

ContentMatterz

5 Fresh Content Ideas for B2B SaaS Companies

A marketer's guide to standing out from the crowd.



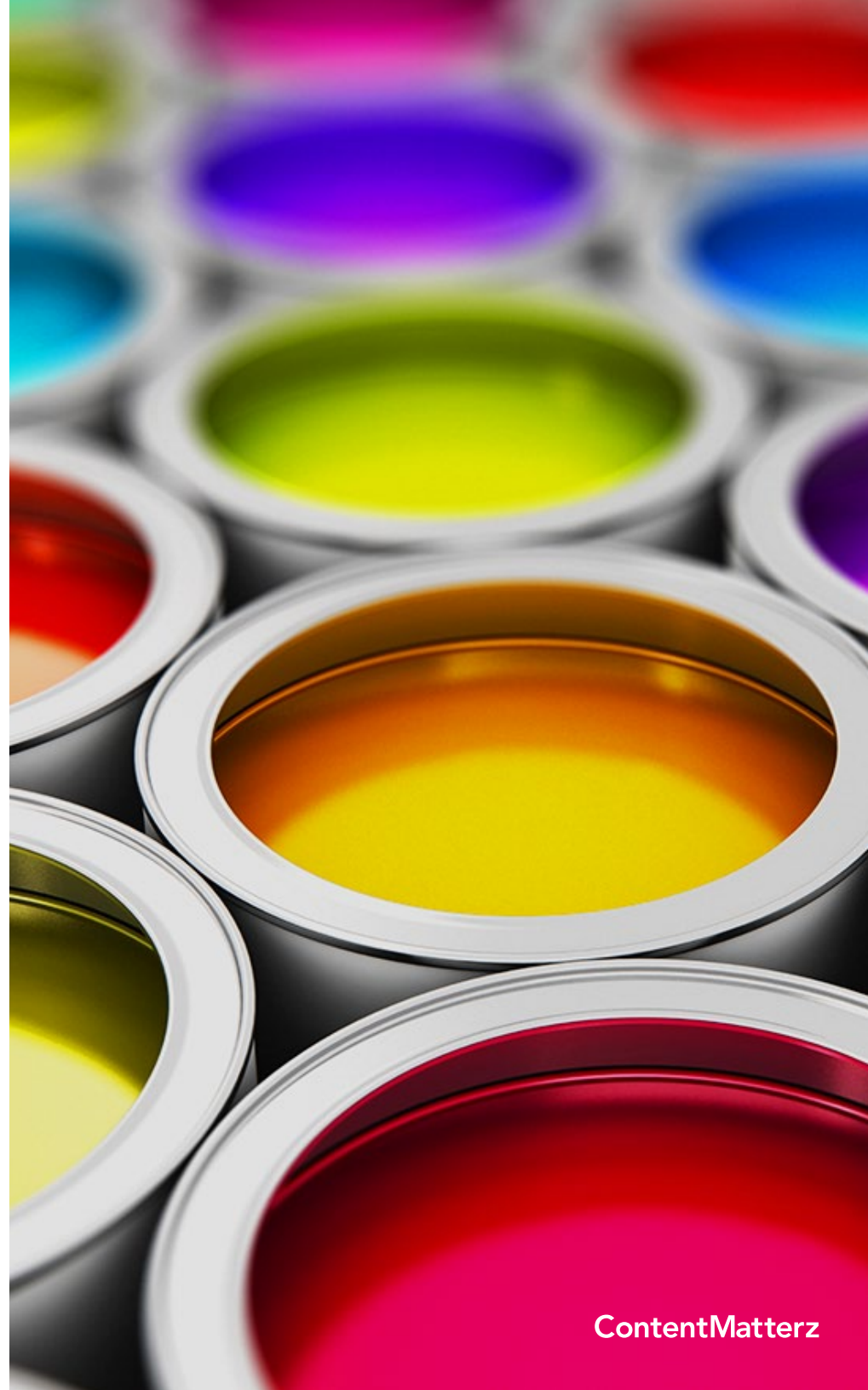
In the rapidly expanding and ever more competitive SaaS B2B industry, high-quality content is vital for your brand. The content your organization releases to the world indicates to potential buyers whether or not you know what you're talking about — and if they can trust you with their business.

Your brand's materials need to communicate how your organization offers the best option to solve your customer's problems, and how it can help them make important decisions based on your unique expertise. The problem is, even if you're doing everything right with your content, it can still get lost in the shuffle.

In 2021, 82% of marketers included content as part of their strategy, a 12% increase from 2020.¹

This shows that content marketing is increasing in popularity, making it even more difficult for your content to make an impression on potential buyers. So how can your organization ensure its content is getting the attention it deserves? It needs to stand out from the crowd.

1. Ann Handley's definition in her book *Everybody Writes*



Get noticed with these 5 can't-miss content ideas

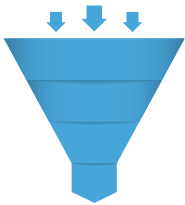
From infographics to chatbots, this eBook explores five innovative content ideas for your business — plus where they fit into the marketing funnel and when and how to use them.

Add movement with quick-loading Lotties

What is it?

Lotties are JSON animation files that are created using vectors, meaning they are scalable without losing quality. While they look very similar to an animated GIF, a Lottie file's size is notably smaller, causing loading times to be significantly reduced. This means they are able to provide the visual interest of an animated GIF without bogging down your website and maintaining a sharp and polished look.

Where it fits into the marketing funnel



Anywhere. Lotties are versatile and can be slipped into almost any kind of virtual content, from social media posts to landing pages.

When to use

To replace animated GIFs: Although they are still used today, animated GIFs are old technology with the file size to prove it. If you are using animated GIFs on your website, consider converting them into Lotties for decreased load times and a sharper image quality at any size.

To give visual interest to a static webpage: Lotties can bring a dull webpage to life, making it stand out from pages without moving components. Consider using it on your homepage banner or navigation buttons.

Key ingredients for success

Get educated: If you are a designer or developer and want to learn how to create your own Lotties, [this guide](#) is a great place to start.

Hire a designer: While Lotties aren't the most difficult technology to learn, they may require more time than you can afford if you aren't a designer or developer. Consider reaching out to a professional designer who specializes in these types of graphics to guarantee you end up with a high-quality product in a timeframe that makes sense for your needs.

Examples

lottiefiles.com



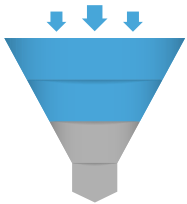
Emphasize all the right details with an animated infographic

What is it?

An animated infographic is similar to a static infographic in that its main purpose is to visualize information, making it quick and easy to digest. Instead of looking at a static document, an animated infographic in video format increases the digestibility of content for your audience.

Using movement to flow from data point to data point, animations bring information to life and tell a story that a traditional infographic would need words to convey.

Where it fits into the marketing funnel



Top and middle of the funnel. Animated infographics are a light and fun way to attract attention and quickly convey information without getting too detailed. This makes them ideal for the attract and engage stages of the funnel.

When to use

To give new life to an existing static infographic: Get more mileage out of a single piece of content by repurposing it into an animated infographic.

To reach a video-loving audience: Animation helps you widen your audience by reaching those who prefer to consume information in video format.

To direct attention where you want it: Animation can harness movement to emphasize the most important data points in an infographic, giving you more control over what draws your audience's attention.

Key ingredients for success

Limit text: Similar to a static infographic, too much text will interrupt the flow of this type of content. Limit the amount of text you show on-screen to even less than a traditional infographic, and rely on the animations and voiceover to tell the story.

Add sound effects and music: To take full advantage of your animated infographic, make sure to add music or other sound effects that will give some excitement to the viewer's journey.

Keep it short: Animations make things easier to understand, so an animated infographic video doesn't need to be very long. These videos should stay between 60-90 seconds to keep viewers engaged.

Examples

Before (*to the right*) and after.



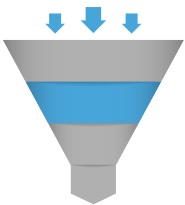
Keep them interested with an interactive eBook

What is it?

An interactive eBook exists on a live webpage and invites the viewer to take part in the experience. Elements can include scrolling effects, dropdowns to change the appearance of the page, animations, or other types of interactive journeys designed for the viewer.

This type of eBook is much more engaging than its static counterpart because the viewer is an active participant in controlling how the page appears and reacts. This is particularly valuable to SaaS companies with large amounts of data that needs to be conveyed in a way that doesn't overwhelm —or bore! — the reader. For example, selecting a category from a dropdown menu sure beats scrolling endlessly to try to find what you're looking for, and you're more likely to stick around to see what the piece has to offer.

Where it fits into the marketing funnel



Middle of the funnel. Animated infographics are a light and Middle of the funnel. Just like a traditional eBook, the interactive version will be most useful when you can afford to do the deeper dive this medium is best suited for.



When to use it

Showcasing lots of data: Displaying the results of a dense report can be overwhelming — not to mention a bit boring — to a reader. Consider using an interactive webpage to allow the user to sort data using dropdowns or animations that make the information pop off the page.

To enliven educational content: Just like a long lecture, educational content can get boring if there is no interactive element. If you want to keep audiences interested and help them retain the information you're offering, encourage engagement by inviting them to actively participate in the experience.

When you need more than a PDF can offer: It's great to be able to offer a downloadable PDF of your eBook, but PDFs come with limitations. For example, if you wanted to use a Lottie to highlight a piece of information within your eBook, you would be unable to do so in a PDF.

When you want to track audience interactions: Since an interactive eBook lives on a webpage, that means you can monitor how your readers interact with the piece. Learn how well people are engaging with your content by tracking how many people view your content, how long they spend with it, where they click the most, and any other analytic that's important to your organization's goals.

Key ingredients for success

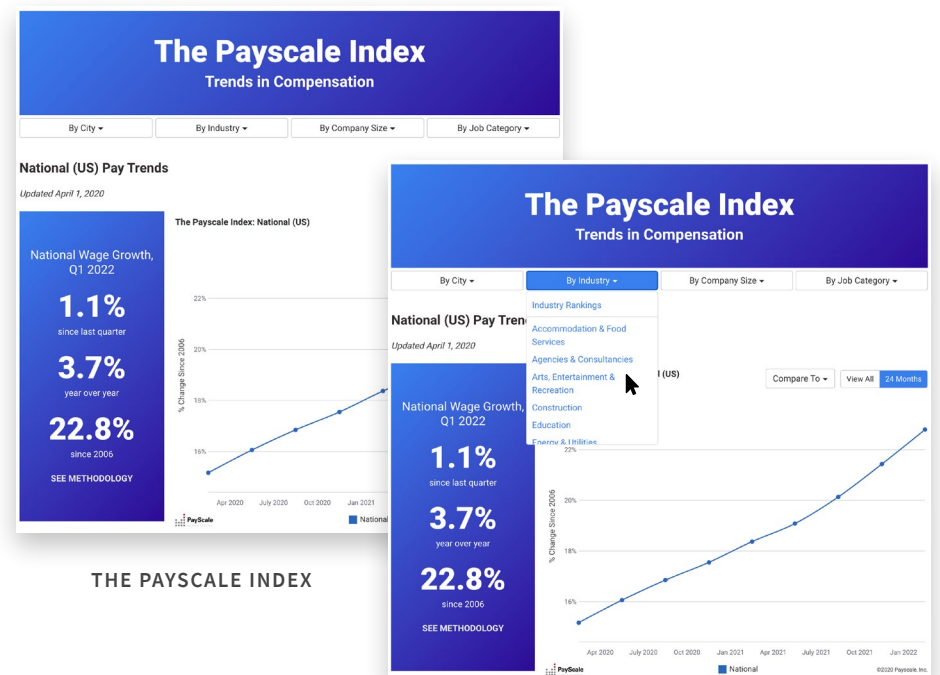
Showcasing lots of data: First impressions matter, and you want to grab a visitor's attention as soon as they land on your site. Making your landing page interactive draws visitors in and makes them more likely to spend longer on your webpage — and potentially become interested in your products and services.

Be creative, not confusing: The purpose of having an interactive webpage is to keep users on the site for longer, but it's useless if that time is spent trying to figure out how to get the information they need. No matter how good it might look, making interactive content too complicated can confuse and exhaust a user, so prioritize keeping it simple.

Examples

[LinkedIn Marketing Solutions](#)

[The PayScale Index](#)



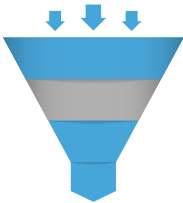
*Examples only, Content Matterz did not produce.

Get all the best angles with 3D Animation Videos

What is it?

3D animation videos are an exciting way to show off your product or service within a three-dimensional environment. Video is the most popular form of content for both producers and consumers today.¹ In fact, viewers worldwide spent 85% more time watching videos in 2020 than in 2019, and 65% of marketers reported that video was the focus of their content strategy in 2021.¹ It's clear there's a lot of video content out there, but a 3D animation video can help you stand out from the crowd..

Where it fits into the marketing funnel



Top and bottom of the funnel. While the flashy nature of 3D animation can serve to catch a wide eye at the top of the funnel, these videos can also be useful when creating very product-focused content at the bottom of the funnel.

When to use

Your SaaS product has a physical aspect: 3D videos are useful for showing SaaS products from all angles, which can come in handy when there is a physical component. Consider using this medium when selling something like a warehouse management program or enterprise resource system, in which software interacts with people and environments in specific scenarios.

To manifest a virtual result into reality: Just because you are creating a virtual experience for a customer doesn't mean it doesn't need a physical representation. If you (or your designer) can identify what that looks like, bringing it to life with a 3D video will bring that message home to your buyers in a way that other mediums cannot.



Key ingredients for success

Plan ahead: 3D videos can take some time to create, so be sure to communicate with your designer to determine how much lead time they will need to deliver.

Get something in return: 3D videos are a big investment, so you should consider gating your 3D video behind a request for contact information. Since 3D videos are enticing and valuable to viewers, an ask like this is a small price to pay and makes sure you're getting the most value out of this piece of content from a lead generation perspective.

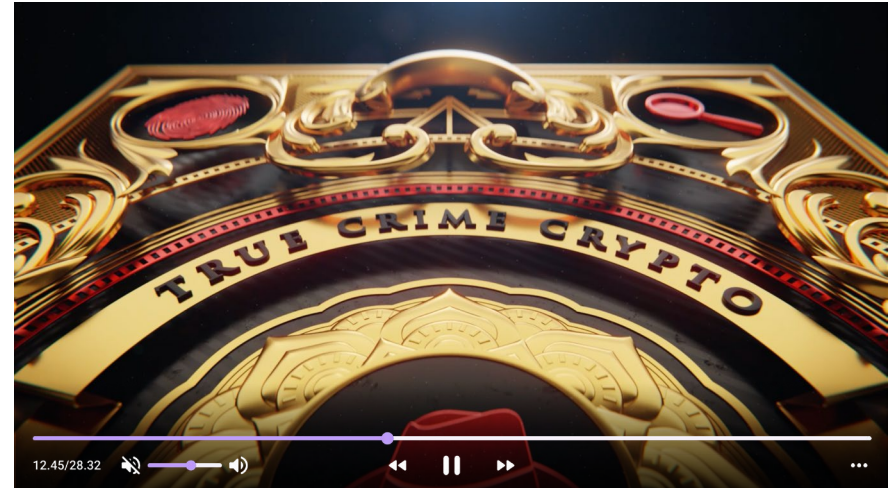
To learn more about video marketing and why it's important, check out [this blog post](#).

Examples

[Survey Monkey](#)

[Slack Teams](#)

[True Crime Crypto](#) (right)



*Examples only, Content Matterz did not produce.

Chatbots: Your content maitre d'

What is it?

While not technically a type of content, chatbots can certainly serve it up and have come a long way since their beginnings as annoying pop-ups with all the wrong answers. Nowadays, chatbots are viewed and used as a powerful marketing tool — whether on your website, via text message, or on social media — to help visitors find the right content at the right time.

Although more of a content distribution method than a type of content, chatbots act as a host to your site in order to personalize a user's experience — using AI to direct them to the content you've designed for their specific needs. In the constantly-evolving world of SaaS, it's vital for prospects and customers alike to be introduced to your newest content and features, and a chatbot can be a solid method of getting it in front of them.

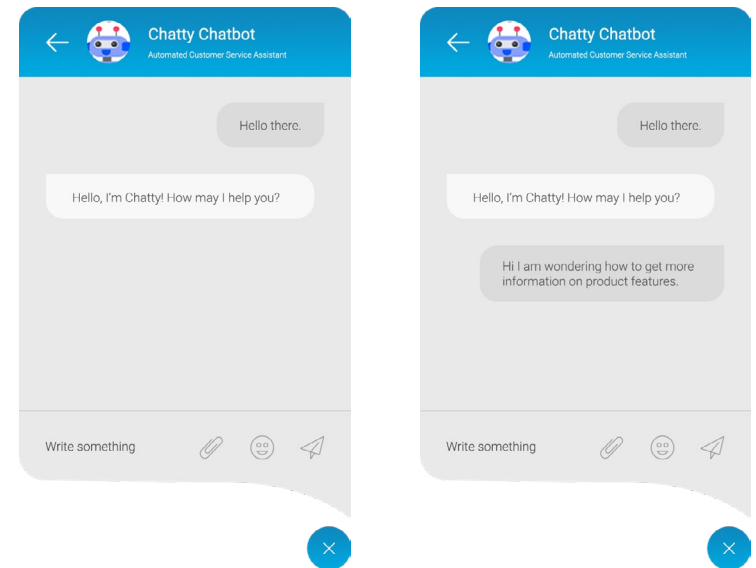
When to use

To act as a content tour guide: Bots make navigating your website an interactive and personalized experience to point visitors directly to the type of content that will meet their needs.

To generate new content ideas: As buyers interact with your bot, it will become familiar with frequently asked questions and common issues your customers are having. By analyzing this information, you can easily see what kind of gaps you have when it comes to content and get to work filling them in.

Have an understanding of your audience's pain points: The reason people prefer to talk to live humans isn't personal, it's about wasted time. If people aren't getting the answers they need from your bot, they will become impatient. It's important to understand the small details of where your audience is getting caught up, and then teach your bot to take care of those hiccups.

Back up your bot with a human option: Even if the goal is to get problems solved using the bot, some solutions require a live human. While your bot might ask a leading question or two before offering access to a live representative, don't make it too difficult or users are likely to give up.





Make your mark with content

Sometimes all it takes for people to notice your brand is doing things a little differently from everybody else. These ideas will give your content the unique touch an overstimulated audience craves and get your organization's message out to the world.

If you're looking for a partner in creating innovative content, Content Matterz can help. Check out some of [our work](#) and [contact us today](#) to start talking about your options.

[Let's work together](#)

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