

**Your  
recipe**



**for snackable and  
shareable content**



# **The B2B tech buyer's journey is more self-directed than ever.**


Buying committees aren't just made up of IT — they now involve stakeholders from multiple departments and in a number of roles. Your marketing efforts need to address their wide-ranging concerns and questions with easy-to-digest and easy-to-share content.

**That's where snackable and shareable content comes in.**






# **Snackable and shareable content can:**

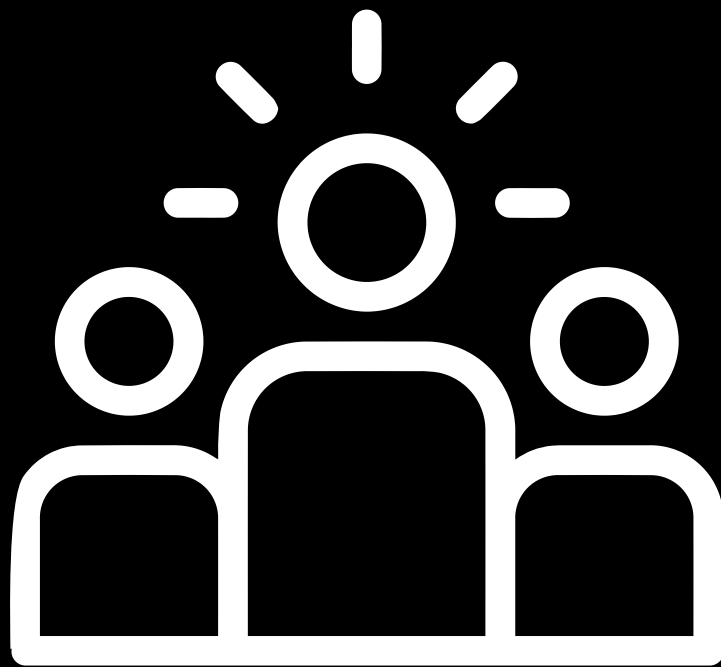
- Concisely convey relevant information for specific audience segments
  - Be easily distributed to peers across social media and other digital platforms
  - Entertain, educate and guide reader decision-making
  - Be easily repurposed to suit multiple formats — like video, social media graphics, short blogs and more
- 



# **Follow our recipe to learn the ingredients that go into a snackable content campaign:**

- 1.** Understand your audience
  - 2.** Determine your goals
  - 3.** Identify opportunities across the buyer's journey
  - 4.** Complement your current strategy
  - 5.** Use enterprise storytelling
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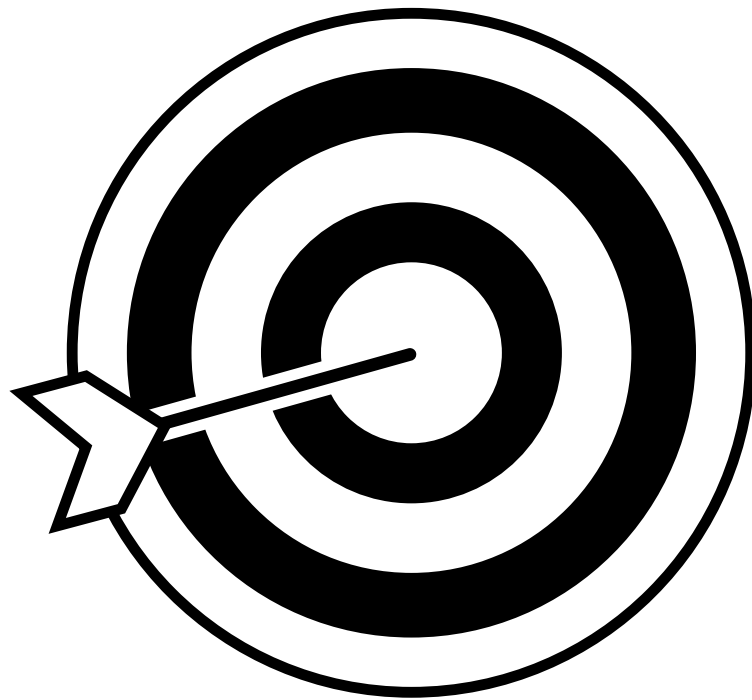
# 1



## Understand your audience

### **Consider your buyer personas:**

- What challenges do they face at each stage of the buyer's journey?
- How can you appeal to them with content at each stage?
- What types of content are most appealing to them?



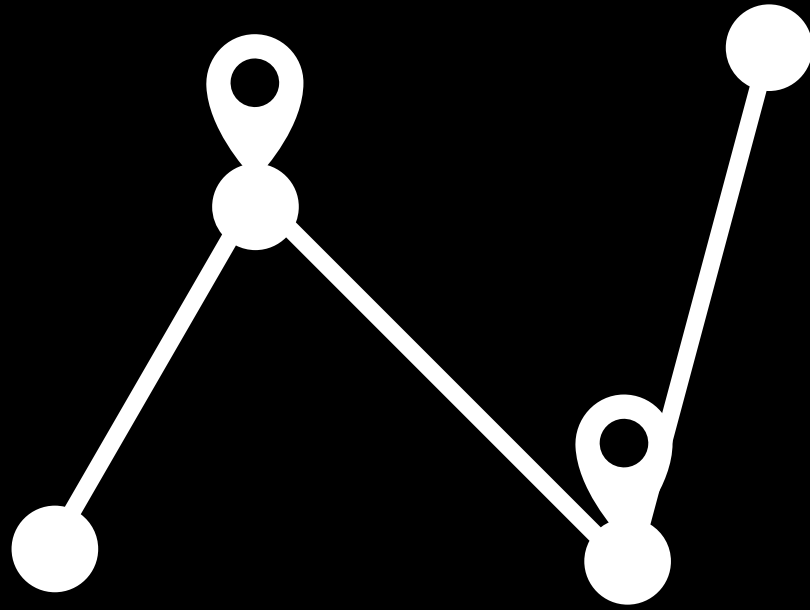
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# Determine your goals

**Consider what you want to achieve with snackable content:**

- What are your must-have goals?
- What are your stretch goals?
- What is a metric vs. a KPI?

# 3



## Identify opportunities across the buyer's journey

**Consider what will resonate with your buyer personas:**

- What types of snackable content can you use at each stage: awareness, consideration, decision and nurture?



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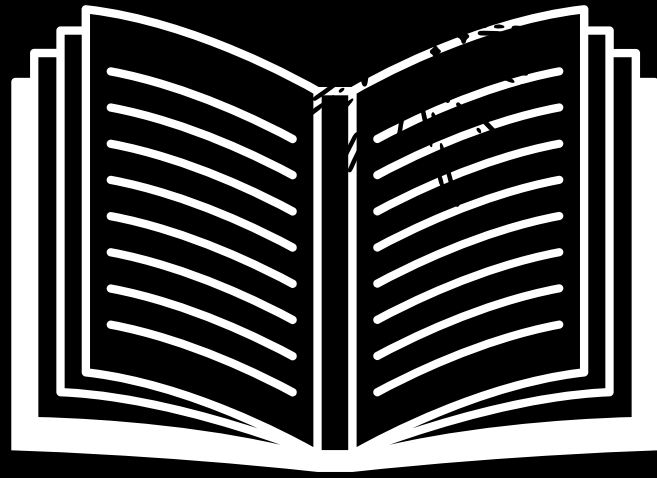
# Complement your current strategy

**Consider how snackable content ties into your ongoing efforts:**

- Do you have assets that are performing well that you can repurpose?
- What assets are you missing in your campaign?
- How can snackable content guide leads to your other content?



# 5



## Use enterprise storytelling

**Consider how you can help your story emerge through snackable content:**

- How can you add value for your audience?
- How can you engage your audience in new ways?
- How can you showcase impact to inspire customer advocacy?

# Start cooking up your next snackable and shareable content campaign

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