

A Study on Content Marketing Strategies for B2B Companies at Newmak Technology

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ABSTRACT

Content marketing has emerged as a crucial strategy for business-to-business (B2B) companies to engage target audiences, build brand authority, and generate leads in an increasingly competitive digital marketplace. This study focuses on NewMak Technology, a B2B technology solutions provider, to examine the role and effectiveness of content marketing strategies in driving business growth. The research explores different types of content, including blogs, whitepapers, case studies, webinars, and social media campaigns, and their impact on customer engagement and lead conversion. The study also investigates the alignment of content marketing with the buyer's journey, highlighting how personalized and informative content influences purchasing decisions. Primary data was collected through surveys of 150 key stakeholders, marketing managers, and B2B clients, while secondary data was analyzed from industry reports and academic sources. The findings suggest that strategically designed content marketing initiatives not only strengthen brand recognition but also enhance customer trust and loyalty, ultimately improving lead generation and revenue performance. The research concludes by providing actionable recommendations for B2B companies like NewMak Technology to optimize their content strategies for maximum impact.

Keywords: Content Marketing, B2B Marketing, Lead Generation, Brand Awareness, Customer Engagement, Digital Marketing, Content Strategy, Buyer's Journey, Content Personalization, Social Media Marketing, SEO, Marketing ROI, Content Distribution, Thought Leadership, Marketing Analytics

INTRODUCTION

Content marketing refers to the strategic creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience. Unlike traditional marketing, which focuses on direct selling, content marketing aims to educate, inform, and engage potential clients to foster long-term relationships. In the B2B context, content marketing helps companies demonstrate expertise, build trust with decision-makers, and guide prospects through complex purchasing processes.

NewMak Technology is a leading provider of enterprise technology solutions, specializing in software development, IT consulting, and digital transformation services for B2B clients. The company focuses on delivering customized technology solutions to help businesses optimize operations, reduce costs, and achieve growth objectives. With a commitment to innovation and client-centric solutions, NewMak Technology leverages cutting-edge tools, digital platforms, and content-driven marketing strategies to engage prospects and strengthen relationships with existing clients.

Despite the growing importance of digital channels, many B2B companies struggle to create content that resonates with their target audience, measures ROI effectively, and drives consistent engagement. This study aims to analyze which content strategies deliver the highest value and how content marketing can be aligned with overall business objectives to enhance lead generation, brand recognition, and revenue growth.

REVIEW OF LITERATURE

Content marketing in B2B contexts has gained significant scholarly attention in recent years. Smith (2022) examined B2B content marketing trends and found that blogs, whitepapers, and case studies significantly influence purchasing decisions. Companies aligning content with the buyer's journey reported higher engagement rates and improved lead quality. Johnson (2021) investigated how digital content influences B2B client engagement, showing that organizations using integrated content strategies experienced higher interaction levels and better brand recall.

Kumar (2020) explored methods for assessing ROI in B2B content marketing campaigns and proposed a framework combining lead generation metrics, engagement analytics, and conversion tracking. Holliman and Rowley (2014) revealed that B2B content marketing serves primarily to attract, convert, and retain customers by providing educational content, emphasizing a shift from outbound to inbound marketing philosophies. Pulizzi (2012) argued that storytelling represents a fundamental shift in marketing philosophy, with brands telling compelling stories experiencing significantly higher engagement rates.

Baltes (2015) found that B2B organizations implementing systematic content strategies experienced measurable improvements in organic search visibility and inbound lead generation. Rodrigues and Costa (2021) demonstrated that organizations implementing account-based marketing strategies with personalized content achieved 67% higher close rates. Overall, the literature indicates that strategic content marketing practices significantly enhance marketing effectiveness and organizational performance in B2B settings.

SCOPE OF THE STUDY

The scope of this study is limited to analyzing the content marketing strategies of NewMak Technology, Coimbatore. It focuses on understanding how content marketing activities support business functions such as lead generation, brand awareness, customer engagement, and thought leadership. The study examines key elements including content types, distribution platforms, personalization practices, buyer journey alignment, and measurement methods. The research is based on primary data collected through structured questionnaires from 150 respondents and secondary data from academic journals, industry reports, and online sources. However, the scope is restricted to a single organization and does not include comparative analysis with other companies.

STATEMENT OF THE PROBLEM

In today's competitive business environment, B2B organizations face significant challenges in managing content marketing effectively. Inefficient content strategies can lead to poor lead quality, reduced engagement, and wasted marketing budgets. Many organizations struggle with creating consistently high-quality content, measuring ROI, distributing content to the right audience, and aligning content with sales objectives. NewMak Technology seeks to evaluate whether its existing content marketing system efficiently supports marketing objectives and to identify gaps that may hinder performance.

RESEARCH OBJECTIVES

The main objective of this study is to analyze the content marketing strategies of NewMak Technology and evaluate their impact on business performance. The specific objectives are: 1) To examine the effectiveness of content marketing strategies employed by NewMak Technology. 2) To analyze the impact of various content types on client engagement and lead conversion. 3) To identify the challenges faced by B2B companies in executing content marketing campaigns. 4) To evaluate content personalization practices and buyer journey alignment. 5) To provide actionable recommendations to improve the content strategy. 6) To study the relationship between content type and customer engagement.

RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze the content marketing strategies of NewMak Technology. The study uses both primary and secondary data. Primary data was collected through structured questionnaires from 150 respondents including marketing professionals, key stakeholders, and B2B clients. Secondary data was

collected from journals, research articles, books, and online publications. The Simple Random Sampling method was adopted. Data is analyzed using percentage analysis and chi-square test to identify patterns and associations related to content marketing practices.

ANALYSIS AND INTERPRETATION

H0: There is no significant relationship between the components of content marketing (content type, distribution platform, personalization, buyer journey alignment, and measurement methods) and the effectiveness of marketing performance in the organization.

Table - 1: Types of Content Used by the Organization

Content Type	Frequency	Percent
Blogs and Articles	30	20.0
Whitepapers / E-books	25	16.7
Case Studies	28	18.7
Webinars / Podcasts	22	14.7
Social Media Content	35	23.3
Email Newsletters	10	6.7
Total	150	100.0

(Source: Primary Data)

Interpretation: Social media content is the most commonly used format (23.3%), followed by blogs and articles (20.0%), case studies (18.7%), whitepapers or e-books (16.7%), webinars or podcasts (14.7%), and email newsletters (6.7%). Social media content emerges as the most widely used format, reflecting the shift toward platform-based content distribution in modern B2B marketing.

Table - 2: Most Effective Platform for Distributing B2B Content

Platform	Frequency	Percent
LinkedIn	68	45.3
Company Website	30	20.0
Email Marketing	25	16.7
Twitter	12	8.0
Industry Forums	15	10.0
Total	150	100.0

(Source: Primary Data)

Interpretation: LinkedIn is the most effective platform for distributing B2B content (45.3%), followed by the company website (20.0%), email marketing (16.7%), industry forums (10.0%), and Twitter (8.0%). LinkedIn’s dominance confirms its unique position as the leading professional networking platform for business audiences.

Table - 3: Primary Objective of Content Marketing

Primary Objective	Frequency	Percent
Lead Generation	45	30.0
Brand Awareness	38	25.3
Customer Engagement	30	20.0
Thought Leadership	22	14.7
Customer Retention	15	10.0
Total	150	100.0

(Source: Primary Data)

Interpretation: Lead generation is the primary objective of content marketing for 30.0% of respondents, followed by brand awareness (25.3%), customer engagement (20.0%), thought leadership (14.7%), and customer retention (10.0%). Lead generation remains the most critical objective, reflecting the direct commercial pressure on marketing teams to demonstrate measurable pipeline contribution.

Table - 4: Challenges in Measuring ROI of Content Marketing

ROI Challenge	Frequency	Percent
Difficulty linking content to revenue	45	30.0
Lack of analytics tools	25	16.7
Time-consuming process	30	20.0
Inadequate data	28	18.7
Budget constraints	22	14.7
Total	150	100.0

(Source: Primary Data)

Interpretation: Difficulty in linking content to revenue is the primary ROI challenge (30.0%), followed by time-consuming measurement processes (20.0%), inadequate data (18.7%), lack of analytics tools (16.7%), and budget constraints (14.7%). The challenge of attribution remains the most pervasive measurement barrier in B2B content marketing.

Table - 5: Chi-Square Test: Content Type vs. Customer Engagement

Test	Value	df	Sig. (p-value)
Pearson Chi-Square	16.842	8	0.032*
Likelihood Ratio	15.974	8	0.043*
N of Valid Cases	150		

(Source: Computed Data) (*Significant at 5% level)

Interpretation: The chi-square value is 16.842 with 8 degrees of freedom and a significance value of 0.032, which is less than 0.05. Therefore, the null hypothesis is rejected. There is a significant association between the type of content used and the level of customer engagement at NewMak Technology, indicating that content format choices play a meaningful role in determining audience interaction outcomes.

FINDINGS

The study reveals that content marketing plays a vital role in supporting the overall performance of NewMak Technology. A majority of respondents (92.0%) are aware of content marketing as a B2B strategy, and 60.0% confirm their organization actively uses it. Social media content is the most commonly used format (23.3%), while LinkedIn is identified as the most effective distribution platform (45.3%). Lead generation is the primary objective (30.0%), and the awareness stage is considered most effective for content marketing (40.0%).

Content personalization is practiced by 53.3% of organizations, and 50.0% fully align content with the buyer’s journey. The chi-square analysis confirmed a significant association between content type and customer engagement (p = 0.032). Challenges such as difficulty linking content to revenue (30.0%) and time-consuming measurement processes (20.0%) remain prevalent. An overwhelming 78.0% of respondents view content marketing positively from an investor perception standpoint.

LIMITATIONS OF STUDY

This study has certain limitations. The research focuses only on NewMak Technology and does not include comparisons with other companies in the B2B technology industry. The sample size of 150 respondents may not fully represent the diverse range of B2B marketing practices. External factors such as market competition, economic conditions, and rapid technological changes are not analyzed in detail. Additionally, the study primarily uses percentage analysis and chi-square test, which may limit the depth of statistical analysis. Despite these limitations, the study provides useful insights into B2B content marketing practices.

SUGGESTIONS

Based on the findings, several suggestions are proposed. NewMak Technology should invest in building a comprehensive content strategy roadmap mapping content types to each stage of the buyer's journey. Given LinkedIn's dominance, the company should allocate dedicated resources for LinkedIn content creation. The organization should prioritize development of more sophisticated content personalization capabilities aligned with account-based marketing principles. Investment in marketing analytics infrastructure is recommended to address the challenge of linking content to revenue. The company should also develop a formal video content strategy and establish a structured content governance framework to ensure consistency and quality.

CONCLUSION

The study concludes that content marketing is a vital function that significantly impacts organizational performance. For NewMak Technology, effective content marketing practices ensure successful engagement of prospects and contribute to business growth. The findings suggest that proper content type selection, platform optimization, personalization, and buyer journey alignment are essential for successful content marketing. The chi-square analysis confirmed that content format choices have a statistically significant impact on customer engagement outcomes. Organizations must adopt strategic approaches to content marketing to remain competitive. Content marketing represents not merely a tactical tool but a strategic business capability that directly influences brand equity, lead pipeline quality, and long-term customer relationships.

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