

Steal these 5 B2B Content Campaigns to Drive Revenue

Learn the 5 proven campaigns you can utilise to gain authority, increase pipeline and drive revenue online through your content.

shakecontent.



A message from James



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Shake Content

I wrote this guide to help B2B CEOs, founders and marketers who are all-in on content marketing to help them:

a) build a content flywheel

b) drive demand and pipeline through content.

Buyer behaviours are ever-changing and being at the forefront of your audiences desires and purchase-intent traits are vital. Acquisition has become harder over the past years with paid ads and cold outreach being hit hard. I am here to help! With the right content strategy and campaign choice will allow you to raise awareness for your brand, increase the amount of inbound conversations, shorten sales cycles and drive demand in to your pipeline.

My agency, Shake Content and I have supported dozens of businesses creating over 1000 pieces of unique content comprising of video, written and visual assets. Generating multi-six figures of pipeline for our clients and our own agency.

In this e-guide I will explore 5 elite campaigns, why we use them, how we have done so and how you can implement them.

If you want a virtual run down of these campaigns or a 1-on-1 free session with me, go to this [link](#) and book a slot in.

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About Shake Content

Shake Content is one of the UK's fastest growing B2B content agencies. In the LinkedIn space we are the leading agency dedicated to producing high quality content deliverables for our clients. This includes written and visual content such as podcasts, webinars, audio events and world-class copywriting.

Whether you are a B2B CEO looking to drive sales through your founder brand or a marketing leader planning on utilising senior leadership as a brand asset then we are here to support. LinkedIn is where B2B buyers hang out and its an arms race to who has the attention and most importantly trust of your markets audience.

The Foundations to Producing **Daily Content**

Goals & Objectives

Your first task is to decide on what you want to achieve from your LinkedIn content. For many this will be lead generation. You need to stay laser focused with your content. There are 6 potential objectives, where you should choose no more than 2 to target. These are: 1) lead generation, 2) brand awareness, 3) thought leadership, 4) product adoption, 5) networking and 6) fundraising.

Long Form Content

Short form content is vital to any LinkedIn content strategy, however, creating long form pieces make it much easier. You can produce one long form piece which then can turn into 15+ smaller pieces and therefore posts on LinkedIn. Long form content can be any of: 1) educational videos, 2) podcasts, 3) interviews, 4) blogs and 5) e-resources

Combining 1 or more of the above with personal stories should be the cornerstone of your content.

Short Form Content

Now you have created long form content, turn these into short form posts such as: 1) text, 2) carousels, 3) video & audio clips, 4) infographics and 5) imagery.

Especially in the first months of any campaign, use a variety of these formats to test the resonance with your audience. These of course can be repurposed across other social medias.

Outcome

Now you have created content, what is the action you want your audience to take. Throughout the ideation, creation and execution stages of producing your content you need to focus on what is the desirable outcome. This could be: 1) DMs, 2) webinars, 3) subscribers, 4) followers growth, 5) website visitors and 6) email lists.

How to: Getting “buy-in” from senior leadership to be the internal content champion can be a challenge and the largest hurdle to getting your content strategy off the ground. There are two routes you can take. Firstly, utilise existing content to ‘showcase’ what can be achieved. Alternatively, request an hour of their time to produce interview style content that will be familiar to them. Show them what is possible!!

Why your CEO and Why LinkedIn

Data & Initial Report provided by DSMN8

Why LinkedIn is Important for a B2B CEO

LinkedIn is the go-to platform for B2B connections, with over 1 billion users who are focused on work and business when they open the app. It's where your potential buyers are active.

If you are a B2B business, you know that when you log in to LinkedIn your buyers have a professional mindset and are focused on 'work' orientated educational and entertaining content.

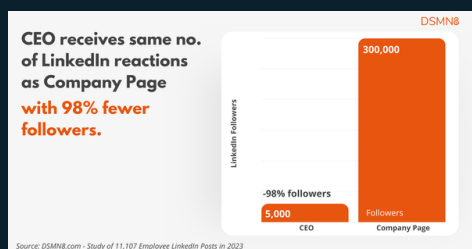
LinkedIn is prime for talent acquisition, fundraising and credibility

A CEO's reputation plays a crucial role, as 44% of a company's market value can be tied to it, and 76% of senior executives believe a socially active CEO boosts the company's credibility. Additionally, LinkedIn makes attracting investors 87% easier and improves the ability to attract new hires by 77%. It's an essential tool for business growth and leadership presence.

The CEO with 1.67% of the followers of the company page receives more engagement on average.

A study of 11,907 LinkedIn posts found that:

- The CEO, with 98% fewer followers than the company page, generates comparable LinkedIn reactions per post.
- CEO posts average 321 reactions, slightly higher than the company's 306 reactions.
- CEO content has a huge impact on your growth as a B2B business.

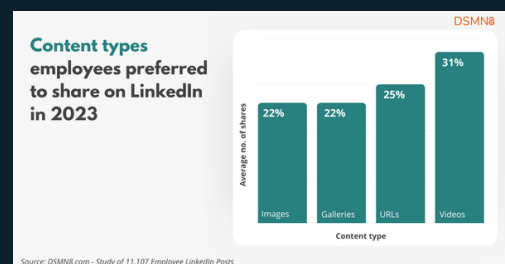


9 out of the 10 most engaged with LinkedIn posts from 11,000+ posts were from the CEO.

-Top down approach is a non-negotiable for B2B businesses.

-The CEO is the authority on the company news + mission/vision/value and a part of the sales and marketing function whether they like it or not.

-The 1 post that the CEO didn't enter the top 10 with was from a board member, stopping the clean sweep from the CEO.



CAMPAIGN ONE: THOUGHT LEADERSHIP

What is the campaign?

The cornerstone of a LinkedIn strategy is thought leadership written and visual assets.

The aim of this campaign is to build out a content system that produces daily content for you or your content champion to raise their own profile and the company's brand.

The result: increasing authority, shortening sales cycles and driving rev.

Why is it useful?

Staying front of mind with your B2B audience is more important than ever before. Regular content is seen by your audience, when they are ready to buy, you need it to be you they think of.

It's a conversation starter. When prospects come to you they will discuss 'that post.' In addition, premium content causes triggers (e.g. viewed profile, post engagement) that you can act upon to start conversations.

How to implement?

Identify 3-5 content pillars.

(you should never publish content that isn't aligned to one of your content pillars)

Spend 1 hour producing a list of topics you want to write about. Use AI tools, current clients and your team to identify interesting topics.

Spend 2 hours creating the foundations of your content. Take one of your topics identified above and produce a blog, video or bullet points for your LinkedIn post.

Spend 3 hours producing the posts into a well formatted piece of content for your LinkedIn.



ICE

The ICE score for Campaign One: Thought Leadership is as follows.

Impact: 8

Confidence: 9

Effort: 7

Total Score: 24

CAMPAIGN TWO: PODCAST



What is the campaign?

Podcast is one of the ultimate lead generation tools available.

Hosting a podcast is a networking tool that gets you in the room with your perfect audience every single episode.

Prospects may not take your sales calls; they will almost certainly share their expertise if you give them a platform.



Why is it useful?

Podcast crosses off brand awareness and acquisition plus building trust with your audience.

One episode of 40 minutes in length can:

- 1) Put you in the room with ideal prospect
- 2) Build rapport with them
- 3) Generate 20+ clips for LinkedIn
- 4) Grow an audience for your brand and personal profile.



How to implement?

Start by identifying your chosen podcast identity, topics and format.

Secure equipment or studio. Use online software such as riverside.fm for virtual recordings or pay per use a in person studio.

Invite guests or lock in hosts times to record.

Prepare with guest notes, questions and research.

Film the episode.

Edit the recording and publish to Youtube & Podcast platforms.

Chop episode into 15+ clips for social media distribution.

The
Everyday Founder 
powered by **shake**content.

ICE

The ICE score for Campaign Two: Podcast is as follows.

Impact: 9

Confidence: 7

Effort: 3

Total Score: 19

CAMPAIGN **THREE:** NEWSLETTER

✉ **What is the campaign?**

Newsletter is one of the best ways to build an owned audience.

You can drive traffic from LinkedIn to a focused newsletter topic where you can enter the inbox of your audience daily, weekly or monthly.

The best bit: you know the intent around the topic or your business is there. You can leverage this to drive result outcomes.

💻 **How to implement?**

Identify the branding of your newsletter such as name, topics and format.

Use any online software such as beehiv or mailchimp to distribute your newsletter and collect audience data.

Ensure that you are:

1) Delving deeper. You have the attention and buy-in to the reader. You have a great opportunity to showcase your authority.

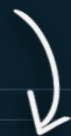
2) Link back to other branded or personal assets. Within your newsletter you can link back to LinkedIn thought leadership content that is relevant to that editions topic. Introducing the flywheel loop effect to your content.

👤 **Why is it useful?**

B2B brands typically go the route of a branded newsletter that is a bit generic or product orientated.

Instead, offer free value to your audience, you may already be doing this via your own LinkedIn content or blog.

Make it enticing to sign up or it will appear that its "just another newsletter that is going to spam me"



TOP TIP: brand the newsletter away from your main brand ensuring that your campaign isn't seen as sales-led. Instead be value-led.

For example: B2B LinkedIn Marketing Weekly rather than Shake Content Newsletter.

ICE

The ICE score for Campaign Three: Newsletter is as follows.

Impact: 6

Confidence: 4

Effort: 5

Total Score: 15

CAMPAIGN **FOUR:**

WEBINAR

What is the campaign?

Webinar is one of the most effective way to combine the knowledge that you have with a lead magnet to capture the attention and information of your ideal audience.

By creating a webinar event you can showcase your subject-matter expertise whilst leveraging the event capture form to generate a highly engaged audience list.

How to implement?

Firstly pick your topic for your webinar. This could be a keynote or a topic that you are known for or expert in.

Then set a date and ensure that the host and/if guest can make it.

Once this has been set, create an event through LinkedIn and include a link to the audio event (natively hosted) or external link (e.g. zoom).


Produce organic content from the content champion and branded social to promote the webinar. Also consider newsletter & website promotion too.

Once the event has been hosted, cut the webinar and Q&A sections into clips for social media. Also launch a sales cadence post the event completion.

Why is it useful?

One of the most familiar forms of B2B marketing is events. Bringing these online can be extremely effective and fruitful.

By utilising a content champions audience and knowledge to captivate your audience with the 1-2-1 feel of a webinar event.



TOP TIP: webinars can take many forms. The importance of audience engagement cannot be understated. Whether it is a single host, co-hosted or guest-led webinar ensure that no more than 50% of time is spent on one-sided conversation. Spending 10-30 mins on Q&A is a great way to engage the audience.

ICE

The ICE score for Campaign Four: Webinar is as follows.

Impact: 7

Confidence: 6

Effort: 4

Total Score: 17

CAMPAIGN FIVE: BTS

What is the campaign?

Behind-the-Scenes (BTS) was first used in B2B 10+ years ago and the resurgence is likely to be impactful to the way we digest content daily.

BTS footage shows the 'real-story' raw footage of your business and content champion.

Example: day in the life or vlog style content.

Why is it useful?

B2B brands lack personality and struggle to showcase it through marketing.

BTS footage shows the version behind the curtain. It gives audiences the chance to build trust through authenticity better than any other campaign.

How to implement?

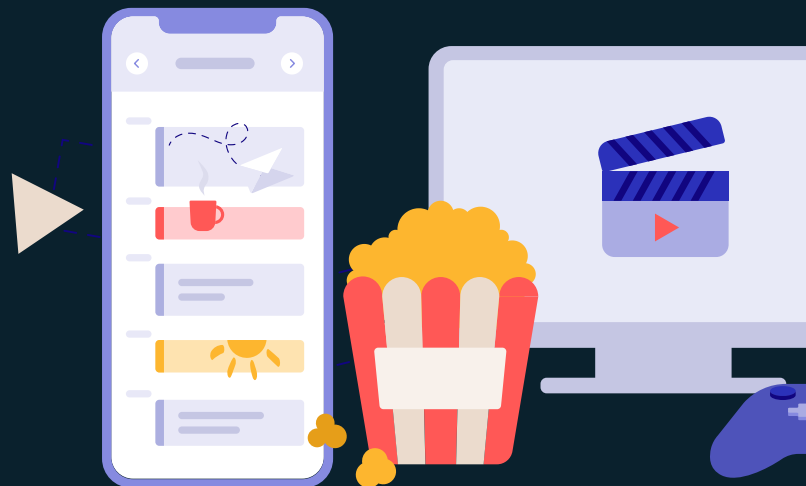
There are two key factors to running a successful BTS campaign:

- 1) Content Champion Character
- 2) A Solid Content Plan

Whoever is the muse of the BTS show or narrator or host needs to have a good camera comfort.

Equally, you need to plan a day. Every meeting or activity should have buffers around them to have the pre and post reaction from the focus of the 'show'.

The best way to film BTS is to compile a number of days worth of meetings into one long day or session. This way you get the content you need in a consolidated way.



ICE

The ICE score for Campaign Five: BTS is as follows.

Impact: 9

Confidence: 8

Effort: 1

Total Score: 18

The **Ultimate** LinkedIn Content Flywheel

FOUNDATION

What is a Content flywheel?

One of the most effective ways to create a LinkedIn GTM Strategy is combining consistency, variety and a lead magnet.

There are a couple of routes you can take creating a premium LinkedIn content flywheel, so take a look at this example to see what 'good' can look like:

Thought Leadership

The basis of every flywheel should be authoritative content, that puts you at the forefront of your audience in your chosen area of expertise or topic.

Create daily written and visual content to stay front of mind, build your audience and showcase your authority.

VARIETY

Podcast

Put it out of your mind that everyone is doing a podcast...they are not. This has to be one of the best ways to build trust with your audience and showcase your personality.

Each and every episode will produce 15+ clips for your personal and branded socials.

Webinar

All marketing campaigns have a timeframe and objective. Webinars should surround your current campaigns core topic by delving into what your audience most cares about.

Top tip: take a segment from an episode of your podcast that received praise and go deeper into that topic in a webinar.

LEAD MAGNET

Newsletter

Drive traffic from your content to a specific location. This can be boosting your audience on your podcast or attendees for your webinar.

One of the most effective ways, is building your own 'owned audience' for lead generation, authority building and brand awareness.

Summary

By creating a variety of consistent content, you can stay front of mind with your audience, creating the ultimate flywheel.

Every long form piece of content such as webinars, podcasts and blogs can be chopped into shorter form.

These drive traffic to lead magnets such as newsletters, website and also events.

Finally, content within these lead magnets should also drive traffic back to your content to set the flywheel in motion.

No Time or Resource Internally?

Partner with Shake Content and we will bring your campaigns to life.



Thought Leadership

Foundational talking head, interview or educational series getting your content champion such as your Founder or CEO in front of the camera. 1 hour of time required pcm to produce daily content.



Podcast

End to end podcast production. From guest notes, guest research+booking, calendar management and post production clips and distribution, we have you covered.



Newsletter

Full marketing flywheel management of your weekly or monthly newsletter, utilising decades of experience in copywriting, CRM management and owned audience strategies.



Webinar

Alongside you and your team, we produce webinars by creating the event, promoting and distributing the webinar utilising your content champion as the figurehead of the content.



LinkedIn Ads

Amplify your efforts by creating a multi-layered advertising campaign. Retargeting existing audience members and targeting your cold prospects every single day.



Partner with Shake Content, and you'll get:



LinkedIn experts



Video marketers



Copywriters



Podcasts pros



Ads specialists



Email marketers



Strategists



Content creators

Our results speak for themselves

Take a look at Shake's testimonials

6 figures of pipeline added from LinkedIn content & GTM Strategy.

📺 5 x weekly videos, text and visual posts

💰 100,000 of pipeline added

🚀 5+ monthly inbound conversations

300% increase in sales within 90 days from video and thought leadership content.

📺 5 x weekly videos, text and visual posts.

💰 3x the existing pipeline

🚀 5+ monthly inbound conversations

talentmapper

**GENERAL
PURPOSE**



Shake has been seamless to work with since minute one, with less than 90 mins of monthly input, the results produced have been remarkable



Martin Mason
CEO, TalentMapper



I knew I needed to be present on LinkedIn and Shake put their experienced marketing minds into my content strategy. They know the LinkedIn channel.



Barry Whyte
Co-founder,
General Purpose AI Training

Apply for your

FREE B2B



LinkedIn Content Strategy Call



with James Farnfield
CEO & Founder of
Shake Content



Create a content
strategy that
works



Develop a process
that generates
pipeline



Curate a content
calendar to keep
on track



Build out a content
strategy that
works



Update your
profile to rocket
your prospects

[Click here to book a FREE strategy call with James](#)

