



Why you need current online content

Demand Gen Report released a B2B study last June entitled “2020 B2B Buyer Behavior Study.” [You can download that study yourself for free here.](#)

Pages 7 and 8 of the study concentrated on the sources that B2B purchasers referenced when making buying decisions. Specifically, the survey participants were asked, “**What were the first three resources that informed you about the solution in question?**” Responses were as follows:

- **Web search: 53%**
- **Vendor web sites: 41%**
- Review sites: 30%
- Prior experience with the vendor: 28%
- Peers/colleagues: 27%

If your potential customers conduct a web search and visit your web site or social media channels, what will they find?

I know of countless bad examples of outdated content. Web “news” pages or social media accounts with **no posts in years**. LinkedIn company pages with **no posts at all**. Companies that haven’t posted presentations **in a decade**. Data sheets that prominently mention a product’s **compatibility with Windows 7**. Companies that post wonderful YouTube videos, but then **fail to share** the video link on their other social media channels or on their own website.

If your potential customers are turned off by outdated content, Bredemarket can help you solve the problem. Contact me!

- Email me at john.bredehoft@bredemarket.com
- Fill out the contact form at <https://bredemarket.com/contact/>
- Contact me on Facebook <https://www.facebook.com/Bredemarket/>
- Contact me on LinkedIn <https://www.linkedin.com/company/bredemarket/>

Bredemarket

Short and Medium Writing Services

All services are described in more detail in the [“What I Do” section](#) of the Bredemarket website. The Bredemarket standard offerings can be adjusted based upon client needs.

Bredemarket 400 Short Writing Service ([description](#)) ([request information](#))

- Length: Approximately 400 to 600 words.
- What Bredemarket provides: Text in Microsoft Word docx format. Hyperlinks, key words, and/or hashtags provided as appropriate.
- Number of review cycles: Two.
- Schedule: see [description](#).

Bredemarket 2800 Medium Writing Service ([description](#)) ([request information](#))

- Length: Approximately 2800 to 3200 words.
- What Bredemarket provides: Text in Microsoft Word docx format. Callout indicators, hyperlinks, key words, and/or hashtags provided as appropriate.
- Number of review cycles: Three.
- Schedule: see [description](#).

Other marketing and writing services

Detailed information on all available services is available on the [Bredemarket website](#).



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