)

# TREND7



# RESEARCH REFERENCES

1. Gartner B2B Buying Process: 2019, Gartner (<https://www.gartner.com.au/en/sales/insights/b2b-buying-journey> )
2. Generational Shift in B2B Buying (Forrester, 2022 & 2023)
  - Forrester's Buyers' Journey Survey, 2022, revealed Millennials and Gen Zers became the majority of B2B buyers at 64%, increasing to 71% in 2023.
  - Source: Forrester blog post on younger B2B buyers
  - [Research references](#) and Forrester's 2023 Global Buyers' Journey Survey [Research references](#)
3. Trust in B2B Buying Decisions (TrustRadius data cited by Shopify, 2024)
  - TrustRadius reports 86% of enterprise buyers start with brands they know, and 71% buy their first choice from that list.
  - Source: Shopify blog on LinkedIn's Social Selling Index (citing TrustRadius)
  - [Research references](#)
4. Social Selling Performance (LinkedIn, 2022)
  - Source: LinkedIn Social Selling Index explanation by LinkedIn itself
  - [Research references](#)
  - [Research references](#)
5. Digital B2B Sales Interactions (Gartner prediction cited by Forbes, 2024)
  - Gartner predicts by 2025, 80% of B2B sales interactions will occur digitally without direct sales rep interaction.
  - Gartner Report: <https://www.gartner.com/en/newsroom/press-releases/2020-09-15-gartner-says-80--of-b2b-sales-interactions-between-su>
6. Independent Online Research & Content Consumption (Content Marketing Institute, 2022)
  - 68% of B2B customers prefer independent online research.
  - 47% consume 3-5 pieces of content before engaging sales.
  - Source: Content Marketing Institute research
  - [Research references](#)
7. LinkedIn: 2024 B2B Marketing Benchmark: <https://business.linkedin.com/content/dam/me/business/en-us/amp/marketing-solutions/images/lms-state-of-b2b-marketing/insights/2024/pdfs/LinkedIn-B2B-Benchmark-2024-Report.pdf>
8. LinkedIn Social Selling: <https://business.linkedin.com/sales-solutions/social-selling>