

B2B Content Brief Template

Deadlines

Draft due dates	dd-mm-yyyy
Publish date	dd-mm-yyyy

Guidelines

Writing guidelines	Find writing guidelines here (insert hyperlink) .
Brand guidelines	Find brand guidelines here (insert hyperlink) .
Tone of voice	Professional but friendly – address the reader as “you”, talk in a conversational tone, and keep the language simple.

Content Details

Content topic	B2B Marketing Automation Examples
Content type	Blog post
Content format	Listicle
Content angle	A list-based blog post tailored for smaller B2B companies showing examples of marketing automation that companies could implement today.
Goal	Establish thought leadership and, at the same time, generate free trial sign-ups.
CTA (call-to-action)	Multiple links should lead to a free trial signup form after every example that features the company’s solution. Including a link at

	the end of the article, asking people to sign up for a free trial.
Target audience	Small business owners and Marketing Managers that are looking for ways to get started with B2B marketing automation. They are likely to be between 25 and 44 years old and they're probably looking for simple, cost-effective marketing automation use cases that could be implemented quickly.
Search intent / customer journey	People searching for "b2b marketing automation examples" are looking for a list-based blog post showing specific examples that could be used by B2B companies.
SEO title	10 B2B Marketing Automation Examples for Small Businesses
SEO meta description	Transform your B2B marketing strategy with our collection of real-world B2B marketing automation examples. Get inspired and streamline your workflows!
Preferred URL	/b2b-marketing-automation-examples-small-businesses/
Primary keywords	<ul style="list-style-type: none"> • b2b marketing automation examples
Secondary keywords	<ul style="list-style-type: none"> • b2b marketing automation examples for small businesses
Word count	2500 – 3000 words
Content optimization report	Link to the report of your content optimization tool (insert hyperlink).
Internal links to	<p>Try to refer to content that covers related topics on the site:</p> <ul style="list-style-type: none"> • domain.com/b2b-marketing-automation-software/ • domain.com/learn/b2b-marketing-automation/ • Etc.
Internal links from (after publishing)	<p>Link from these existing pages to the new content:</p> <ul style="list-style-type: none"> • domain.com/b2b-marketing-automation-software/

	<ul style="list-style-type: none"> • domain.com/learn/b2b-marketing-automation/ • Etc.
Sources	<p>Additional research to fill out the content will be necessary. But here you can list some sources to start with.</p> <ul style="list-style-type: none"> • Source 1 • Source 2 • Source 3 • Source 4
Visuals	<p>Provide a list of stock images or illustration websites.</p> <p>Or list specific images you want to be used (e.g. list paths of folders, file URLs, file names, etc.)</p>
Competitor examples	<p>Here are competitor examples from which you can get some inspiration:</p> <ul style="list-style-type: none"> • https://marketingplatform.com/resources/marketing-automation-examples/ • https://aritic.com/blog/aritic-pinpoint/marketing-automation-examples/ • https://www.ibexa.co/blog/b2b-marketing-automation-examples-tools-strategies • https://smithdigital.io/blog/b2b-marketing-automation-examples • https://www.chilipiper.com/article/marketing-automation-examples • https://www.drip.com/blog/b2b-marketing-automation • https://www.risefuel.com/blog/b2b-marketing-automation <p>DO NOT copy or re-write what the competitors say! Instead, use this information as an inspiration to create your own unique and helpful content.</p>

Content Outline

[h1] 10 B2B Marketing Automation Examples for Small Businesses

Explanation of B2B Marketing Automation.

The Benefits of B2B Marketing Automation for Small Businesses.

Overview of the Top 10 B2B Marketing Automation Examples for Small Businesses:

- Table of Contents (with jump links)

[h2] 1. Automated Email Campaigns

Introduction to Automated Email Campaigns.

Examples of Automated Email Campaigns:

- Welcome Emails
- Lead Nurturing Emails
- Demo No Show Emails
- Re-Engagement Emails

[h2] 2. Lead Scoring

Introduction to Lead Scoring.

Examples of Lead Scoring based on:

- Website Behavior
- Email Engagement
- Firmographic Information

[h2] 3. Automated Lead Qualification

Introduction to Automated Lead Qualification.

Examples of Automated Lead Qualification and Routing based on:

- Lead Scoring
- Data Verification
- Lead Form Responses

[h2] 4. Social Media Marketing Automation

Introduction to Social Media Marketing Automation.

Examples of Social Media Marketing Automation:

- Automated Posting on Social Media
- Automated Connection Requests and Messaging
- Social Media Listening and Monitoring
- Social Media Advertising Automation

[h2] 5. Automated Landing Pages

Introduction to Automated Landing Pages.

Examples of Automated Landing Pages:

- Personalized Messaging
- A/B Testing
- Dynamic Content

[h2] 6. Webinar Marketing Automation

Introduction to Webinar Marketing Automation.

Examples of Webinar Marketing Automation:

- Pre-Webinar Promotion
- Webinar Reminders and Invitations
- Post-Webinar Follow-Up

[h2] 7. Automated Lead Nurturing

Introduction to Automated Lead Nurturing.

Examples of Automated Lead Nurturing:

- Automated Drip Campaigns
- Personalized Content Based on Behaviour or Characteristics
- Automated Sales Rep Notifications

[h2] 8. Automated Customer Onboarding

Introduction to Automated Customer Onboarding.

Examples of Automated Customer Onboarding:

- Welcome Emails
- User Guides and Tutorials
- Personalized Onboarding Flows

[h2] 9. Automated Customer Retention

Introduction to Automated Customer Retention.

Examples of Automated Customer Retention:

- Triggered Emails
- Surveys and Feedback Requests
- Personalized Follow-Up

[h2] 10. Automated Customer Service

Introduction to Automated Customer Service.

Examples of Automated Customer Service:

- Chatbots
- Ticket Management
- Proactive Support

[h2] Conclusion

Summary of the ten B2B Marketing Automation examples for small businesses.

Final thoughts and tips for successful marketing automation.

Encouragement to sign up for a free trial of a B2B marketing automation solution.