

● REVENUE GROWTH & PERFORMANCE

Content Strategy & Creation.

Build content around real buyer intent, then produce the work that earns attention and pipeline.



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Build content around real buyer intent and produce it to a senior editorial standard. For B2B teams done with volume that influences nothing.

THE PROBLEM ON YOUR DESK

Most B2B content goes unread. The problem is rarely effort; it's the absence of an editorial strategy. Most content programs can't say how much of their content produces pipeline and how much produces noise. Producing content without a plan is how teams end up with volume and no pipeline.

OUR THESIS

How much of your content produces pipeline?
How much produces noise?

How the work runs

01 · STRATEGY, PRODUCTION, MEASUREMENT

01

A plan built on buyer intent

We start from the questions your buyers ask and the moments that move deals, so every piece has a job and a reason to exist.

02

Senior editorial production

The formats your buyers actually read, watch, and share, produced to a senior editorial standard. Quality is the strategy, not a finishing step.

03

A read on what produces pipeline

We measure content against pipeline contribution and buyer engagement, not page views, and feed that read back into the plan.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A content strategy mapped to buyer intent
- ✓ The brief and quality bar for production
- ✓ Pipeline-based measurement, not page views
- ✓ A prioritized editorial calendar and roadmap
- ✓ Senior editorial production against the plan
- ✓ A steady, predictable publishing cadence (Enterprise tier)

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

- | | | | |
|---|---|--|---|
| 01 | 02 | 03 | 04 |
| Content with a job, <i>tied to a revenue outcome.</i> | A repeatable engine <i>that ships consistently.</i> | Content found <i>and trusted by buyers and AI.</i> | Every piece earning <i>its place in the pipeline.</i> |

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We stopped measuring how much we published and started measuring what it did.

CONTENT LEAD · B2B TECHNOLOGY

Make every piece *earn its place.*

Talk to a strategist about an editorial strategy built on buyer intent.

[Book a session →](#)

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