

Crash Course in B2B Content: Desk Reference

Type	Definition	Used *	Notes
Blog posts	Articles posted on a B2B company's blog	76%	81% also use "articles" on their website; lots of repeat business; writer often on annual contract
Case studies	Extended testimonials on how a B2B product or service helped a customer in the real world	73%	Also known as customer success stories; lots of repeat business: often assigned in groups; you have two clients: your client + your client's client
E-books	Highly visual guides or primers that boil down a lot of information to its essence	34%	Hardest format to define; can be any length; rather like a slide deck + white paper combined
E-newsletters	Regular e-mails sent to a house list to keep in touch with prospects and clients	80%	22% used printed newsletters; built-in repeat business; writer often on annual contract
Infographics	Visual presentations of key ideas or research about a certain topic	51%	Requires intense research, design, and illustration; writer may do everything or work with artist
Placed articles	Articles given to another website or magazine to publish, either free or paid	68%	More PR than content; someone negotiates each placement, not usually the writer
Press releases	Announcements of some news or events that will interest a certain group of people		Used by an estimated 80% to 90% of B2B vendors; often done by PR agency
Slide decks	Presentations packaged as slides plus notes for narration	63%	76% sponsor live events where they could use slides; Synonyms: live + in-person = presentation; live + online = webinar; recorded = webcast, screencast
Speeches	Scripts for a live talk, written down but delivered aloud by one specific executive		76% use live events where they could use speeches; add-on fees cover doing slides, rehearsals, coaching
Video scripts	Words spoken or text shown in online videos	73%	Can be on done as talking heads, screencast, animation, or live action
Websites	Informative pages on a B2B website (not for sales or e-commerce)		99% of B2B vendors use websites; 40% use micro-sites; earn add-on fees for further content
White papers	Persuasive essays that use facts and logic to promote a certain B2B product or service	64%	Complex projects that need client management; not a lot of repeat business, since these last so long

* Source for "Used" by % of B2B companies: *Benchmarks, Budgets, and Trends—North America, Content Marketing Institute+MarketingProfs*

Crash Course in B2B Content: Desk Reference

Type	Typical Length	Typical Effort	Typical Fees *
Blog posts	Short: 500 to 1,000 words	Easy to Medium	\$250 to \$500 per
Case studies	Medium: 800 to 1,200 words	Medium	\$1,000 to \$1,500 per
E-books	Varies from 12 to 50+ pages	Medium to Hard	Depends on length, scope, expertise
E-newsletters	Short: 500 to 700 words, pointing to more content on the web	Easy to Medium	\$500 to \$1,250+ per issue, plus one-time setup fee of \$3,000+
Infographics	Short: lots of research boiled down to 1-2 pages of text + many visuals	Medium to Hard, takes project management with artist	\$750 to \$1,000 for research and text + \$750 to \$1,000 for design
Placed articles	Medium: 750 to 1,500+ words	Easy if repurposed, Medium if written from scratch	\$2 a word if written from scratch, placement fee varies
Press releases	Short: 1-2 pages or 500 words max	Easy to Medium	\$250 to \$500 per
Slide decks	Varies, average 10 to 20 slides for 30 to 60 minutes plus Q&A	Easy to Medium	\$100 to \$125 per slide (basic template), \$200 to \$250 per with speaker's notes, \$400 to \$500 per with high-end design
Speeches	Long: 15 to 20 minutes @ 160 words = 2,400 to 3,200 words total	Medium to Hard: 1 minute speech = 1 hr research + writing	\$100 to \$350 @ minute, average \$200 \$4,000 to \$8,000 @ speech, avg \$5,000
Video scripts	Short: 30 seconds to 5 minutes max, average 2 1/2 minutes	Medium to Hard	\$500 + \$100 to \$150 per minute, or \$1,000 to \$2,000 total
Websites	Varies from 5 to 25+ pages, always quote by project, not by page	Medium to Hard	\$750 to \$1,250+ for sitemap + \$250 to \$500+ per page + extra for design + coding
White papers	Long: 2,500 to 5,000 words, average 3,500 words	Hard: Takes nuanced writing	\$2,500 to \$10,000, average \$4,200 for text-only + design \$500 to \$1,000

* Sources for "Typical Fees" for B2B content: AWAI, Ed Gandia, Gordon Graham, Steve Slaunwhite, Writer's Digest