Trends in B2B Software Content Marketing 2023

22 behind-the-scene stories about how to create better content
Introduction

This guide aims to help marketers create better content.

No B2B company that has made it big today can tell you that they did it without the hours of brainstorming and sweat put behind their campaigns by their content marketing team. And so we need to hear the behind-the-scene stories from these guys.

This year, we decided to put together Trends in B2B Software Content Marketing 2023 where we hand over the mic to the B2B content veterans and marketing leaders who grabbed eyeballs with their cunning strategies.

Thanks to the expert content marketers that allowed us to grill them over these pressing content marketing issues

- What content format have they seen worked best in generating MQLs
- What is the best channel for brand awareness
- What are the marketing success attributes their founder tracks
- and so much more.

So put on your noise-canceling headphones and get ready to dive into this report. You can thank us later!

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So what were the prominent B2B software content marketing trends that we saw?

When it comes to content format that works best for generating MQLs...
While most B2B experts seem to prefer long-form content, the other popular formats were creating assets like templates and checklists, investing in podcasts and webinars, producing product videos, publishing original research and gated ebooks, SEO-optimized blogs, putting up customer testimonials and case studies. They also recognized that hooking with a story can be the strongest approach for most content formats.

As for the best channel for brand awareness...
Most B2B marketers were huge fans of the platform LinkedIn. Meanwhile, Twitter finished at a close second. A few preferred to expand their network and increase discoverability by hosting in-house podcasts.

When it came to marketing success attributes that their company’s founder tracks...
The factors that most of these B2B marketing veterans seem to be obsessed with were organic traffic, branded search, sign-up rate, website visitors, demos scheduled, MQLs, lead growth, closed wins, bounce rate on content pieces and email open rates.

The most coveted softwares for their tech stack included...
Hubspot, Salesforce, Canva, WordPress, Zapier, ZoomInfo, Notion, Ahrefs, Figma, Google Analytics, Trello, and MailChimp are the dream softwares that every B2B marketer swears by!

Their last marketing campaign had taught them...
The power of integrated efforts, the boons of experimenting with cold outreach, customers look for real feedback and real product feature videos, investing time in building relationships instead of selling can help later, personalize messaging according to the platform, incentivize as much as possible, have a spearheaded clear-cut strategy before executing, build SEO-optimized high-value content, collect customer interviews, employee advocacy on social media can do wonders and short term less-expensive experiments fare better.
Imagine this: You need a product video done for your next campaign asap. But you can’t do it alone and you don't have time to waste vetting freelancers on Upwork.

So how do you get your creative, quickly?

Trusted by 100+ B2B software companies, Content Beta is an all-in-one creative team that helps you with video and design needs with marketers and creatives in mind. Flat-rate monthly plan. Cancel anytime

The best part? Creative can be turned around quickly. Stuck in a jam at 3 am? Submit a request and get your video within a day.

Content Beta is offering free calls for Trends in B2B Software Content Marketing 2023 readers. Grab one and see for yourself how they can help with your creative needs.
What content format has worked best for your company in generating MQLs?

Let’s be real, content is still king and at the heart of our content is good storytelling. We recognize different stories need different formats — so with this understanding, we select the best editorial approach that supports the strongest storytelling. When it comes to generating MQLs, we recognize that different formats serve different purposes — but we see value in producing our guides, running our webinars and keeping our readers engaged with our newsletters and articles rounding up the best trends, insights and customer stories that promote deeper understanding in B2B SaaS.

What is the best channel for brand awareness for your company?

We like to keep the ecosystem conversation going on LinkedIn.

What are 2-3 marketing success attributes your founder tracks?

From a content perspective, leadership is invested in tracking organic traffic and branded search.

What is your tech stack?

notion, webflow, hubspot, salesforce, looker, figma

The one thing that you learned from your last marketing campaign?

With each and every campaign, there are new learning opportunities. We’ve recently launched our resource newsletter, Win/Win and we’ve discovered that our audience loves a strong content-first approach, as our open rates and click-through rates would suggest. This brings us joy as we live to win together.
What content format has worked best for your company in generating MQLs?

As a PLG company, we don't do any email capture or nurturing beyond the people who have signed up for our product. However, we've put a lot of effort into creating resources of data for people to tap into, and these have been really helpful for building up positive brand awareness and making our content something people come back to the site for.

Some examples are a summary we did of 300+ Agile statistics. Previously, this data was scattered across many different reports. But we created one repository for our target personas to dip into for data. We published a similar resource with Agile quotes that people can use in their presentations or to inspire their teams.

Template content has been the most effective for us in terms of winning sign ups. Parabol is an online meeting tool for product teams. So our meeting templates bring a lot of people through the front door and increase the surface area of our product on the SERP vs just having a couple of product pages.

What is the best channel for brand awareness for your company?

Blog and resource content, by a significant margin. Ranking on search engines helps us move beyond our own echo chamber and make a brand impression on people we never would have managed to reach otherwise.

I think content also helps us put our best foot forward. It's not pushy like sales, it's not braggy like PR can be, and it's not ephemeral, like social posts are.

However, we did start a TikTok account last year, and we've had some success there! Mainly TikTok has helped us with recruiting people. We've been surprised to hear job candidates say they found out about Parabol on TikTok!

What are 2-3 marketing success attributes your founder tracks?

- Sign-up rate from website content
- Ahrefs search visibility (sort of like share of voice on the search engine results page)
- Organic traffic (as a whole)

What is your tech stack?

- Google Docs: For drafting, editing, tracking changes
- Notion: For documentation, content calendar, ideation
- Clearscope: For content optimization
- WordPress: For hosting our content as a CMS
- Respona: For doing outreach to let people know they were featured in our articles, or for some link building work
- Buffer & Typefully: For social media management
- SparkToro: For social listening and audience insights

The one thing that you learned from your last marketing campaign?

We don't typically run campaigns, but short experiments that last anything from a few days to max 2 weeks. We do this to improve the speed at which we learn, compared to running long campaigns that span weeks or months or even a whole quarter!

One recent learning is that we can build social mentions by featuring high profile people in our space and reaching out to let them know. For example, in our quotes roundup, we featured 50+ experts, all of whom have big audiences. A few of those people shared our resource, which helped get a lot more eyeballs on it and win us some all-important links.
What content format has worked best for your company in generating MQLs?

In our niche, thanks to very long sales cycles, it’s very hard to determine. However, it seems long-form content packed with a chock-full of relevant, actionable information brings us admirable results, followed by our podcast episodes.

What is the best channel for brand awareness for your company?

Currently, I believe Twitter and professional communities.

What are 2-3 marketing success attributes your founder tracks?

Again, with how long it takes our leads to move down the funnel, attribution can be a challenge. We do track the number of website visitors, demos scheduled, and the correlation between them.

What is your tech stack?

1. Help Scout - for the support desk
2. Userlist - (naturally) for marketing and customer emails
3. SavvyCal - for scheduling
4. Storybook - for building UI components
5. Baremetrics - for analytics and revenue notifications
6. Ahrefs - for SEO research
7. Buffer - for social scheduling
8. Livestorm - for webinars and events (love it)
9. Pitch - for slide decks (love it)
10. Figma - for UI/UX design (love it)
11. SimpleCast and Transistor - for podcast hosting
12. Descript - for writing video & audio recaps
13. Vimeo - for video hosting
14. Tuple - for pair programming
15. AppSignal, pgMustard - developer tools
16. Rewardful - for affiliate programs

The one thing that you learned from your last marketing campaign?

I am a fairly new addition to the Userlist team, having joined barely 5 months ago. It’s overall been a great learning experience, as I’ve never worked in such a small but such an efficient team before. However, most recent learning from a marketing campaign would most likely have to do with our recent user onboarding roundtable (https://userlist.com/blog/user-onboarding-questions-answered/). I’ve joined a bunch of B2B and PLG related webinars and workshops before and I have *never* seen such good chemistry between the speakers. Just proving that even seemingly "uninteresting" niches like can be made engaging and leave an impression with the right set of people.
What content format has worked best for your company in generating MQLs?

We’ve been experimenting with different formats to discover this for Paytron. We’ve found that focusing on point solutions works, rather than trying to market our whole product as it’s very comprehensive. At the moment, short form regular content on social channels and paid digital (SEM ads), and longer form email marketing content have helped to reiterate the awareness of Paytron and drive conversions.

What is the best channel for brand awareness for your company?

LinkedIn. We’ve discovered that LinkedIn is where our target audiences spend their time and actively engage with content on, and we’ve seen a 65% follower growth in the last 90 days alone.

What are 2-3 marketing success attributes your founder tracks?

Customer acquisition (MQL), and lead growth

What is your tech stack?

Miro, Slack, Trello, Hemingway app, Buffer, Figma, HubSpot, Canva, AirCall, Google Analytics, Copy.ai

The one thing that you learned from your last marketing campaign?

Test, learn, implement, and repeat. It’s always an experiment and it’s ok if things don’t work out, but what is important is that you learn from the failures and bounce back stronger and wiser the next time around. Also, having a robust testing strategy for all of your customer journey pieces will help you continue to optimise the way you do things. E.g. Setting a set time to review A/B tests on different channels, analysing results, gathering feedback.
What content format has worked best for your company in generating MQLs?

For us, webinars have always been our best performers. We usually perform original research, publish it in the form of a guide or an e-book, and then walk through the findings in webinar format. We find that the engagement of a webinar is truly collaborative – we get loads of comments and questions throughout from participants. Then those engaged leads are more likely to convert for us.

What is the best channel for brand awareness for your company?

Without a doubt: social media, particularly LinkedIn. We are a B2B company selling to other B2B companies, so LinkedIn is a natural choice for us. We engage in heavy employee advocacy, as well as themed campaigns for our corporate channels, which drives a lot of success for us.

What are 2-3 marketing success attributes your founder tracks?

We’re currently tracking qualified leads, opportunities, and closed won – that’s the priority for all of us. There are other KPIs that we’re tracking, of course, but everyone in the company is measured by the same metrics because those are the ones that matter most.

The one thing that you learned from your last marketing campaign?

The biggest thing we learned from our last marketing campaign is that employee advocacy is really the way to get traction on social media. We put it to the test for ourselves and found that people just don’t want to engage with brands as much as they used to on social. They want to engage with other people. Using employee advocacy to simultaneously transform our employees into thought leaders while amplifying our brand message led us to earning 266% higher conversions in just one quarter.
What content format has worked best for your company in generating MQLs?

Usually blog content that meets the right intent. For instance "How to set up Klaviyo for Wordpress". This should be a good indicator that the person searching for this runs an ecommerce business and has a problem integrating Klaviyo. They would be a great lead.

What is the best channel for brand awareness for your company?

I stick to organic search (i.e. SEO)

What are 2-3 marketing success attributes your founder tracks?

This depends on what it's in regards to. If it's content marketing then it's definitely the leads generated per piece of content or per content strategy.

What is your tech stack?

Wordpress, Mailerlite, Stripe, Zapier, Memberstack, and GSuite.

The one thing that you learned from your last marketing campaign?

Customer interviews can improve the direction of your content marketing strategy.
What content format has worked best for your company in generating MQLs?

Long-form content has been one of best in generating MQLs. This typically includes in-depth guides around a topic in the form of blogs or ebooks, based on the depth in which we're covering the same and the actionables we're providing alongside it.

What is the best channel for brand awareness for your company?

LinkedIn and Twitter.

What are 2-3 marketing success attributes your founder tracks?

For us, it has always been the number of people who come to our website through search and social media; but more importantly, also the key phrases/keywords they use while making the search that lands them on our site. This helps us understand how they discovered us and what they're looking for.

What is your tech stack?

Currently, we're using Buffer, Hootsuite, Radarr (social listening), Canva, Google Drive, Slack and Trello for project management. We're making use of integrations to keep our stack lean.

The one thing that you learned from your last marketing campaign?

That giving your content a ‘tilt’ or a ‘unique hook’ is actually what converts. Since there's so much content online, your audience is looking for differentiators when seeking information. This could be how you narrow down the focus on one aspect of a topic, the collaterals you provide with it and so on. The idea is for you to create an end to end resource that shares information beyond the thousand other articles on the internet!
What content format has worked best for your company in generating MQLs?

Videos

What is the best channel for brand awareness for your company?

LinkedIn & Instagram

What are 2-3 marketing success attributes your founder tracks?

App Installs, Website visits, Blog reads

What is your tech stack?

Webflow, Figma, Microsoft Office

The one thing that you learned from your last marketing campaign?

Preparation breeds success.
What content format has worked best for your company in generating MQLs?

Long form content has always worked best for us to establish authority and generate MQLs. It, rather than blog content, has the ability to transform your brand into a thought leader.

What is the best channel for brand awareness for your company?

Podcasts have been the best way to grow brand awareness.

What are 2-3 marketing success attributes your founder tracks?

We track traffic to our key conversion oriented services pages, demos scheduled, and customers closed.

What is your tech stack?

WordPress!

The one thing that you learned from your last marketing campaign?

If you have the wrong people targeted, all the copywriting and strategies implemented don’t matter. We recently tried to launch something, and it landed flat because we weren’t targeting the right people.
What content format has worked best for your company in generating MQLs?

Blog articles about the challenges our product is solving. We usually follow a structure where we describe the problem or the challenges, explain how manually solve it, and then describe how our product helps to solve it much faster and more precisely.

For example, finding influencers: we explain how influencers can be searched by hashtags or keywords on social media (but that’s very time-consuming and ineffective). Using an influencer search tool such as Promoty helps you to find suitable influencers much faster. In the end of the articles, you definitely need to have a clear CTA.

Another benefit of blogging is that well-written and optimised articles rank well on Google – which means stable flow of free traffic monthly.

What is the best channel for brand awareness for your company?

For us, it has been PR, podcasts and events – it’s a way to reach thousands of people with no budget. For example, if our person is on the stage at the marketing event, they will reach very targeted audience. As people can relate with people so much better than with brands and logos, it also builds trust and connection.

What are 2-3 marketing success attributes your founder tracks?

Number of signups, number of subscriptions, revenue

What is your tech stack?

In marketing, we mostly use Google tools: Google Drive, Google Analytics, Google Search Console. For ads, we use Google Ads and Meta Ads Manager. For emails, Getresponse.

The one thing that you learned from your last marketing campaign?

I really believe in high-value content with unique perspective written by the industry experts – over outsourced or AI-generated content. Not only does it rank better on Google but it’s also something that shows your competence and builds trust.
What content format has worked best for your company in generating MQLs?

In-depth blogs

What is the best channel for brand awareness for your company?

Google via SEO optimised blogs

What are 2-3 marketing success attributes your founder tracks?

We're more focused on top of the funnel as a start-up, so we're tracking time spent on page, bounce rate, new vs returning users and top performing blogs.

What is your tech stack?

WordPress, Google Analytics, Google Data Studio, Ahrefs
What content format has worked best for your company in generating MQLs?

Alternative landing pages/blog, Case study, long-form guide

What is the best channel for brand awareness for your company?

Website, PR, LinkedIn

What are 2-3 marketing success attributes your founder tracks?

Increase sales velocity through:
1. Clean database/targeted sales list
2. Webinars & Lead magnets
3. Measuring content MQLs, domain authority ranking, organic content, social, email performance

What is your tech stack?

- Webflow
- StoryChief
- + 6 social sites
- Asana
- Notion
- Canva
- Figma
- Intercom
- LoopedIn
- ProductBoard
- Hubspot
- Wistia
- Descript
- HARO

This is too complex to answer fully here, but we use ~19 Tools:

The one thing that you learned from your last marketing campaign?

Too many strategies, channels, audiences, tools, and formats is no strategy at all. And constant grasping at the next thing leads to team burnout. B2B SaaS C-suite and middle management have a limited understanding of what it actually takes to fund a successful campaign. They are also fearful in the current market climate. They tend to have an ungrounded view of what’s possible from their limited marketing teams (by size and budget) when they’re comparing themselves to more mature competitors or companies and products with more overall resources. This siloed viewpoint leads to shiny object syndrome, shifting priorities, and underinvestment in what’s needed to execute. The outcome can be detrimental and can cause: confusion, diffuse and ineffective messaging and campaigns, team burnout.
What content format has worked best for your company in generating MQLs?

Checklists and templates.

What is the best channel for brand awareness for your company?

LinkedIn

What are 2-3 marketing success attributes your founder tracks?

Spend, qualified leads, closed deals

What is your tech stack?

Most often Salesforce, Hubspot, Snowflake.

The one thing that you learned from your last marketing campaign?

Incentivized offers work well
What content format has worked best for your company in generating MQLs?

Blog Posts and (gated) Ebooks are working fine for us to generate MQLs. We are getting regular subscribers to our blogs and email address -- which we warmup with the email drip to get them to take a Demo.

What is the best channel for brand awareness for your company?

LinkedIn and Twitter is working great. Lots of events and webinars are typically shared on Twitter and LinkedIn, and we participate in them to generate brand awareness.

What are 2-3 marketing success attributes your founder tracks?

Overall Website Traffic
Number of Company Email Address Collected
Email Open Rates

What is your tech stack?

We have a large Tech Stack. We are using Ahrefs, WordPress, Nozzle, SEO Powersuite, Brandmention, MailPoet, Endorsal, Snovio, Viralloops, Brandox, Frase, Copywritely, LoopedIn, Sendgrid etc.

The one thing that you learned from your last marketing campaign?

One thing we learned is to not relying on tools so much when scheduling social media posts. Sometime they show that the post has been published, but the post does not go to the social media account. Manually check the post if it is on the account.
What content format has worked best for your company in generating MQLs?

Content that tells a story and provides clear value to the reader always performs best. Something that the reader can identify with and clearly demonstrates our value proposition for that customer.

What is the best channel for brand awareness for your company?

The best channel for improving our company’s brand awareness is organic search. Right now Google searches for the solutions our platform provides field service teams is introducing the Zuper brand to the largest audience.

What are 2-3 marketing success attributes your founder tracks?

There are a few KPIs that the founding team measure closely. The rate of MQL to SQL, our cost of new customer acquisition (CAC) and average contract value of new customers.

What is your tech stack?

Our marketing tech stack is quite simple really. It comprises of HubSpot for CRM and marketing automation, ZoomInfo for contact info and intent data, Google for analytics and ads.

The one thing that you learned from your last marketing campaign?

The latest lesson learned is around persona targeting on social. It is not just as simple as targeting your ICPs on various platforms with your messaging. It is tailoring that messaging for that ICP based on what they are on that channel for, at that time. Just because you can find your ICP on Instagram for instance, does not mean that when they are scrolling through at 8 pm on Friday night they want to see your ad or engage with your brand then. Figuring out time/place/message mix take some testing and a willingness to experiment.
What content format has worked best for your company in generating MQLs?

Live Discussion/Webinar/Podcast

What is the best channel for brand awareness for your company?

LinkedIn

What are 2-3 marketing success attributes your founder tracks?

Quantity and Quality of Guests on Weekly Discussion Show, Thought leaders sharing content, Demos requested by those collaborating on content

The one thing that you learned from your last marketing campaign?

Cold Emails are much less effective than content collaboration with thought leaders and those who already have a relevant audience and influence
What content format has worked best for your company in generating MQLs?

I have discovered that video testimonials are super-effective in generating qualified leads. But the efficiency of video testimonials is not necessarily out of place. Today’s digital make is laden with fake-it-till-you-make-it wannabees. Many businesses profess astronomic results they can’t deliver an ounce of. This has inadvertently swollen the skepticism in buyers - with the larger percentage now wanting to SEE results first before working with you. Few things boost your credibility and aggressively suppress buying objections as the video of a happy customer. Such video testimonials emotionally resonate with your viewers better if the happy customer once shares the viewer’s pain points. It shows prospects that should they choose you, they are not EXPERIMENTING with you but rather guaranteed the solutions they anticipate.

What is the best channel for brand awareness for your company?

For us, it is guest posting our best content on highly authoritative websites related to your niche. Here is the sauce. These high domain-authority websites have painstakingly consolidated their audience and earned their trust over the years. You would need years and heavy bags of marketing dollars to build such an audience on your own. Thus it is more economically viable to stand on the shoulder of such giants, leveraging the credibility that comes with their platform to strategically introduce your brand to their audience. This is via guest posts. But, of course, it has to be a symbiotic win-win transaction. For really authoritative websites, you would have to produce cutting-edge premium content to organically earn their audience’s prized eyeballs. If you have not got the energy for this slow-and-steady "staircase" approach, you may as well take the elevator and pay tens of thousands of dollars to get them to post anything about you (even a picture of you on your pajamas...lol) on their website. But guest posts work well in expanding your brand reach. The audience you accrue can be open to taking your lead magnet (in case you want their emails to integrate them into your sales funnel) since they are being led to your website from a site they solidly trust - that is the site you guest posted on.

What are 2-3 marketing success attributes your founder tracks?

We keenly measure our customer lifespan and our website conversion rates. The customer lifespan enables us to measure the quality of value our product offers our customers, giving us a broader sense of customer satisfaction. Longer customer lifespans show happier customers, meaning we are not mindlessly chasing the customer’s dollars over his satisfaction. We also monitor our website conversion rates. We are regularly carrying out our SEO split tests to know which elements in our website architecture is most influential (both in the positive and negative sense) in the number of customers we derive from our website.

What is your tech stack?

- WordPress: CMS Digital
- Ocean: Hosting
- Mailchimp: Email marketing and automation
- Hubspot: CRM
- Hunter.io and Neverbounce: Lead acquisition

The one thing that you learned from your last marketing campaign?

We learned that for B2B businesses targeting high-level executives, their marketing campaigns shouldn’t be based on immediate sales (especially if it is paid ads) but on relationship building. We have executed tens of split tests and experiments and discovered that more than 90% of high-level managers don’t convert on their first time on your page. You effectively need to stay in their eyes. Maturation from cold prospects to hot leads may take more than five months of diligent lead engagement and strategic retargeting.
What content format has worked best for your company in generating MQLs?

Free eBook downloads are an amazing generator for qualified leads. They provide benefits in many ways too - links for the resource for your SEO, email capture, and trust-building with cold leads. Plus they are relatively easy to produce.

What is the best channel for brand awareness for your company?

It depends on the niche you're in. LinkedIn works fantastic for content syndication and promoting directly to connections you hope to turn into leads. You're able to demonstrate your knowledge repeatedly to your target customers for free.

Companies with a high content velocity and investment in their content will see higher than average results from organic search as well. Providing value to a potential customer or client is a great way to get them aware of your brand - especially when you pair it with a great lead magnet.

What are 2-3 marketing success attributes your founder tracks?

Organic traffic, on-site and social media engagement, and funnel conversions (how many lead magnet downloads, calls booked etc.)

What is your tech stack?

SEO Tools - Ahrefs, Google Analytics, Google Search Console, Google Keyword Planner
Project/Content Management - Asana, Trello, or AirTable
Feedback - Hotjar, Google Forms
Word processing - Google Docs

The one thing that you learned from your last marketing campaign?

Having a streamlined process that makes it easy for writers to know exactly what’s expected from the article saves tons of time in the long run. The fewer times an article needs to change hands back from editing to writing the faster you can get through the content.

Asana and Trello are fantastic for this. All items necessary for the writer to have are easily laid out, when the writing is done it's passed off to review or editing and can be picked up by the next person seamlessly.
What content format has worked best for your company in generating MQLs?

Podcast/interviews with ICP

What is the best channel for brand awareness for your company?

LinkedIn

What are 2-3 marketing success attributes your founder tracks?

MQLs, contributions to pipeline or # opportunities created, inbound demo requests MOM

What is your tech stack?

Salesforce, HubSpot, ZoomInfo, Definitive Health

The one thing that you learned from your last marketing campaign?

For our buying process, you won't live or die by one campaign (the results overall weren't good)
What content format has worked best for your company in generating MQLs?  
YouTube videos

What is the best channel for brand awareness for your company?  
YouTube via channel partners

What are 2-3 marketing success attributes your founder tracks?  
Number of users, Source, referring partner

What is your tech stack?  
SmartSuite, Zapier, PartnerStack

The one thing that you learned from your last marketing campaign?  
Customers want to see and try the real product
What content format has worked best for your company in generating MQLs?

Paid placements on very targeted industry websites and directories. Some placements on popular blog listicles we have done on a CPC basis instead of getting a permanent position.

What is the best channel for brand awareness for your company?

Since our software is customer-facing, we get many benefits from our branding in our user’s workspaces, where their customers see it and click through. We have implemented detailed tracking so that we know which signups come from these Powered By backlinks. It’s almost like a viral loop where the more users we have, the more referrals we will get.

What are 2-3 marketing success attributes your founder tracks?

Monthly revenue growth and churn are our north star metrics. We also look at unique visitors and track our position in the SERPs.

What is your tech stack?

For the website, we have switched to Statamic, which is a more lightweight WordPress alternative that allows static site generation. Statamic plus Cloudflare has helped us get pagespeed scores in the high 90s for our blog.

The one thing that you learned from your last marketing campaign?

We’ve been experimenting with cold outreach with different levels of success. What we learned is that it’s extremely important how the list is built. Initially, we hired an agency to outreach a high number of potential leads. Later we dropped the agency, pruned the list and reached out to people who we knew would be perfect fit customers, which generated better results. We also learned that time of year matters, for example during summer months it was harder to get replies because people were out of office.
What content format has worked best for your company in generating MQLs?

Digital events. Events have been a top driver of marketing-sourced pipeline and revenue for our team in 2022. We typically host an event as a way to launch a campaign and then repurpose the event content into other assets like e-books or guides, blog posts, clips for social media, etc.

What is the best channel for brand awareness for your company?

Social media, specifically LinkedIn, is the most effective channel for driving brand awareness for Goldcast. We’re a small company with a small team, so we focus 100% of our efforts on LinkedIn, which is where our audience prefers to engage.

What are 2-3 marketing success attributes your founder tracks?

Brand awareness Marketing-sourced pipeline is a primary success metric for the marketing team as a whole. We look to see if the campaigns and programs we run resonate with our audience and drive qualified opportunities for the sales team. Individual teams and contributors have sub-goals, but ultimately, marketing is responsible for driving pipeline and opportunities.

Brand awareness and growth is a softer metric our Founders monitor, which is harder to track and more of a qualitative success metric. We look at our engagement on social media, comments on customer and prospect calls, email responses, and reviews/mentions online. We’re a small startup, so any feedback we get from our audience is very important to us. It helps us understand what’s resonating so we can do more of those things and what’s a miss so we can pivot to new areas.

What is your tech stack?

Our core marketing tech stack includes HubSpot for marketing automation and Salesforce as our CRM. We use Descript and Wistia for video support, SEMrush for search engine marketing support, Slack and Zoom for team communications, Notion and Google Drive for organization and project management, and a few other tools to fill in the gaps.

The one thing that you learned from your last marketing campaign?

Our last campaign taught us the power of integrating our efforts. We recently moved towards fully integrated campaigns, and these efforts have been far more impactful than other events or programming we’ve launched ad hoc.

It certainly takes longer to coordinate efforts, manage timelines, and produce assets at scale, but the results have far outperformed our previous approach. So, we plan to continue with this integrated approach and see how we can make them even bigger and better in 2023.