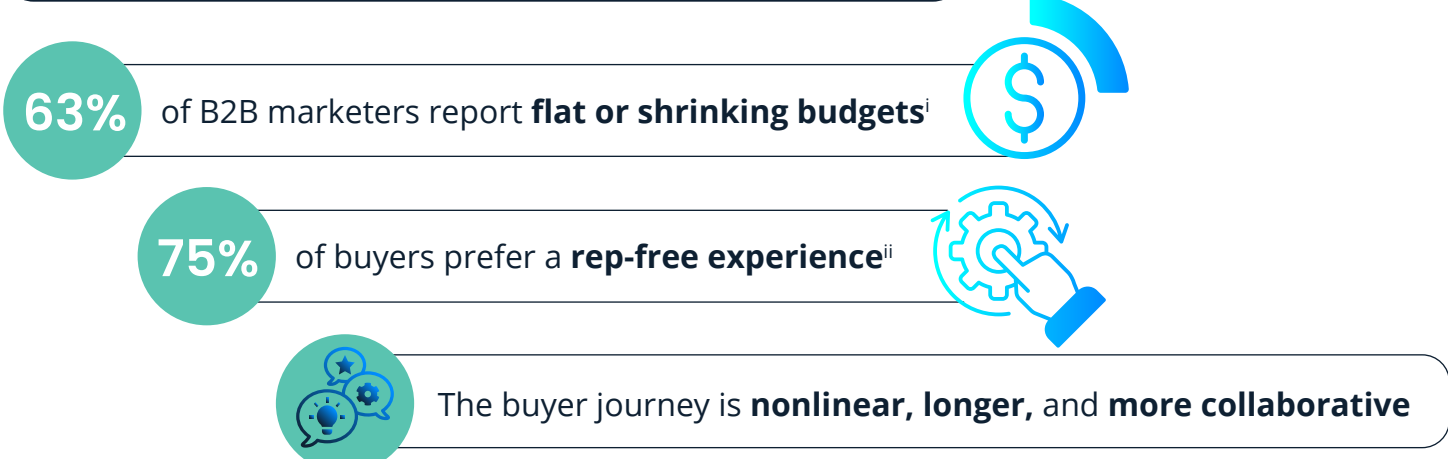


What's sabotaging your B2B demand gen campaigns?

Here are four common pitfalls — and how to avoid them.

The B2B marketing landscape has changed



Content is your connective tissue — but only if it's done right.

4 common pitfalls that derail demand gen

1. "AI will solve all our problems!"

MYTH

Just plug in GenAI and hit publish.

→

REALITY

81% of marketers use AI tools, but only 17% rate the content quality as excellent or very goodⁱⁱⁱ.

→

THE FIX

Use AI as an assistant — not a shortcut. Human insight still drives resonance with customers or prospects.

2. Random acts of content

MYTH

More content = more leads.

→

REALITY

Scattershot content lacks purpose and consistency in messaging.

→

THE FIX

Build a cohesive strategy. Define topics, audiences, formats, and publishing cadence before creating.

3. Misaligned metrics

MYTH

If it gets clicks, it's working.

→

REALITY

Vanity metrics don't equal pipeline progress.

→

THE FIX

Track behavior that signals intent — repeat visits, content sharing, bottom-funnel engagement.

4. "Spray and pray" distribution

MYTH

Great content will find its audience.

→

REALITY

Even the best content fails without a targeted promotion strategy.

→

THE FIX

Syndicate smartly, promote with purpose, and optimize landing pages for conversion.

The new rules of demand generation

- Strategy before scale:** Every piece of content should align to a core objective.
- Think value exchange:** If you're asking for a form fill, make sure you deliver something worth the trade.
- Test and tune:** Continuously optimize your content, channels, and messaging.
- Blend AI + HI:** Combine machine efficiency with human empathy, insights, and experience.

Want the full playbook?

READ *The Definitive Guide to B2B Demand Generation Content.*
DOWNLOAD the Guide

ⁱ 2025 State of B2B Pipeline Growth Study, Pipeline360
ⁱⁱ State of B2B Buying Report, Gartner
ⁱⁱⁱ 2025 B2B Content Marketing Study, Content Marketing Institute