

# B2B BLOG PROMPTS



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## Inspiring ideas for your B2B blogging

Rocket Content has put together this list of ideas to help you create your own weekly B2B blog. We hope that these ideas inspire you and make the work just that little bit easier. You don't have to use them in any order - take a read and see what comes to mind. We hope that this kicks off some great blogging ideas for your business.

### About your business / sector

1. How your business got started – and why.
2. How you've overcome business challenges – e.g. funding growth in difficult times.
3. What gets you excited about the industry you work in?
4. Other people in business (and beyond) who have influenced you and why (doesn't have to be from your own sector/industry)
5. What are the big technologies driving change in your sector?
6. Changes you've seen in the industry during the time you've worked in it.
7. How you attract new /young people to join your business / the building services sector.
8. Follow-on from above: A blog from the point of view of your new team member about what they thought of 'building services' before they joined your company.
9. (A series) Meet the team: interviews with your head of sales; head of technical







19. Skills for the modern marketer – a list of the capabilities you think today’s B2B marketers need to bring to their work.
20. Skills for the modern engineering – what today’s engineers need to know to take a building services business to the future.
21. Five trends coming our way – industry trends; technology; legislation; environment; business.

### **Practical advice for readers**

**Rocket Content recommends that you don’t focus on this type of blog too often or too early in a blogging campaign; try to spread this product-focused content carefully! Otherwise readers will think it’s all about you and won’t engage.**

22. Getting started – things to know before installation of your main product(s) - possibly a series.
23. Installation – hints for a smooth installation; useful pointers for installers; pitfalls to avoid.
24. Commissioning hints and tips – setting up for specialists.
25. VIDEO blog: a ‘tour’ of the product by one of your specialists – highlight features and areas to note for installation/operation.
26. The new technology – why you’ve introduced development X and the benefits for contractors/installers/end users (select the persona you’re focused on).
27. How the product can help meet the latest legislative requirements (e.g. energy efficiency requirements; NOx legislation; F Gas directive).
28. Setting up the controller on your product to ensure efficient operation.
29. Points to note about maintenance – recommended servicing regime; important areas to be aware of.

30. Happy customer – interview-based case study with a customer talking about their challenge and how your product helped them.

31. End of product life – how you are helping customers ensure they can dispose of old products (WEEE directive; circular economy etc).

32. FAQs – questions coming through to your support teams with answers; always include a helpline number at the end of this type of article.

33. SAQs – the questions people SHOULD ask about products in your sector; but don't! Offer advice about buying wisely.

34. Problem/solution blog – describe a common problem and highlight how your product helped others overcome this e.g. 'You're working in a very small plant room' – our boiler has a small footprint; can be stacked vertically; provides more heat per sq metre etc.

35. Tips for working in... Offer your insights into working abroad; things **you've** learned (a lot of engineers spend time in the Middle East). Could be personal issues (best clothing to take); or pointers about doing business.

### Industry comment

36. Focus on legislation: this could form a series of blogs/articles but should deal with areas where you have expertise. For example, in air conditioning, the F Gas directive and refrigerant phase down process is a hot topic. In heating, government drives to reduce fossil fuel reliance is a key issue.





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37. Following-up on an industry event – we went to XXX and these were our key takeaways

38. Comment on a comment – President of BESA/ECA/CLC says 'X', we agree and would also add xxx (or disagree!)

39. In the news – follow up on national news stories relevant to our sector e.g. Govt study shows fuel poverty is an issue (how better heating technology could alleviate this); poor IAQ is impacting office occupants (how better ventilation can solve this issue).

### **Freebies, competitions etc**

40. Reader / customer competition – a blog that starts a competition-based campaign for your customers.

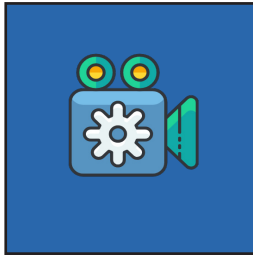
41. Roundups of the year – great for December: what your business has achieved; highlights from the year; what your plans are for next year.

42. Free download – a PDF diagram showing the main pieces of legislation affecting the industry in 2020/2021 and beyond. (great for encouraging sign-ups on your website).

43. Free download – a spreadsheet that helps customers calculate potential payback from energy savings after installing your product.

44. Free download – a white paper/technical guide that goes into your sector or a technical issue in-depth. A great way to get sign-ups and collect email addresses before downloading.

## Video



Video is one of the most powerful online tools. Regular videos can be used on your own website and across all forms of social media. Video is highly rated for Search Engine Optimisation (SEO), so it's great for raising awareness.

## Blogs



A regular blog from your team keeps visitors coming back to your website. Again, a blog can be used on social media such as LinkedIn and used to encourage followers and 'shares' on social media.

## Podcasts



Audio is a fast-growing medium on social media. You can offer a completely different way for potential customers to get to know your business, while offering them useful insights they can listen to on the commute or in the car.

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Rocket Content can help you develop, produce and use great content that supports your marketing goals and metrics.

We offer a range of services across different content types and we can work with you to find the best solutions for your objectives.

Our team also has in-depth knowledge of building services and construction.

Coupled with our extensive experience in B2B publishing, we make great content that works for your business.

**Contact us today to talk about your goals.**



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