

WORKSHOP: BREAKING FREE FROM B2B BORING

KEY TOPIC FOR 2023

YOUR ORGANISATION

START WITH WHY

What's in it for the buyer? Why should they care? What would they miss if your business did not exist

- ...
- ...
- ...

WHAT'S THE TRIGGER CONTENT?

What is likely to grab attention. How can you tap into the emotional? What will make the content thumb-stopping?

WHAT WILL BE YOUR NUDGE AND NURTURE

Human interest: Case studies, Experts, Lives	Problem solving: How you solve problems? What is the context of the buyer?	Insight & useful: Reports, Data, Frameworks	Trust & credibility: Thought leadership, Testimonials, Influencers
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WHAT'S YOUR VALUE EXCHANGE?

What is likely to grab attention. How can you tap into the emotional? What will make the content thumb-stopping?