CONTENT THAT COUNTS

B2B Content That Gets Noticed

Grndworx

Focus on what counts

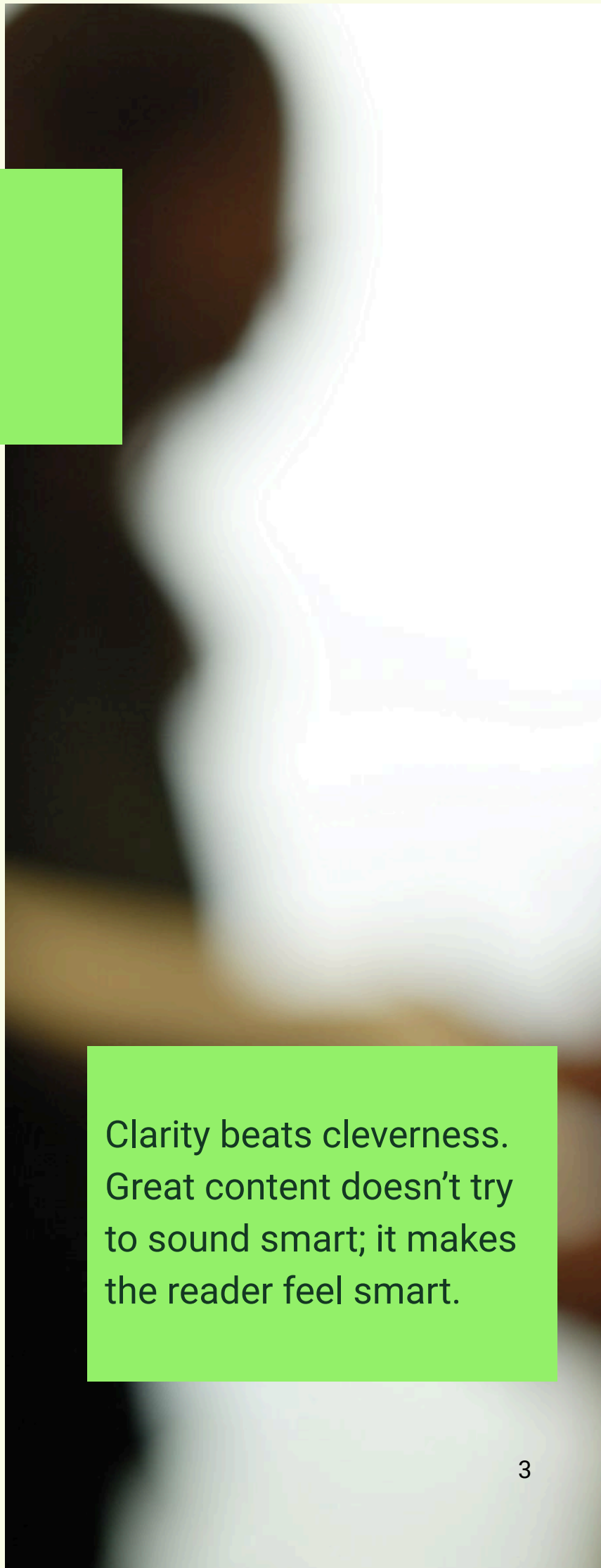
1. Focus on what counts

In B2B, time is the scarcest currency. If your audience doesn't understand within seconds why your content matters, they'll move on — no matter how expensive your campaign.

To cut through, start by asking four questions:

1. Who exactly am I writing for?
2. What problem am I solving or perspective am I shifting?
3. Why should they care?
4. What should happen next — a thought, a conversation, or an action?

That's the difference between content that counts and content that clutters.



Clarity beats cleverness. Great content doesn't try to sound smart; it makes the reader feel smart.

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Introduction

Too Much Content, Too Little Meaning

Every company claims to “create thought leadership,” yet most B2B content disappears within hours. Not because it’s bad, but because it’s indistinguishable — same structure, same tone, same vague promises.

The answer isn’t more content. It’s better content — clearer, braver, more intentional.

At GrndWorX we call it Content That Counts: content that knows exactly who it’s for, what it wants to achieve, and why it deserves attention.

This paper explores how to write that kind of content — human, strategic, and smart enough to be found in a changing search landscape.

2. Know your reader and their reader

In B2B you rarely write for one person.

You write for a circle of influence: decision-makers, implementers, risk managers, clients, and sometimes even their customers.

The best writers understand not just the audience, but the audience of their audience.

If you're talking to an investment strategist, think about what the CIO will ask them later. If you're addressing a sustainability lead, consider how they'll explain your point to fund managers, or HR.

Every sentence should serve a purpose across that chain.

It's not about simplification — **it's about making complex things clear.**

3. How search has quietly changed

Search isn't what it used to be. People no longer just "Google and click."
They ask, chat, or scroll — on LinkedIn, in Slack channels, on Substack, or through AI tools that rewrite answers for them.

This shift means content must be both readable and retrievable.

AI-based discovery doesn't reward keyword stuffing; it rewards clarity, authority, and structure.

If your content is written with precision and delivers genuine insight, it stands a chance to be quoted, summarised, and shared — by people and machines alike.

Write so humans feel it, and machines can explain it.

Clarity, authority and structure are key!

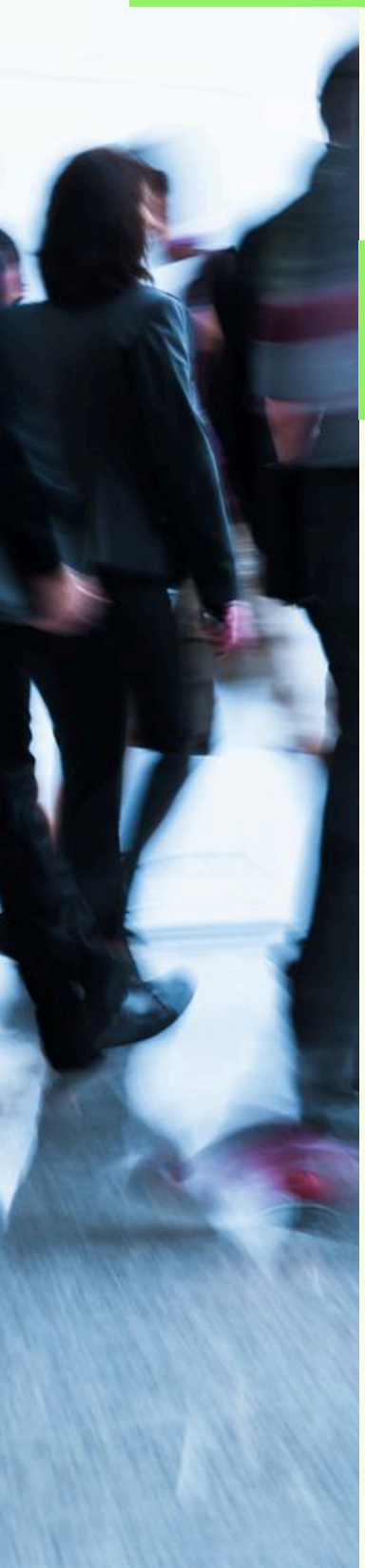
4. Generational intelligence

Your readers may range from 22-year-old analysts to 60-year-old board members — all smart, but with different digital habits.
While all are equipped to use new media tools, younger professionals aren't just using them; they're setting trends and redefining what resonates. This isn't just about leading the charge; it's about influencing media consumption across the board.
But no matter your views on "generational marketing", **the way different generations grew up has an impact on their relationship with technology and as a result, their consumption of content.** Each generation has undergone distinct experiences during their coming-of-age phase. Understanding these differences helps you choose tone, structure, and format that meet them where they are. Obviously, no chart fits everyone — it simply **shows the patterns that shaped** how most of our thinking was formed and how we communicate.

Generation	What drives them	How they consume	What works best
GenZ (1996-2010)	**Fast relevance, authenticity, visual logic**	Short-form, mobile, interactive, podcasts	**Lead with a hook, visuals first, layered meaning**
Millennials (1979-1995)	**Purpose, practicality, autonomy**	Hybrid content, videos, well-structured text	**Combine insight with usability; avoid jargon**
GenX (1965-1978)	**Efficiency, credibility, facts**	Reports, webinars, case studies	**Show logic, data, frameworks they can re-use**
Boomers (1946-1964)	**Trust, reputation, respect for expertise**	Executive briefs, summaries, white papers	**Clarity over novelty; show outcomes and reliability**

Across all generations, attention is not shrinking — it's selective.
Give people a reason to stay: relevance in the first 10 seconds, and reward in the next 60.

5. Writing that cuts through



Be short, but not shallow. Strip your sentences of waste. Replace buzzwords with verbs.

Say what you mean, not what the industry expects.

Lead with tension. Start with a surprising truth, a contradiction, or a question your audience actually asks.

- Build for scanning. Use subheads, bullet points, call-outs. Let readers choose their path.
- Show personality. Don't hide behind corporate templates. If you have an opinion, state it clearly.
- It isn't about shouting — it's about refusing the dull middle ground.

Design matters. Visual hierarchy, whitespace, and data visualisation are part of the message.

Make your content easy to look at, not just easy to read.

6. The formats that stand out

Variety doesn’t mean chaos. It means choosing the right format for the right purpose.

- Short opinion pieces – Fast takes that show thought, not just news.
- Explainers & frameworks – Turn your method into a model people can quote.
- Behind-the-scenes stories – Share how you solved a problem; authenticity travels.
- Micro-content series – Break a long story into digestible bursts.
- Visual reports – Charts, data, and design that people want to share.
- Conversation content – Podcast snippets, roundtables, expert exchanges — real voices cut through noise.

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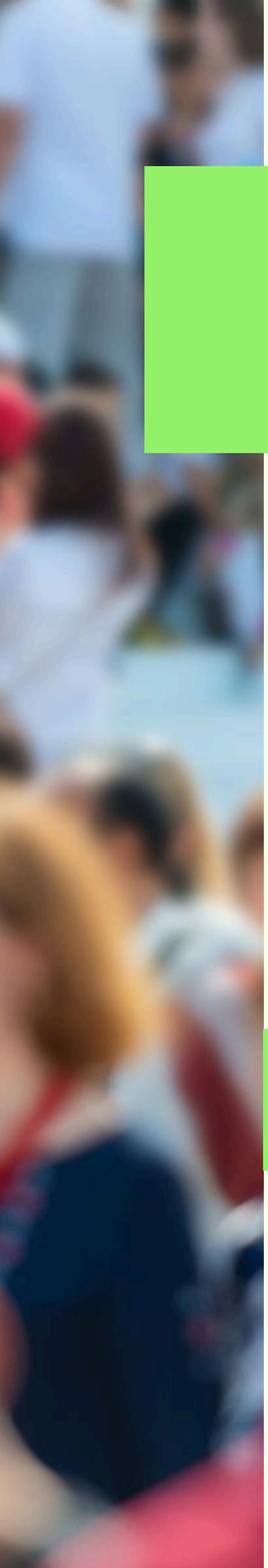


7. Measuring what matters

Forget vanity metrics. Getting noticed is not about impressions — it's about impact.

Measure what shows real engagement:

- People quoting or sharing your ideas.
- Audiences returning for the next piece.
- Conversations sparked inside LinkedIn threads, client calls, or events.
- Mentions in other people's decks or briefings

These are signals that your content has moved from "seen" to remembered.

8. Focus, don’t flood

Attention is finite. Every piece you publish competes with everything else you’ve ever published.

Sometimes the smartest move is to publish less — and mean it more.

Before releasing new content, ask:

- Is this adding something new?
- Does it fit our message house and business goals?
- Does it make someone stop and think?

If not, save your energy for the next one. Because focus — not frequency — builds reputation.

Publish less and mean more

Conclusion

Clarity is the new creativity

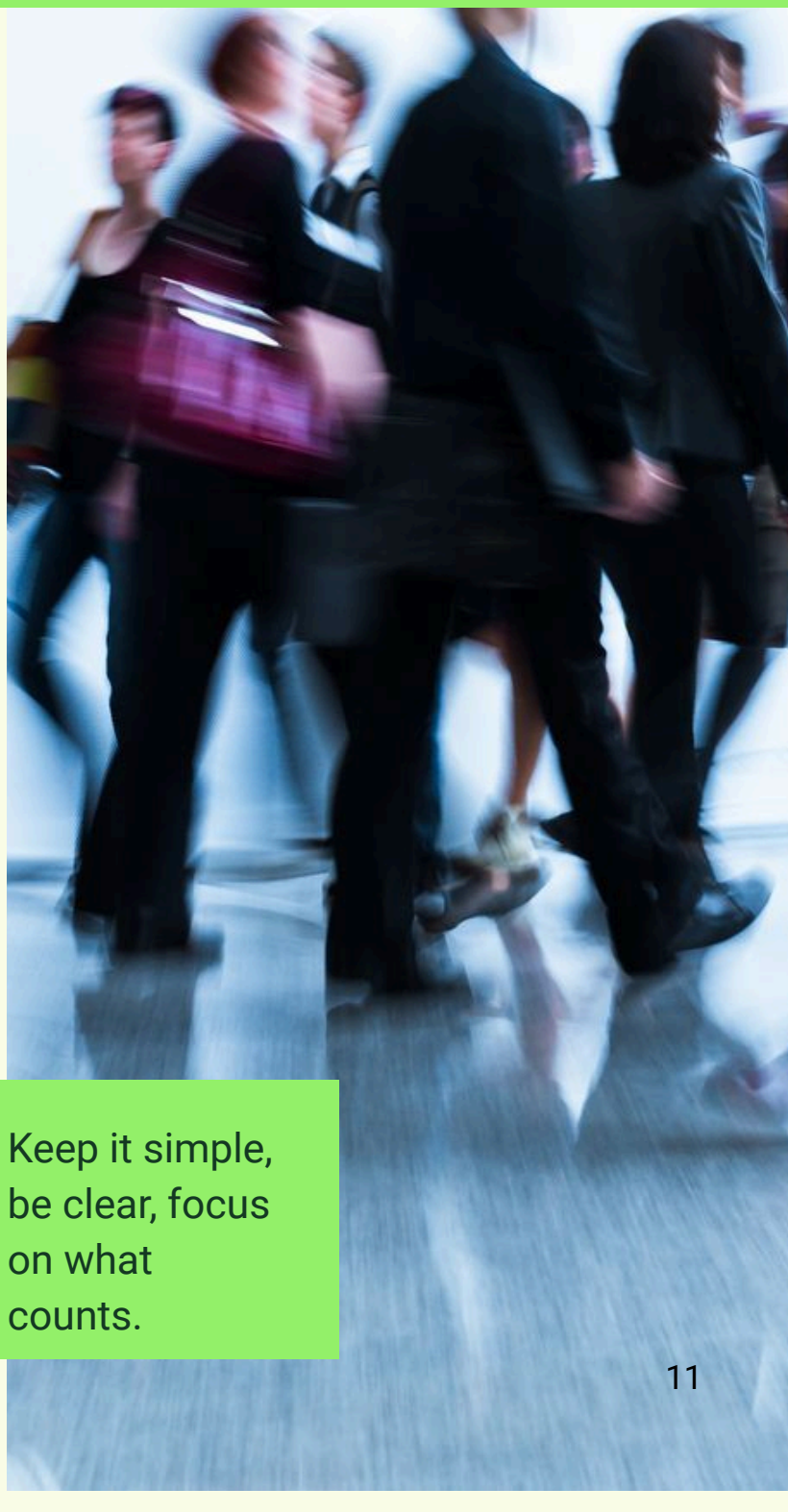
The most effective content in 2025 isn't the loudest. It's the clearest.

It connects intelligence with simplicity and depth with ease.

Being "corporate punk" doesn't mean being rebellious for the sake of it.

It means caring enough to strip away what doesn't count, to speak human in a world that's forgotten how, and to make complexity feel effortless.

That's content that counts — and that's what stands out.



Keep it simple, be clear, focus on what counts.

About the Company:

GrndWorX is a strategic B2B marketing agency. Neither management consultancy nor pureplay creative agency, we support our clients to sharpen their strategic marketing focus and support them right the way through the value chain to execution and implementation. We serve as your partner for achieving growth, helping to declutter your strategies, sharpen your focus, align your efforts, and transform your initiatives into tangible results.

About the Author:

Dorit Erzmoneit, Managing Partner at GrndWorX, blends strategy with creative instinct. She helps organisations say more by saying less.

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If this paper made you rethink how your organisation creates content, let's explore what that could look like for you.

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Focus on what counts

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