

kick ass

B2B Content Plans



Get ahead of your competition with award winning, algorithm busting, content.

Whether you're a consultant, an engineering firm, or a specialist widget manufacturer, maintaining a market presence is a relentlessly difficult job. The amount of content you need push out to maintain your ranking is frustrating (it's as if Google think all businesses have got to do is create content).

We have been crafting award winning content for B2B companies (of every shape and size) for nearly 30 years. We primarily work with B2B organisations as the sales cycles are often less predictable (and longer) so it's a great fit for the brand boosting neuromarketing work we create,

We win awards because our content plans work. Everything we do is drenched in neuroscience (behavioural design), so we know it's speaking to emotional (and illiterate) brain. It's the jump you need to push the competition into the dark recesses of your prospects' brains.

All you have to do is approve it; we'll do the rest.

100% done for you.

100% unique.

100% kick ass.



kick ass B2B Content Plans

Every monthly package is different, because we craft plans to suit your needs and resources. Here's what a typical monthly package looks like.

18 mixed social posts/month.

Includes strategic support to help define the focus of your content and create a campaign style that will kick your competition into touch.

4 x blog posts/month

Optimised to support your key services and regional position.

1 x LinkedIn long article/month

Essential when combined with other LinkedIn posts throughout the month - aligned to support to your sales objectives.

Monthly Email Blast

We'll keep you active in your prospects' inbox with engaging content, that screams to be opened.

Social Channel Management

We will upload all content (including blog posts), and keep an eye on messaging and comments as required.

Quarterly Content

We will also create a new lead magnet every quarter to help you stay out in front of the pack. It could be a white paper, a webinar or an event. Whatever works for you.

Contact: joanne@barklikeabigdog.com

100% done for you.

100% unique.

100% kick ass.

