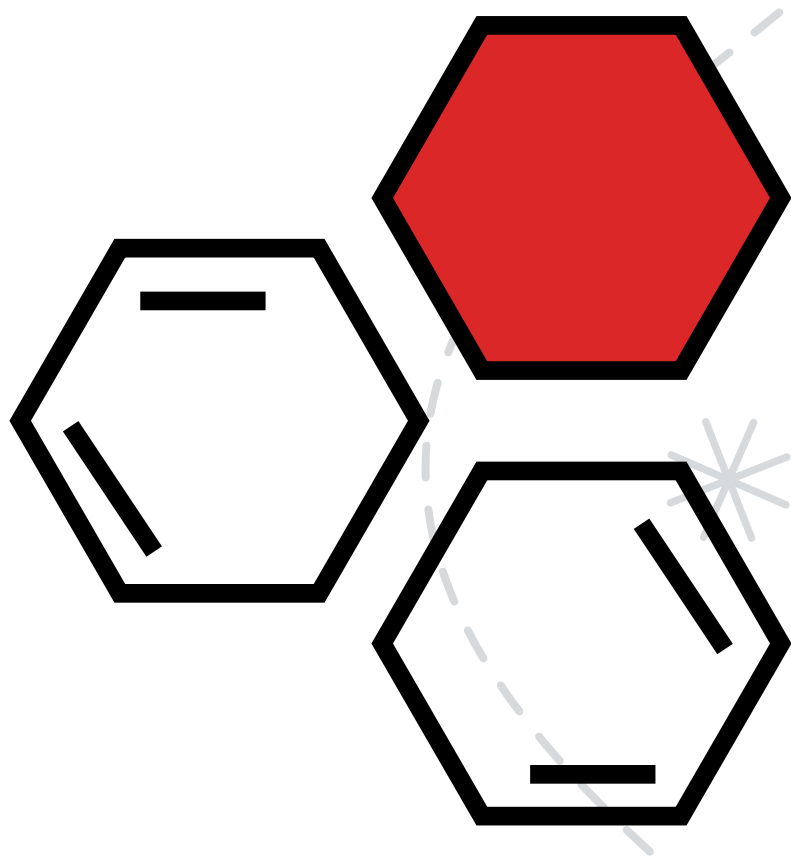


WARNING: 12 CONTENT BIOLOGICAL HAZARDS

WHICH OF THESE B2B CONTENT HAZARDS ARE ERODING YOUR ROI?

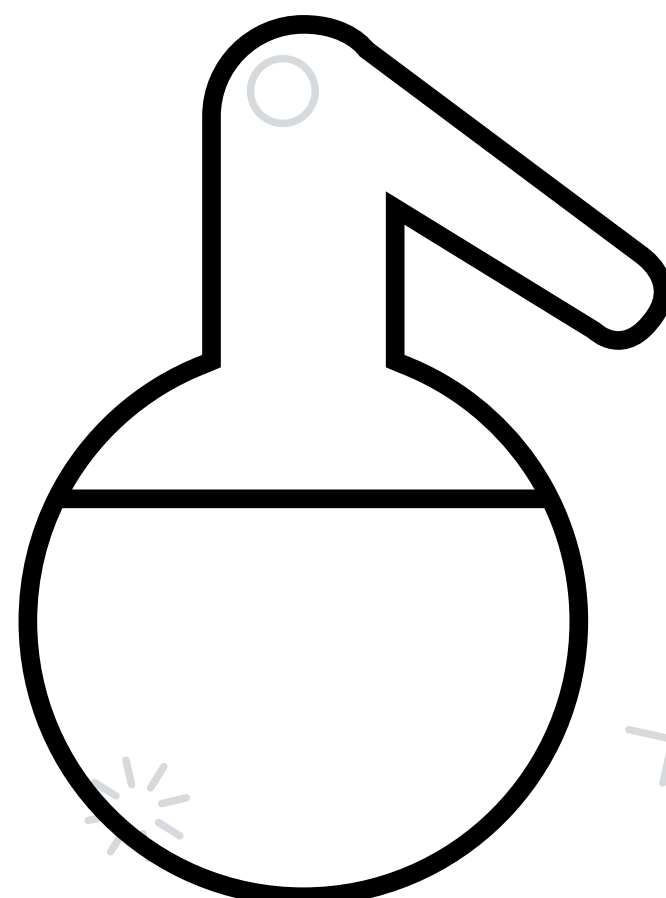
1

Gaps in content production



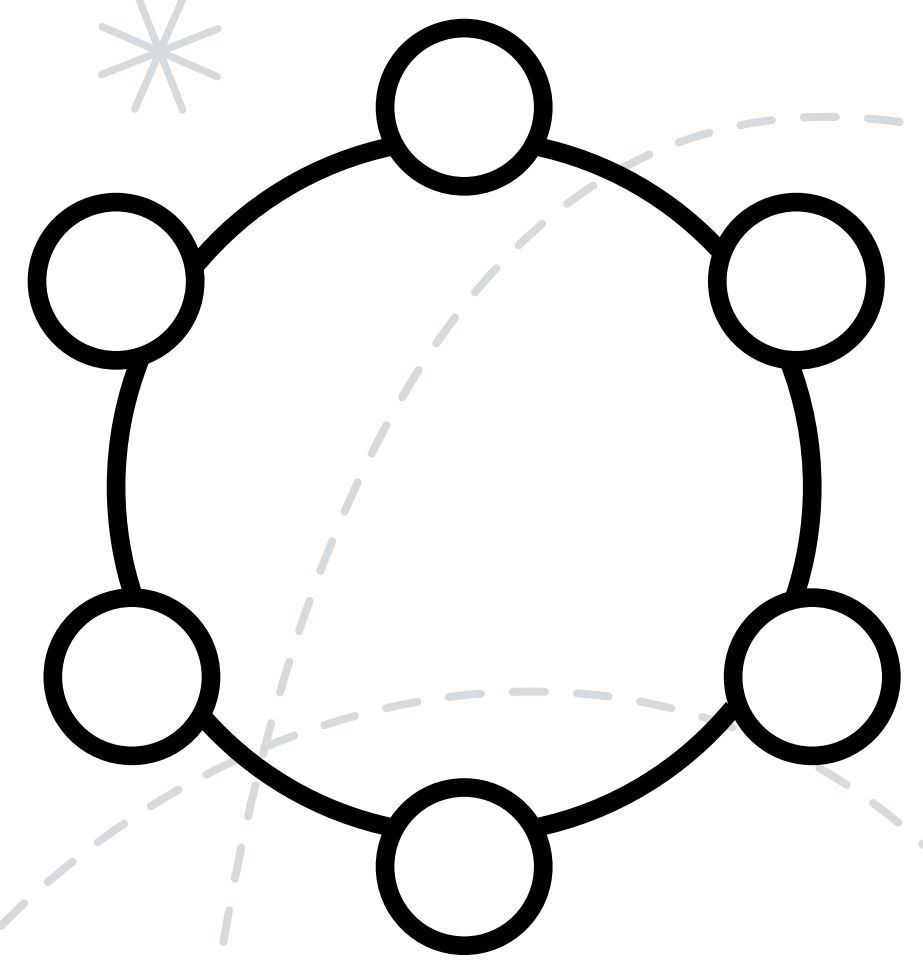
2

No clear content CTA



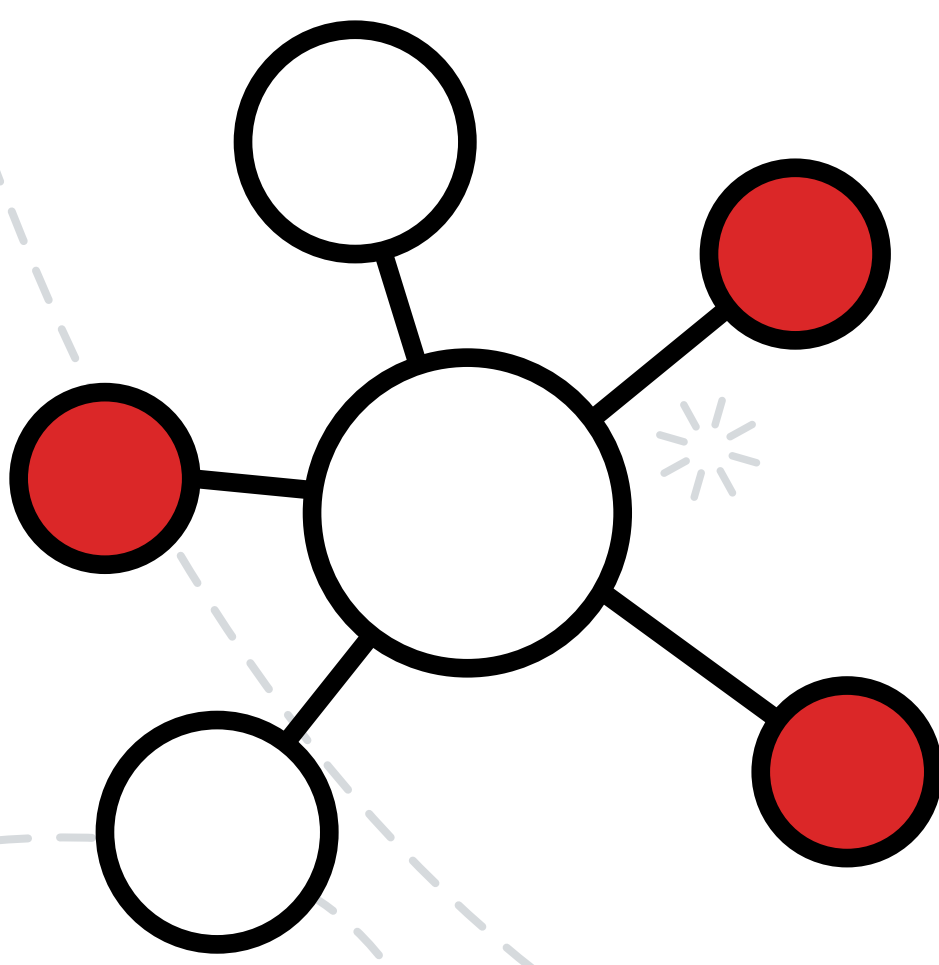
3

No consistent brand messaging



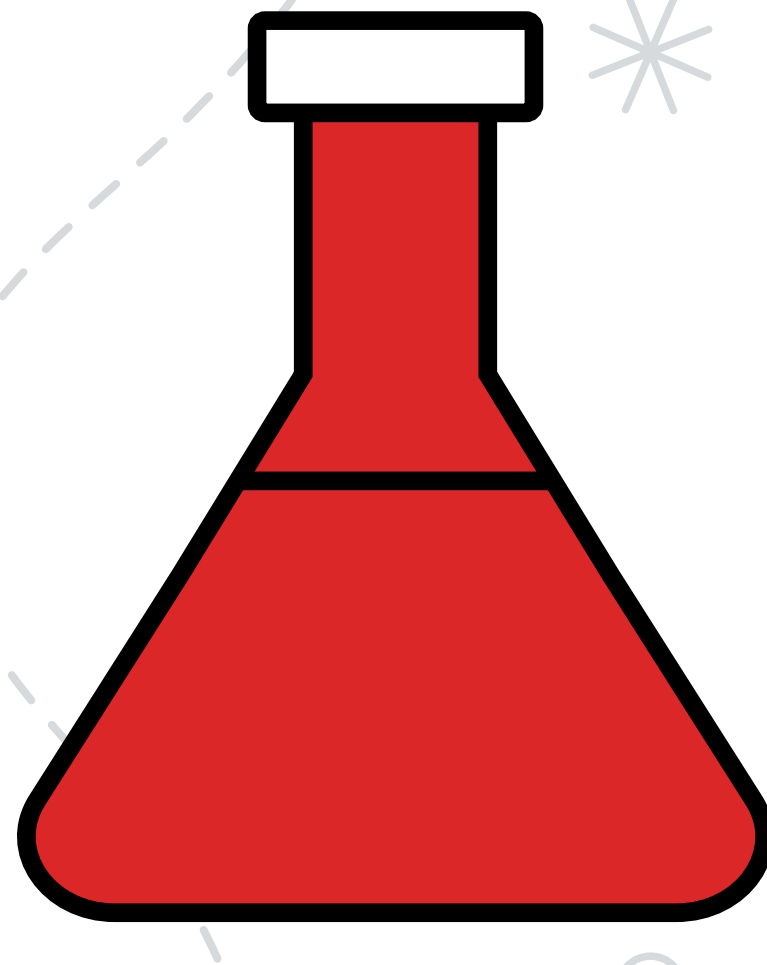
4

No content follow-up



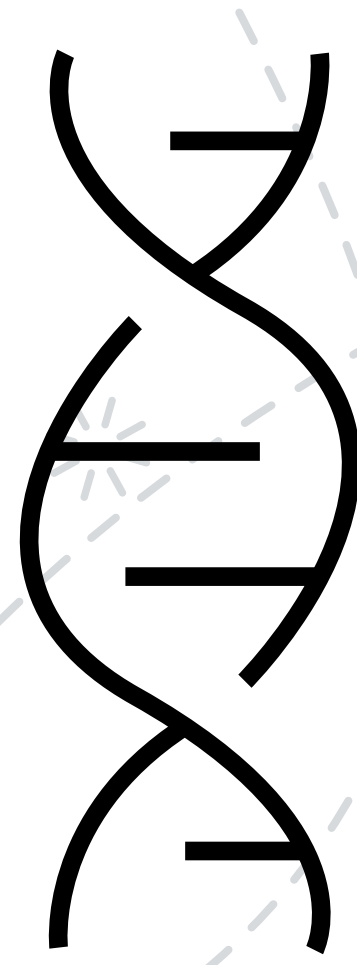
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Poor quality content



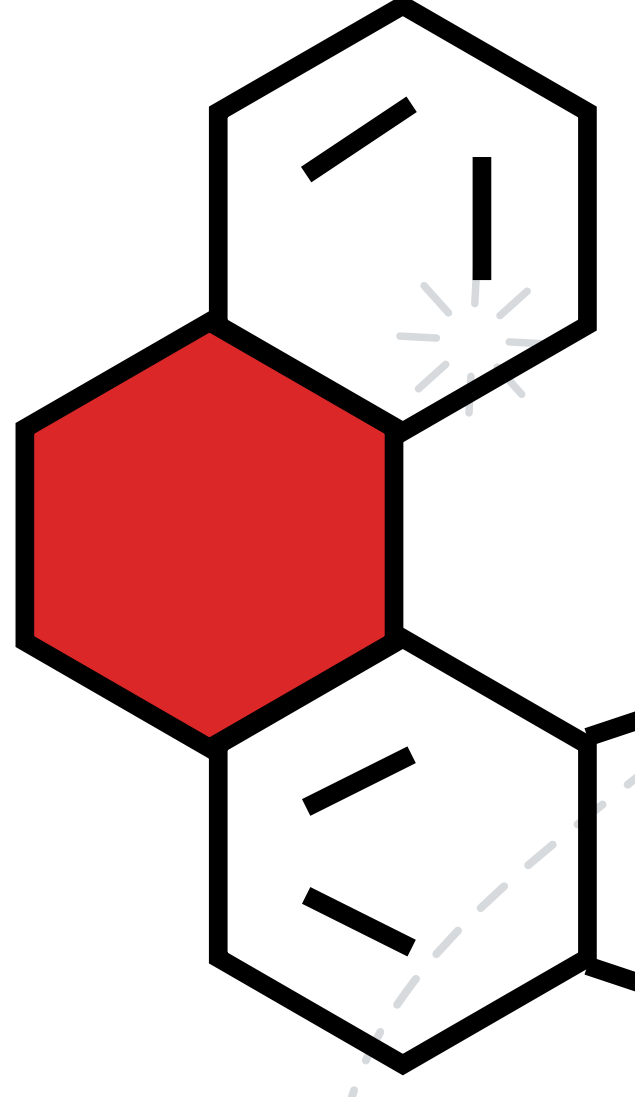
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Limited content distribution



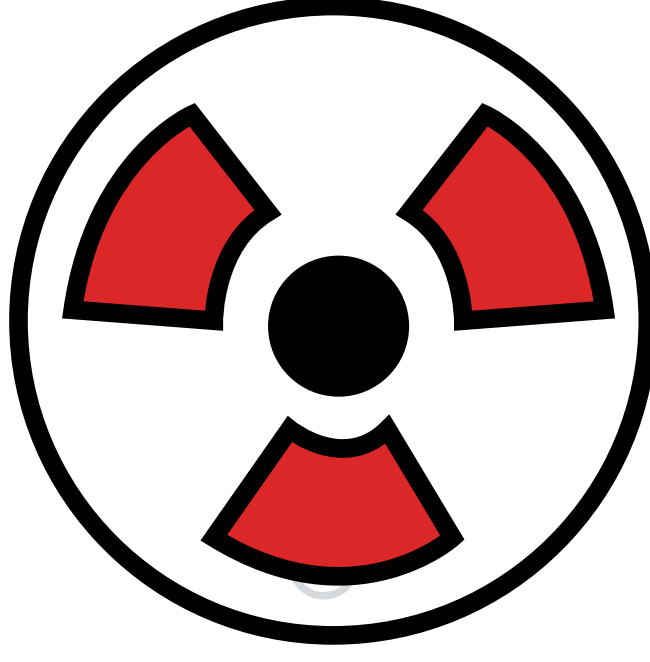
7

Lack of audience insights



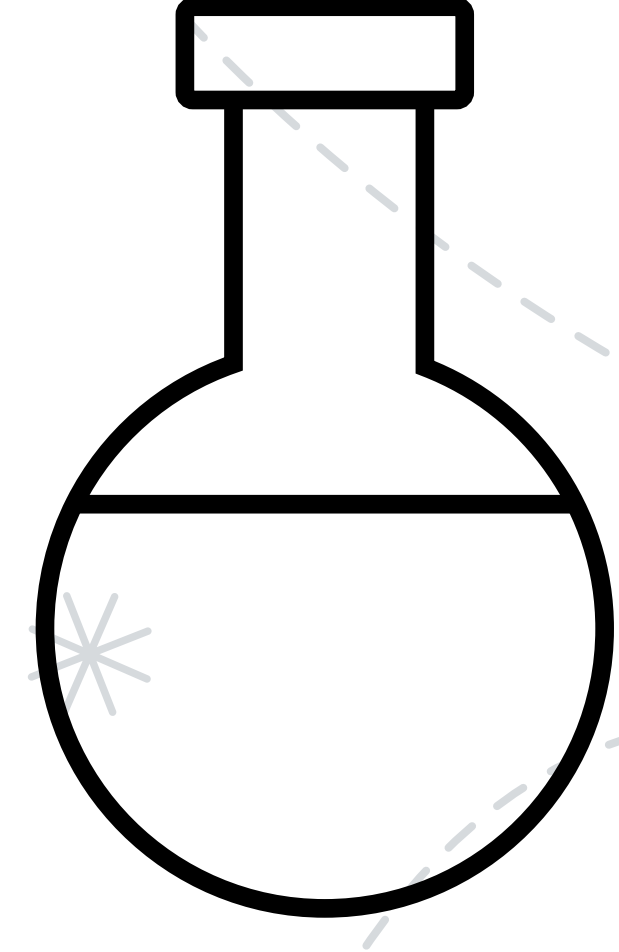
8

No content strategy



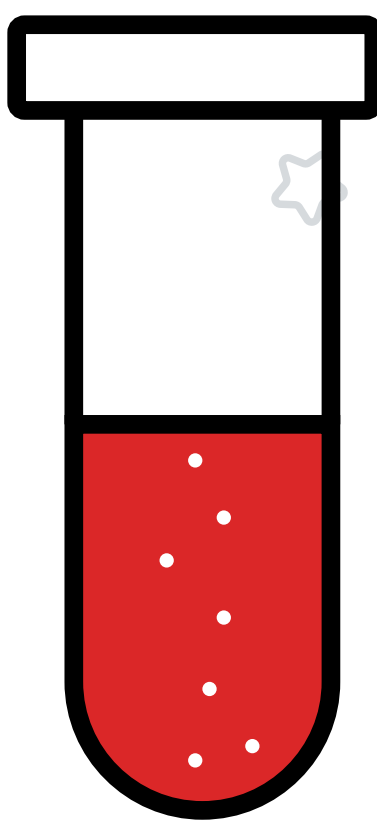
9

Wrong content formats



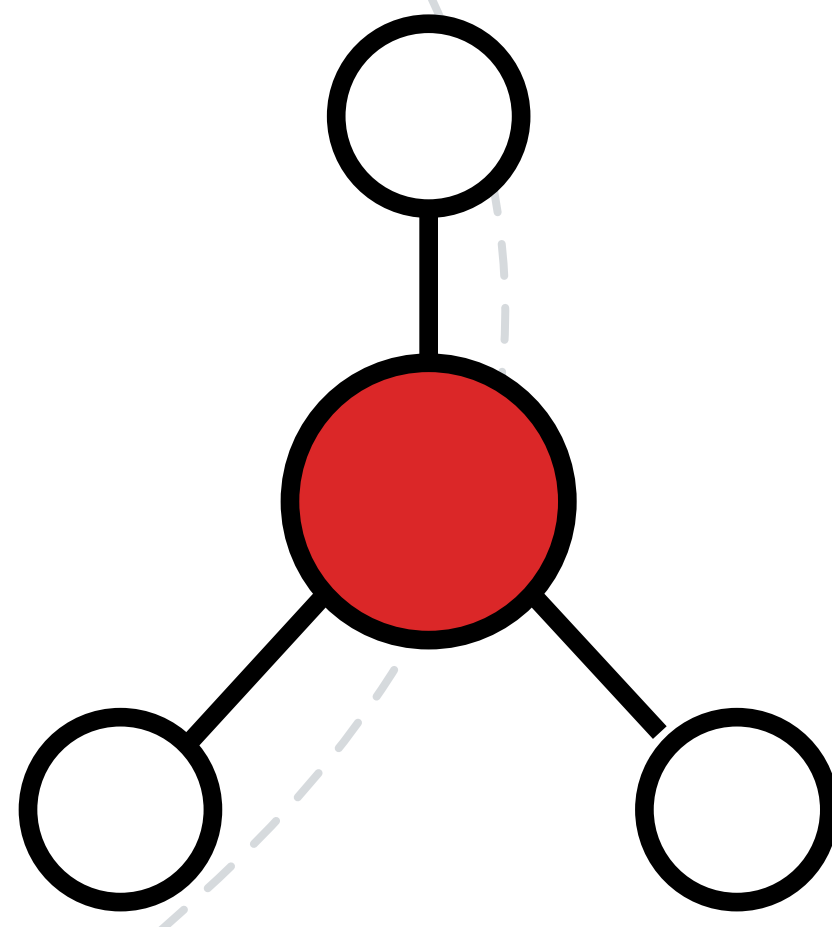
10

No content measurement



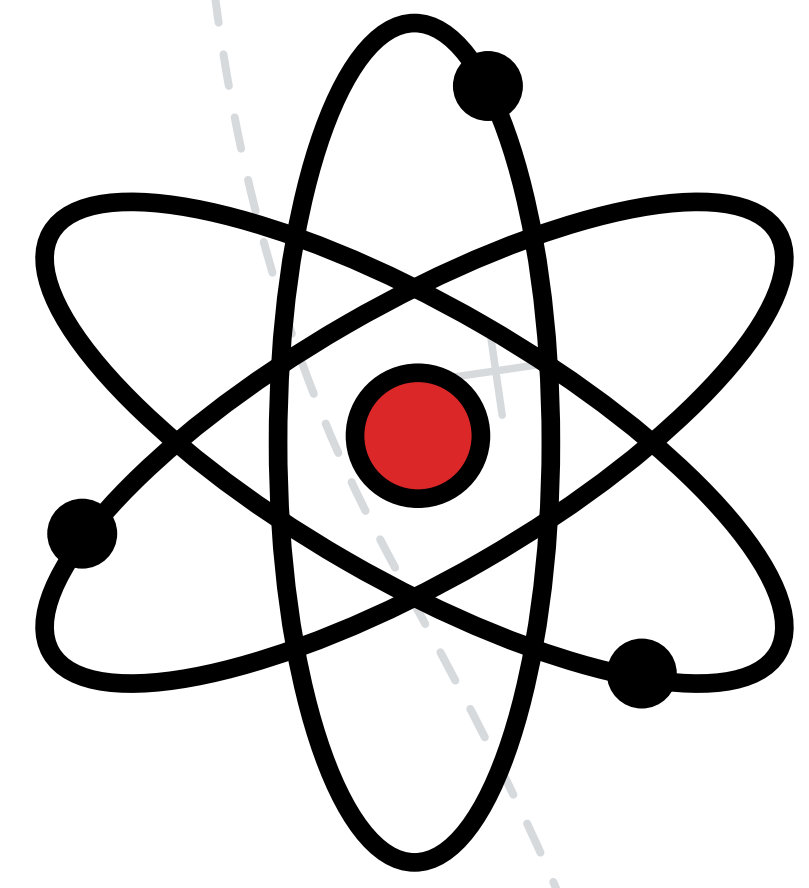
11

Lack of personalization



12

Inaccurate targeting



This content is part of a series exploring the content marketing strategy state-of-play. For more expert insights, why not download our in-depth guide [Dissecting the B2B Content Marketing Strategy](#)

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