



Marketing Bites by Bold Studio

5 Signs Your B2B Content Is Being Ignored

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You're writing for Google, not humans

SEO-stuffed content gets skipped on LinkedIn. Write like you're talking to one specific person with one specific problem — not an algorithm





You're selling, not teaching

If every post ends with 'Book a demo', people tune out. The 80/20 rule exists for a reason — 80% value, 20% promotion. Flip the ratio, flip your results





You're posting and ghosting

Publishing without engaging is a monologue. Reply to every comment, start conversations and show up in others' posts. LinkedIn rewards reciprocity





Your CTA is "Contact us"

That's the lowest-converting phrase in B2B marketing. Replace it with something specific and low-friction: 'I made a free template for this — want it?'





You're targeting everyone

Content for everyone is content for no one. Niching down feels scary but it's the fastest way to become the go-to voice in your space



**Ready to create B2B
content that
actually gets
noticed? Let's talk!**

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