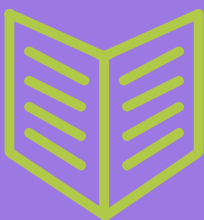


# 5 Rules of B2B Content Engagement

## Provide value.

Engage your customers by providing them with content they value. It doesn't have to be job related, just human related.



STEP  
01



Instagram



Meet them  
where they are.

STEP  
02

They aren't going to come to you,  
until you come to them.  
Think SEO, social media, and  
mobile friendly content.

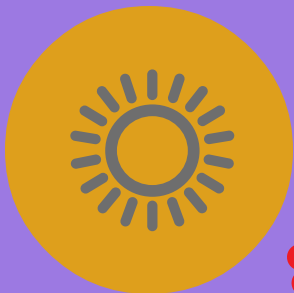
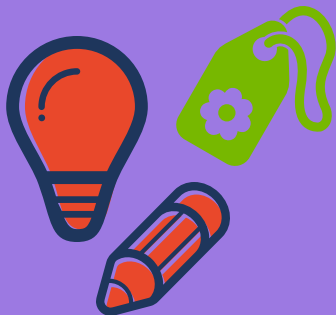


## Tell a story.

There should be an inciting incident, a beginning, a middle, and an end. Entertain. Keep it short. Provide graphics.



STEP  
03



STEP  
04

## Have a purpose.

They are thinking about it,  
comparing options, or ready  
to buy. Help them.



## Nurture.

Stay in tune with their  
needs. Analyze and ask.



STEP  
05

