

# The Ultimate Checklist

## To Ace B2B Marketing!



### MAKE YOUR CONTENT SEARCHABLE

01

Use metadata, keywords, H-tags, hyperlinks and alt tags for images.

### MAKE YOUR CONTENT READABLE

02

Ensure smaller paragraph sizes, bullet points, section headers and a consistent style guide.



### MAKE YOUR CONTENT FRIENDLY

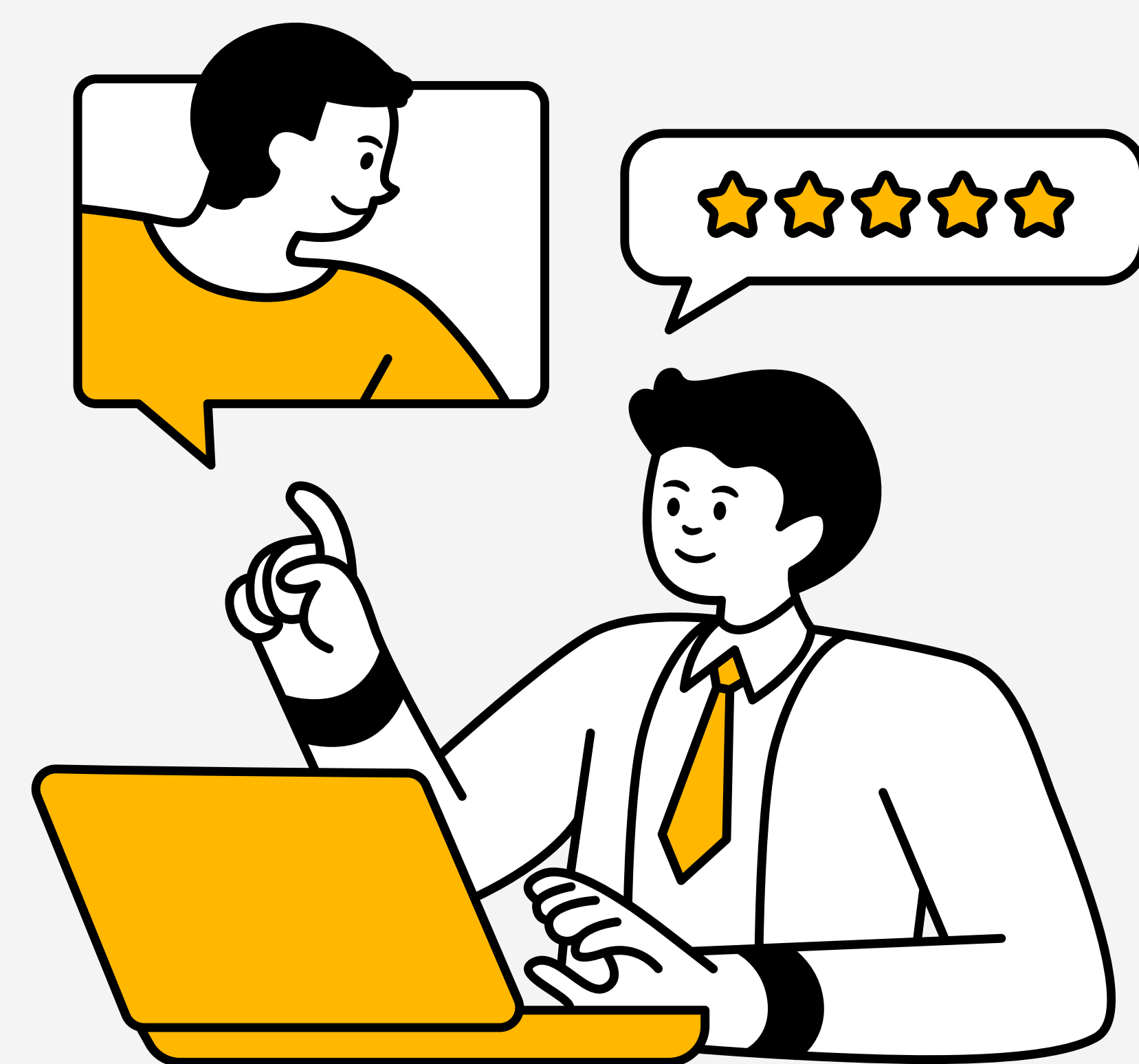
03

Use analogies, examples and a blend of text with visual media.

### MAKE YOUR CONTENT ACTIONABLE

04

Include product links, takeaways and a Call-To-Action.



### MAKE YOUR CONTENT VIRAL

05

Provide an easy way for users to share, comment and interact.