

2024 Content Trends & Planning Guide

Discover Your Buyer's Interests



Create the best content for every buyer

Welcome to the 2024 Content Trends & Planning Guide – the ultimate destination for B2B marketers ready to level up their content game with strategies built to make a lasting impression on their audiences in 2024.

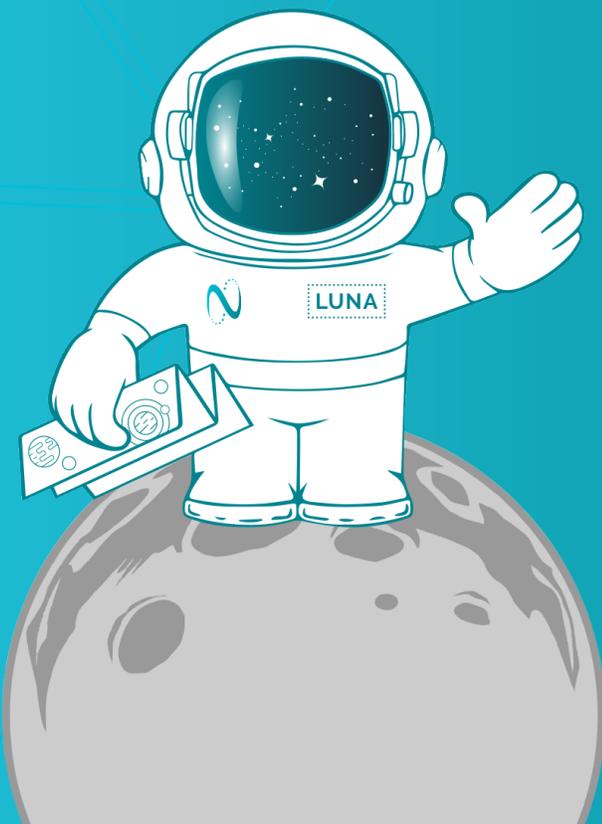
Whether you're showing love to your customer base or winning over a brand-new audience, give your buyers exactly what they're looking for with the content they crave most.

Uncover what trends and topics your audiences are engaging with—gleaned from buyer-level intent data, understand who's engaging and with what, and leverage the insights in these pages to create memorable content experiences that drive results in 2024.

A quick note about the data

The 2024 Content Trends & Planning Guide was created using over 6.2 million content registrations from B2B buyers across the NetLine platform, the largest distributed library of technical and business content on the web.

To extract this data, we leveraged NetLine's Audience Explorer – a free-to-use tool, real-time buyer engagement tool – and NetLine's newest product, **INTENTIVE**—the only buyer-level intent platform.



Defining content formats

eBooks cover broad topics and ideas and should be educational and easy to digest, used to drive awareness and help buyers find answers, opinions, and insight on a certain topic.

White papers present data, frameworks, and analyses to address complex problems, helping establish authority on a specific subject and are great when buyers require more in-depth, technical information.

Guides take complex projects or tasks and break them down into actionable playbooks, blueprints, or checklists a buyer can follow to achieve their goals, walking them through tips, considerations, best practices, and even step-by-step instructions.

Webinars are online events (hosted live, simu-live, or on-demand) where a speaker (or group of speakers) delivers information to a virtual audience in the form of a presentation, conversation, or panel discussion. Webinars are flexible and are a great option to disseminate most types of content – from thought leadership and educational content to product trainings and demos to roundtables, town halls, and live Q&A's.

Virtual events are similar to webinars, but much larger in scale. Typically, virtual events are 2-3 hours in length and feature multiple breakout sessions that buyers can choose to attend or not attend. These can take the shape of user conferences, virtual summits, and symposiums, and can also be hybrid, combining aspects of both on and offline engagement.

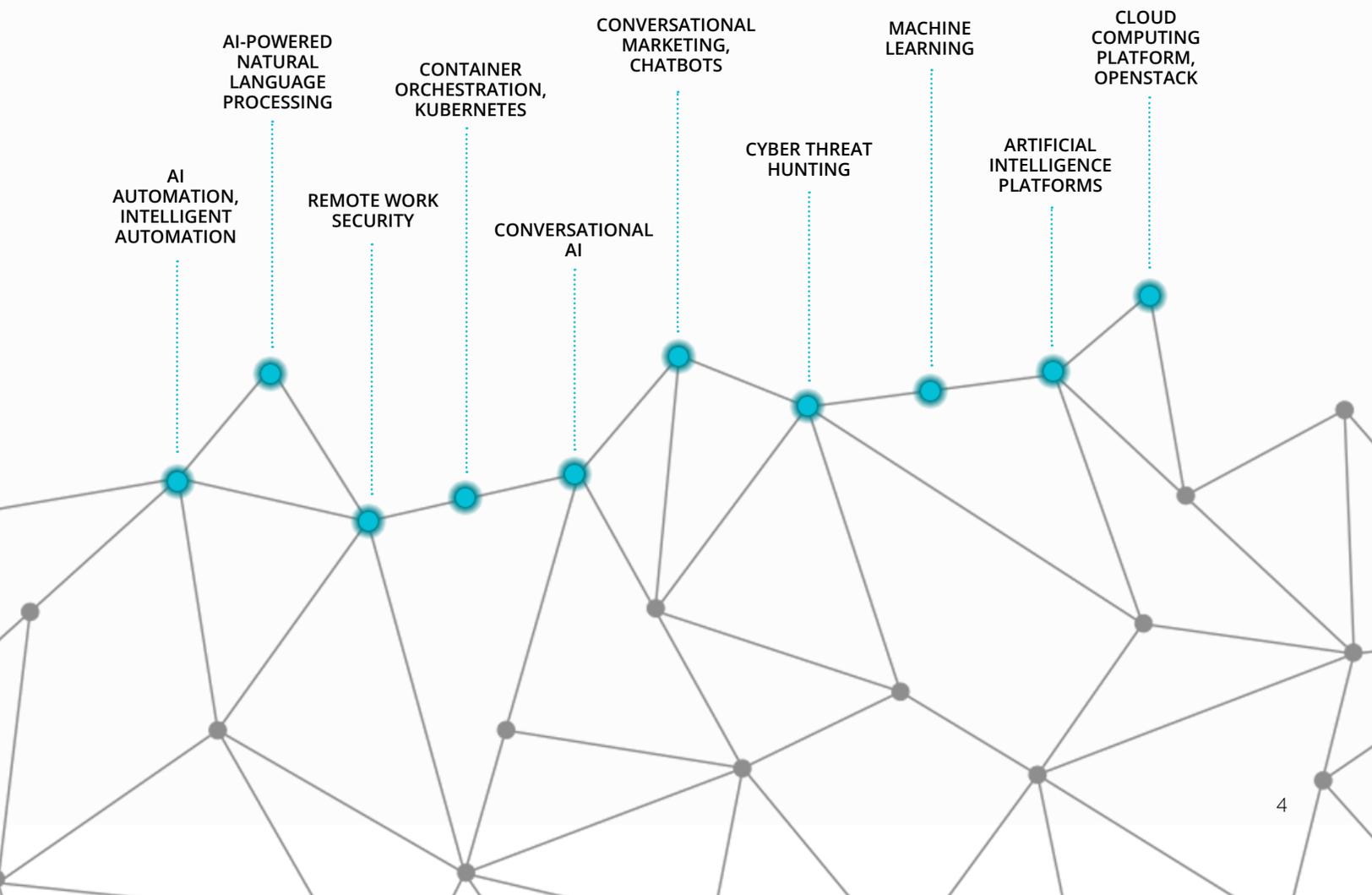
Infographics are a visual representation of information, data, or knowledge designed to present complex concepts or data sets in a clear and easily understandable format. Combining text, images, charts, and graphics, infographics aim to convey information quickly and effectively.

THE TECHNOLOGY INDUSTRY

Tech companies are actively seeking solutions to drive product adoption, accelerate demand, and foster innovation and advancement.

Their aim, however, is not only to enhance efficiency and scalability, but also to stay ahead of the curve in addressing the ever-evolving needs of their customers in a landscape that changes just as rapidly.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

eBooks



White Papers



Guides



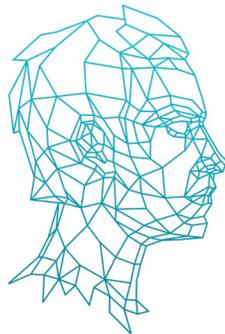
TITLE IDEAS

*Tech Horizons:
Exploring Innovations,
Trends, and the Digital
Frontier*

*New Study: Insights from
a Survey on
Conversational AI*

*Excite and Delight: 6 Ways
to Use AI to Boost Product
Adoption and Customer
Retention*

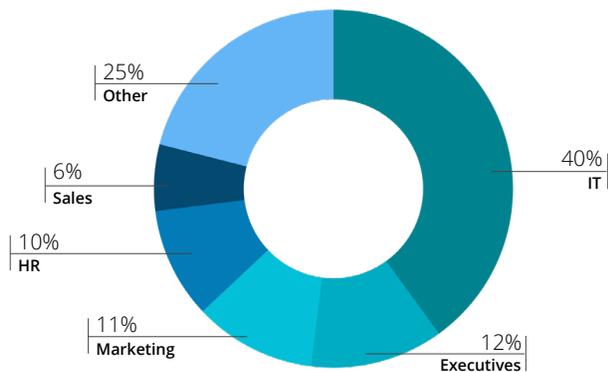
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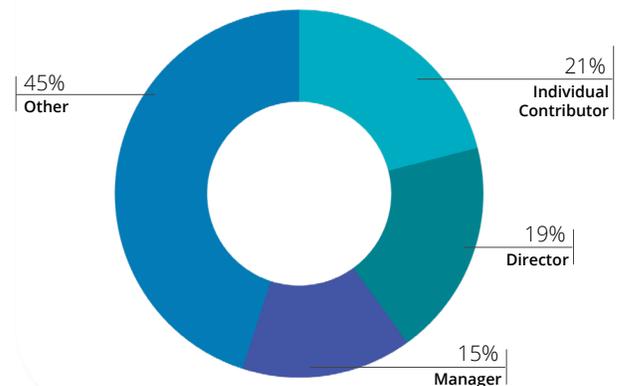
SUB INDUSTRY

- IT and Services
- Computer Software
- Internet

JOB AREA



JOB LEVEL

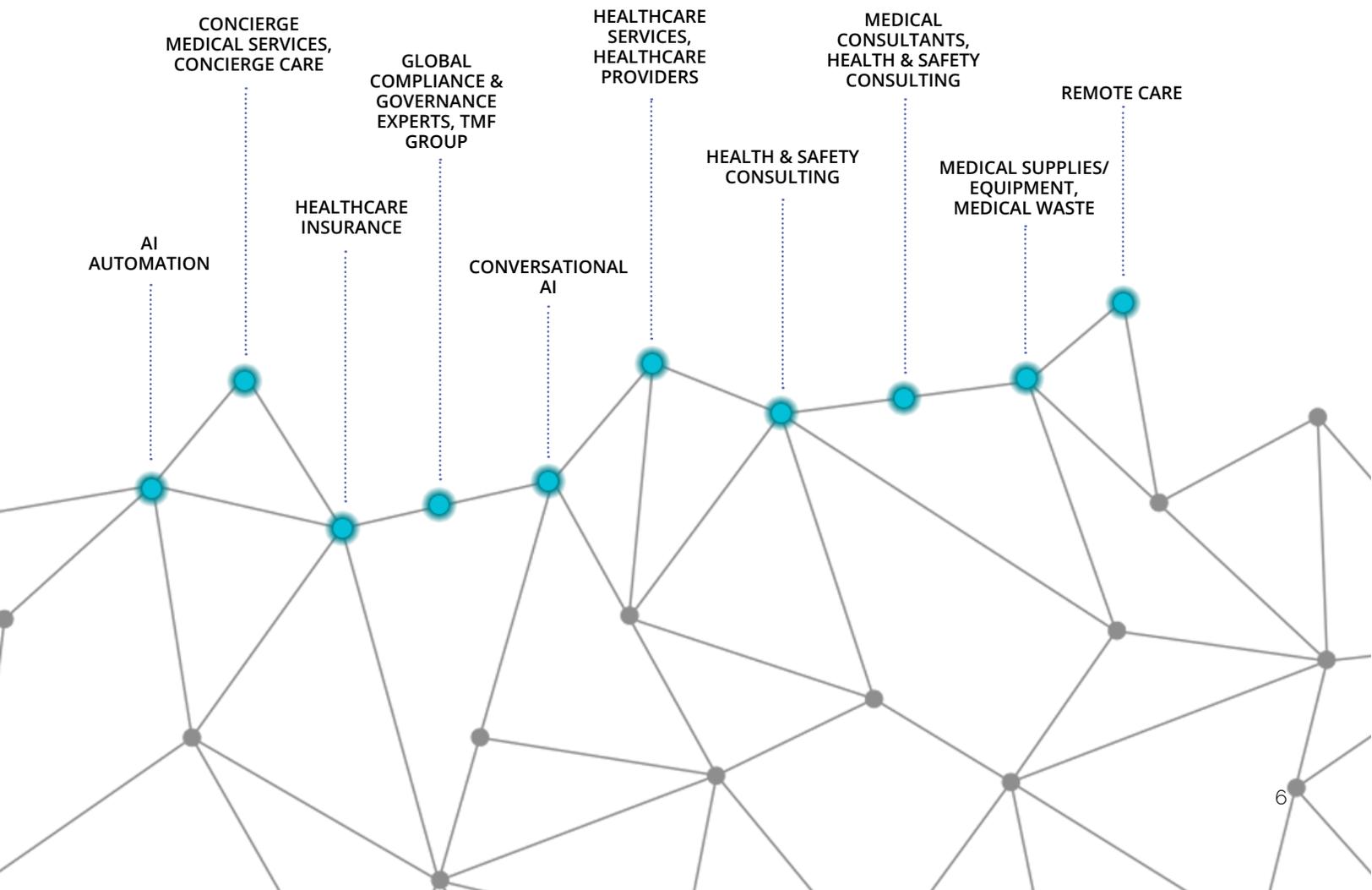


THE HEALTHCARE INDUSTRY

HCPs depend on having access to the latest information and resources to elevate patient care, enrich experiences, and improve outcomes.

Whether they're optimizing operational efficiencies to meet regulatory compliance or staying informed about the latest technologies, treatments, and medical advancements, their patients and practices demand the latest and greatest.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

WHITE PAPERS



EBOOKS



LIVE WEBINARS & VIRTUAL EVENTS



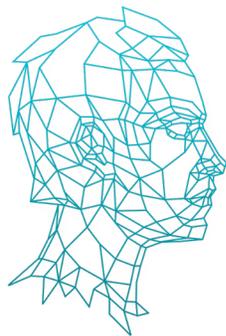
TITLE IDEAS

Transforming Telemedicine: New Study on AI for Enhanced Patient Care and Healthcare Delivery

Navigating the Future of Healthcare: A Guide to Patient-Centric Solutions and Emerging Trends

Revolutionizing Healthcare: Concierge Care to Elevate Patient Experiences

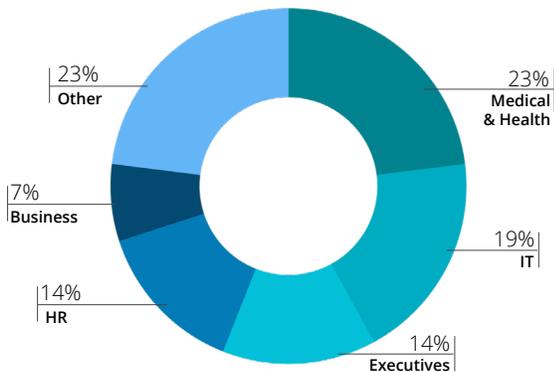
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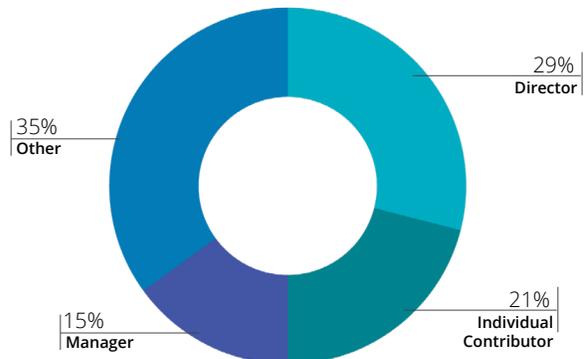
SUB INDUSTRY

- Hospital
- Healthcare
- Medical Device

JOB AREA



JOB LEVEL

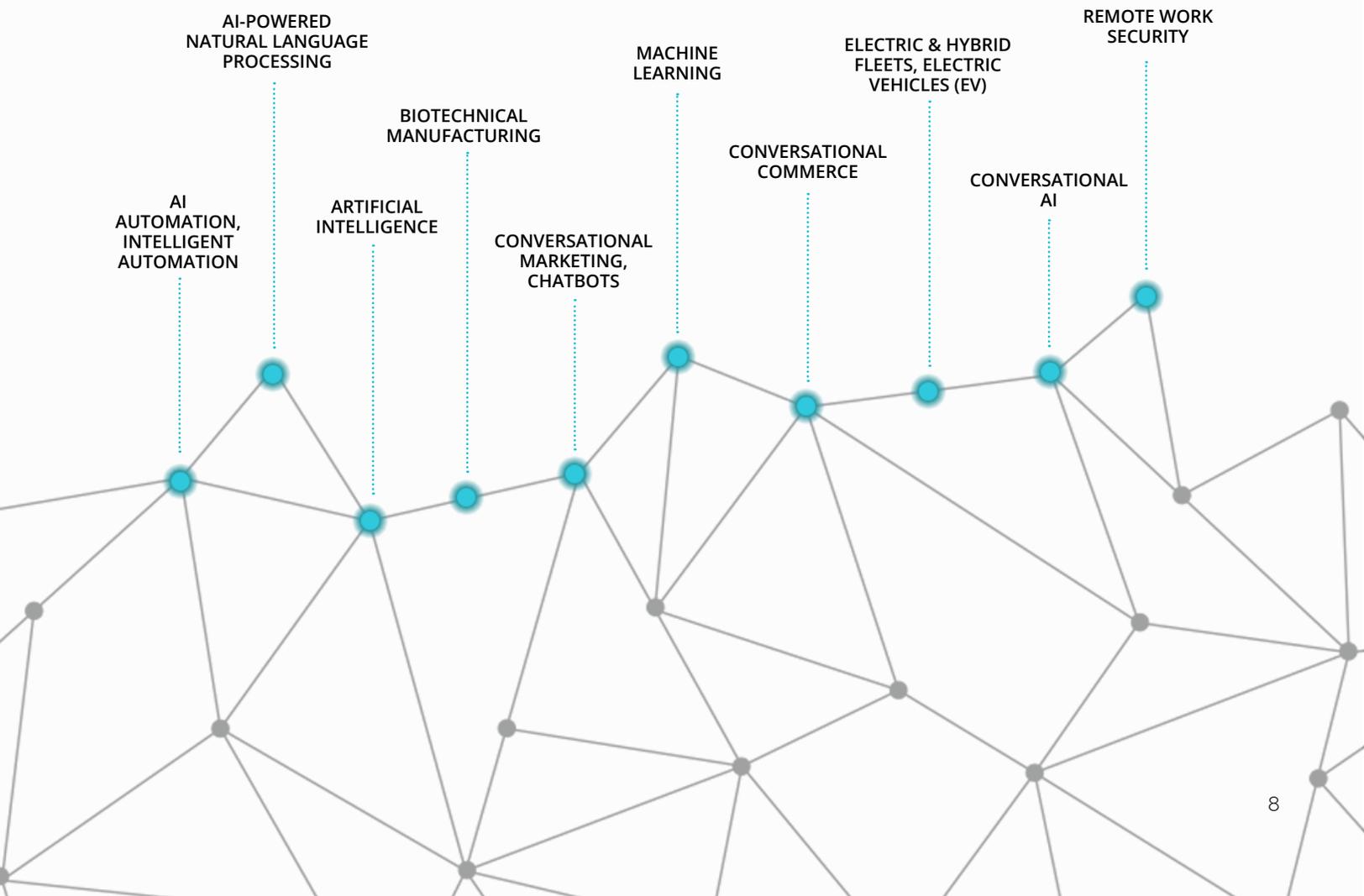


THE MANUFACTURING INDUSTRY

Manufacturers are searching for strategies to help them navigate the digital transformation curve.

This includes the adoption of cutting-edge technologies, the seamless integration of AI and automation, a dedicated focus on sustainability and ESG initiatives, and the strengthening of supply chains to ensure resilience and agility.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

WHITE PAPERS



EBOOKS



INFOGRAPHICS



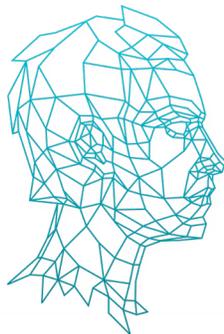
TITLE IDEAS

Strategies for Sustainable Manufacturing: Green Technologies and Environmental Stewardship

Manufacturing Mastery: A Comprehensive Guide to AI in Manufacturing

The Evolution of Manufacturing: A Visual Guide to Trends, Innovations, & Future Pathways

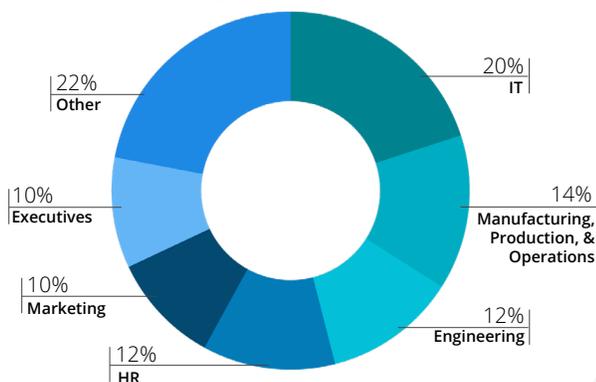
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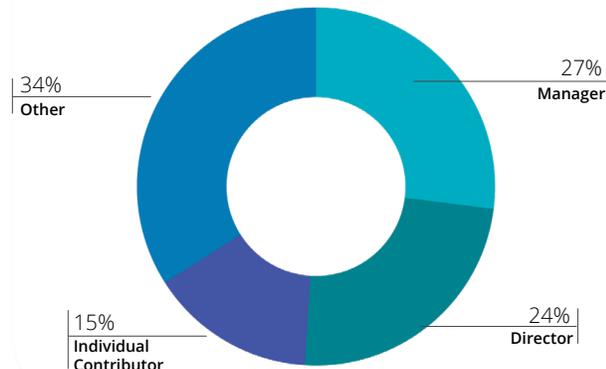
SUB INDUSTRY

- General Manufacturing
- Electrical Manufacturing
- Chemicals

JOB AREA



JOB LEVEL

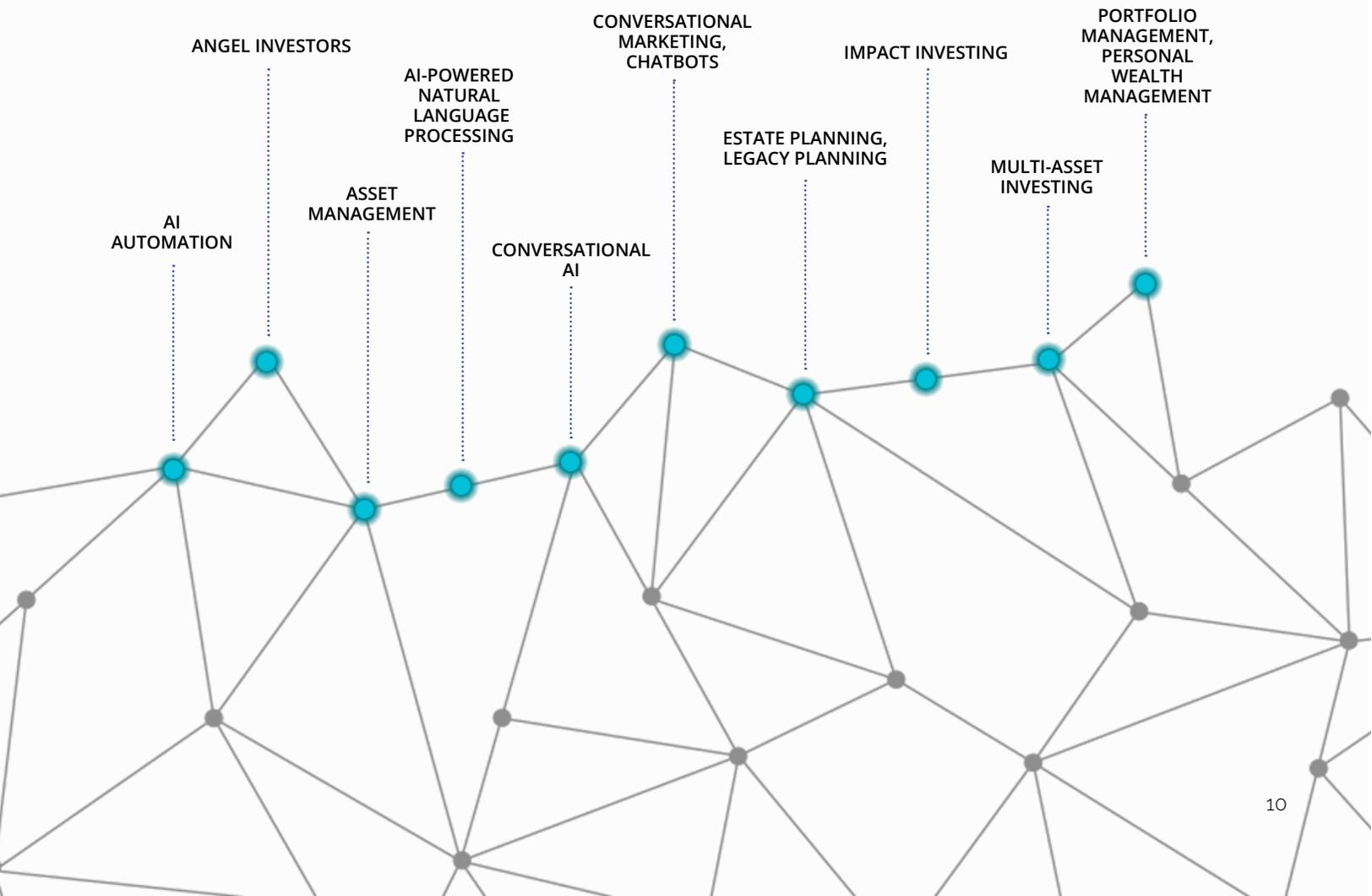


THE FINANCE INDUSTRY

Financial services institutions are focused on driving growth, exploring strategies that not only attract new customers, but also those that can boost existing customer loyalty and retention.

These companies are adopting omnichannel digital solutions to drive operational efficiency and address the continuously evolving financial needs of consumers.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

WHITE PAPERS



EBOOKS



ON-DEMAND WEBINARS



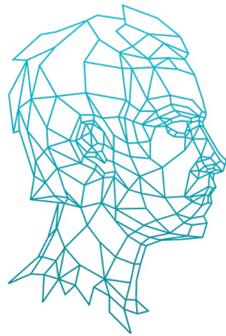
TITLE IDEAS

Securing Futures: A Study on Impact Investing for a Sustainable Future

Attracting Prosperity: Winning New Customers in Financial Services

The Customer Advantage: Strategies to Retain Loyal Clients in a Competitive Landscape

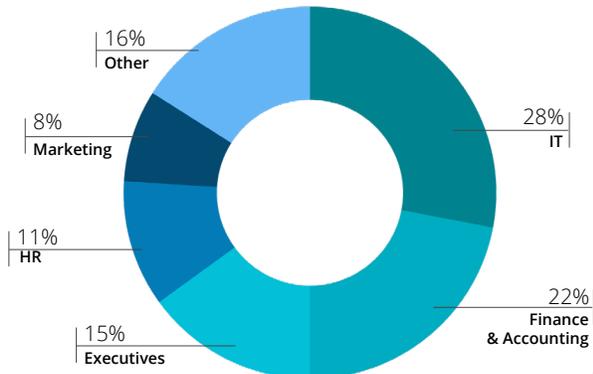
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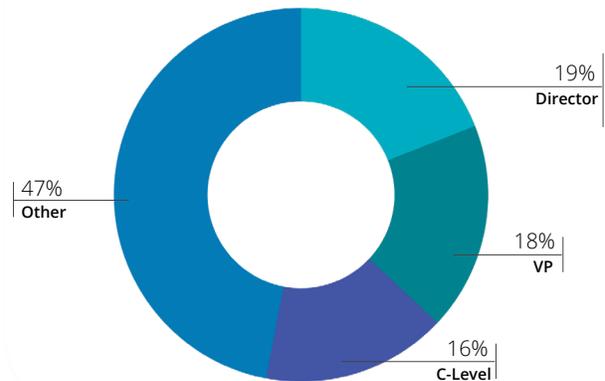
SUB INDUSTRY

- Financial Services
- Banking
- Finance

JOB AREA



JOB LEVEL

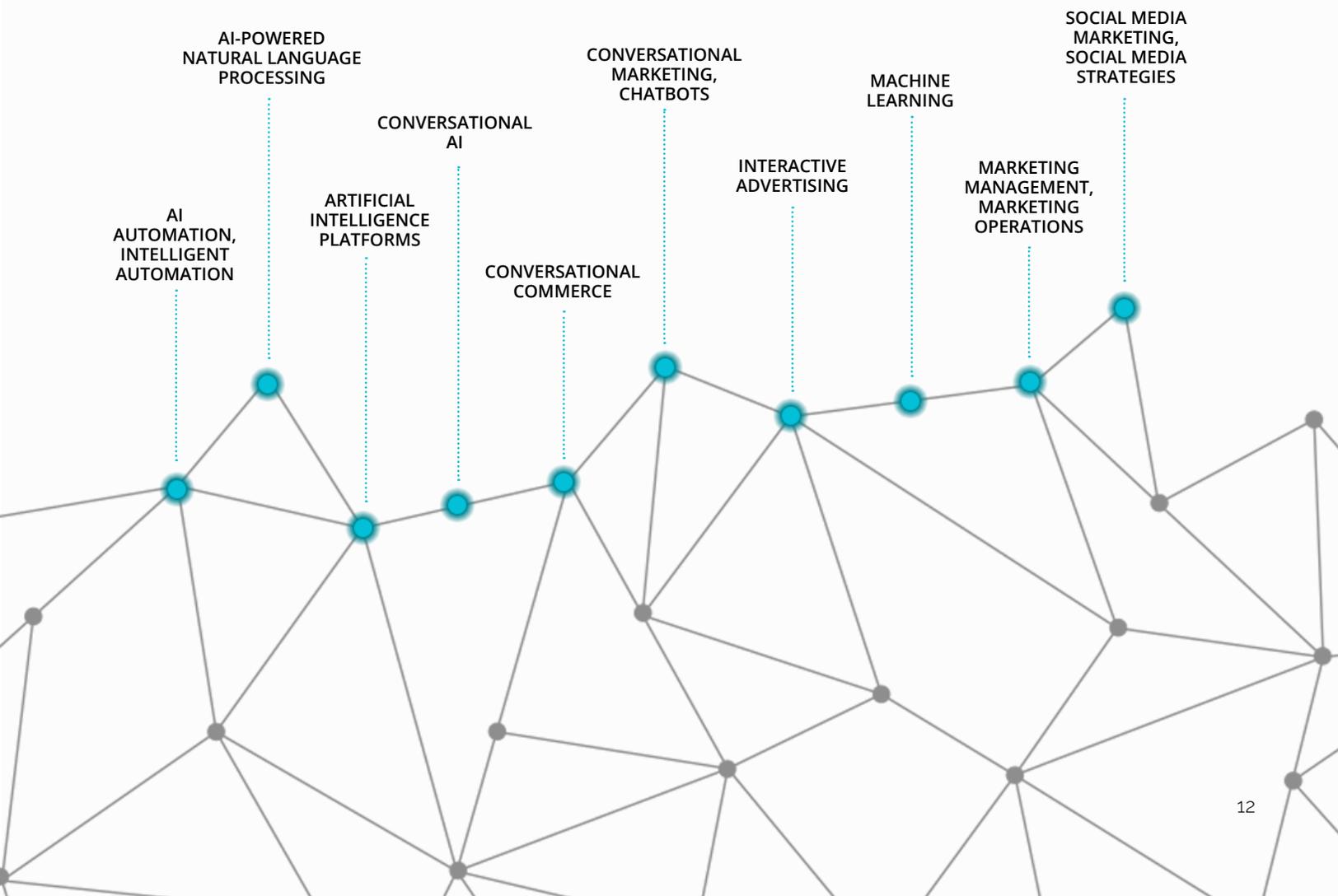


THE MARKETING INDUSTRY

Marketing to marketers isn't easy (trust us, we know!)

Responsible for generating pipeline and revenue, the content they consume must be transparent, concise, and actionable – giving them tips and insights to become more strategic, data-driven, personalized, and enabled to create highly-engaging, customer-centric digital strategies.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

EBOOKS



LIVE WEBINARS



WHITE PAPERS



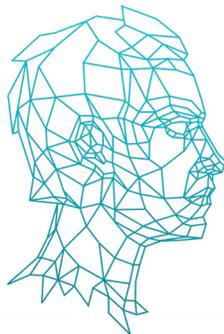
TITLE IDEAS

Digital Domination: A Comprehensive Guide to Social Media Strategies

Data-Driven Decisions: How to Leverage Analytics, Personalization, and AI to Catapult Your Brand in 2024

Engaging Audiences: The Power and Potential of Interactive Advertising

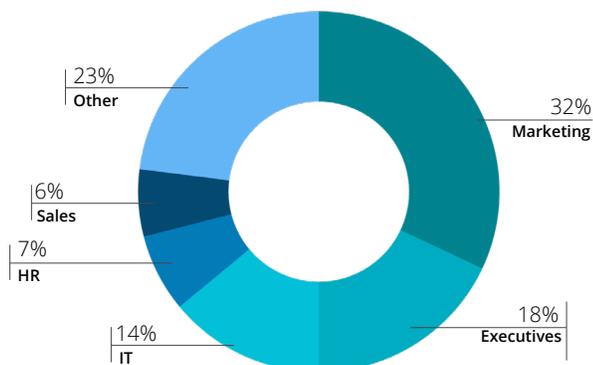
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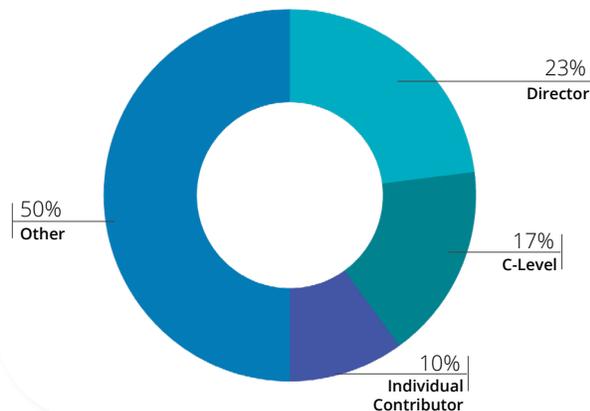
SUB INDUSTRY

- Advertising & Marketing
- Marketing Services
- PR

JOB AREA



JOB LEVEL

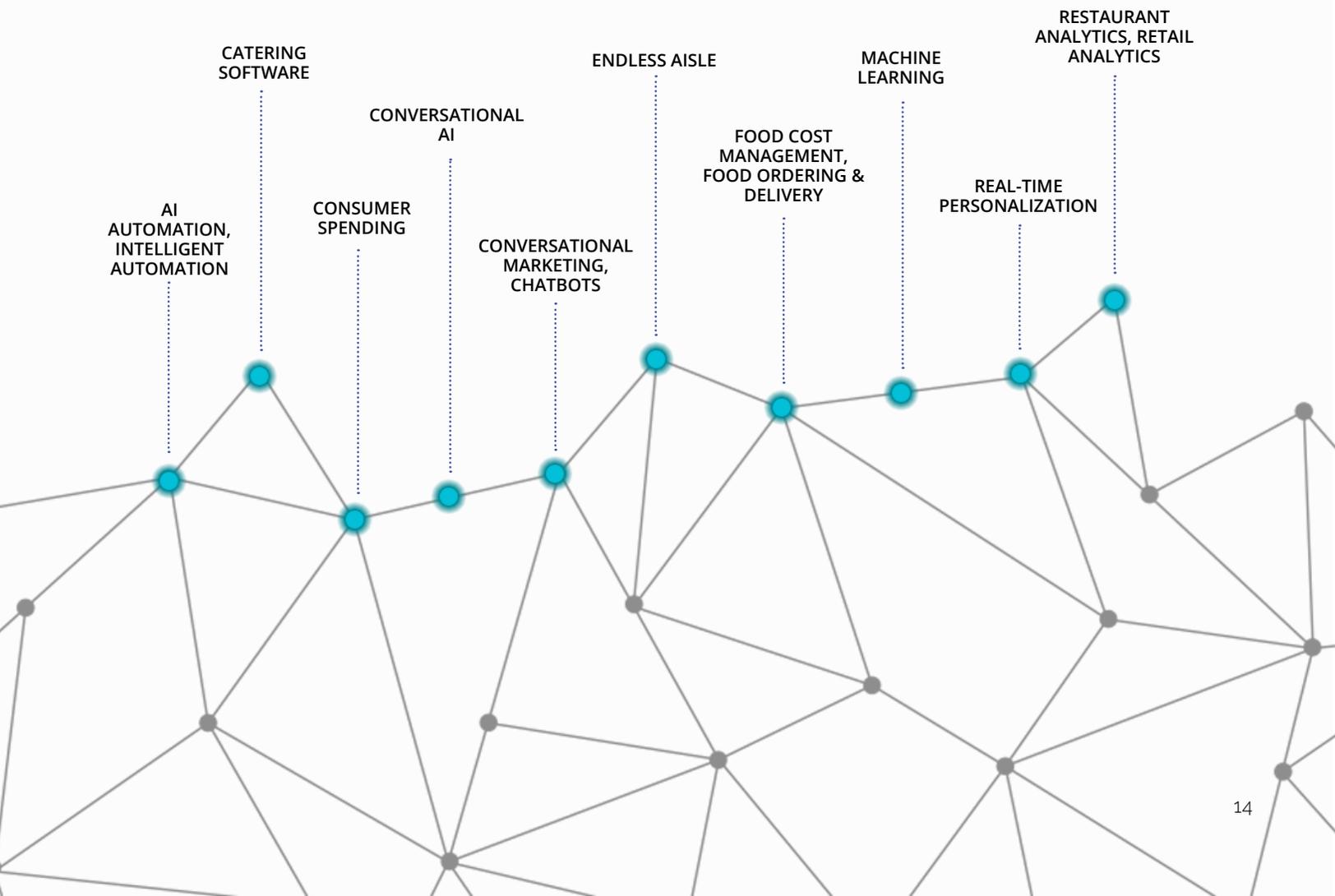


THE RETAIL INDUSTRY

Navigating the dynamic retail landscape requires adaptability and agility.

To find success, retailers are looking for solutions that can help them innovate their commerce channels - whether automating their supply chains or delivering exceptional, customer-centric shopping experiences.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

WHITE PAPERS



TITLE IDEAS

Revolutionizing Retail: A Study on Supply Chain Resilience, Automation, and Sustainability

EBOOKS



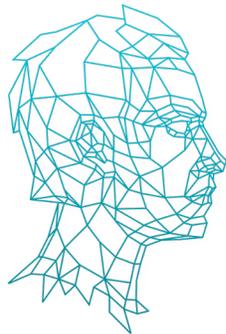
Elevate and Delight: A Retailer's Guide to Building Lasting Customer Loyalty in the Digital Age

LIVE WEBINARS



Agile Retail Revolution: Strategies for Operational Agility, Responsive Supply Chains, and Enhanced Customer Experiences

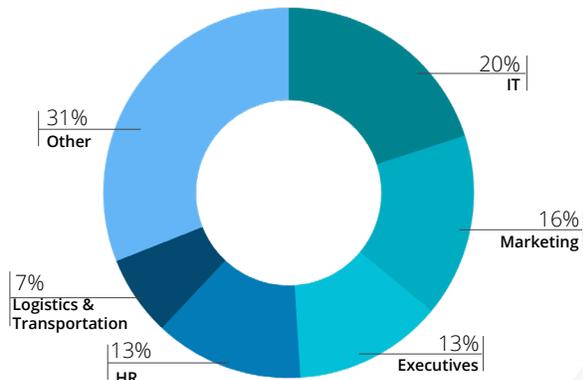
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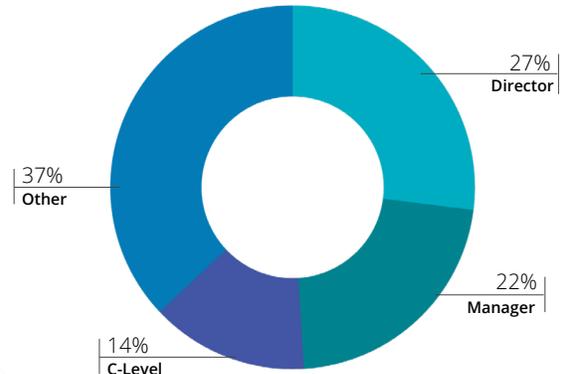
SUB INDUSTRY

- Retail & Consumer Goods
- Food Production
- Wholesale

JOB AREA



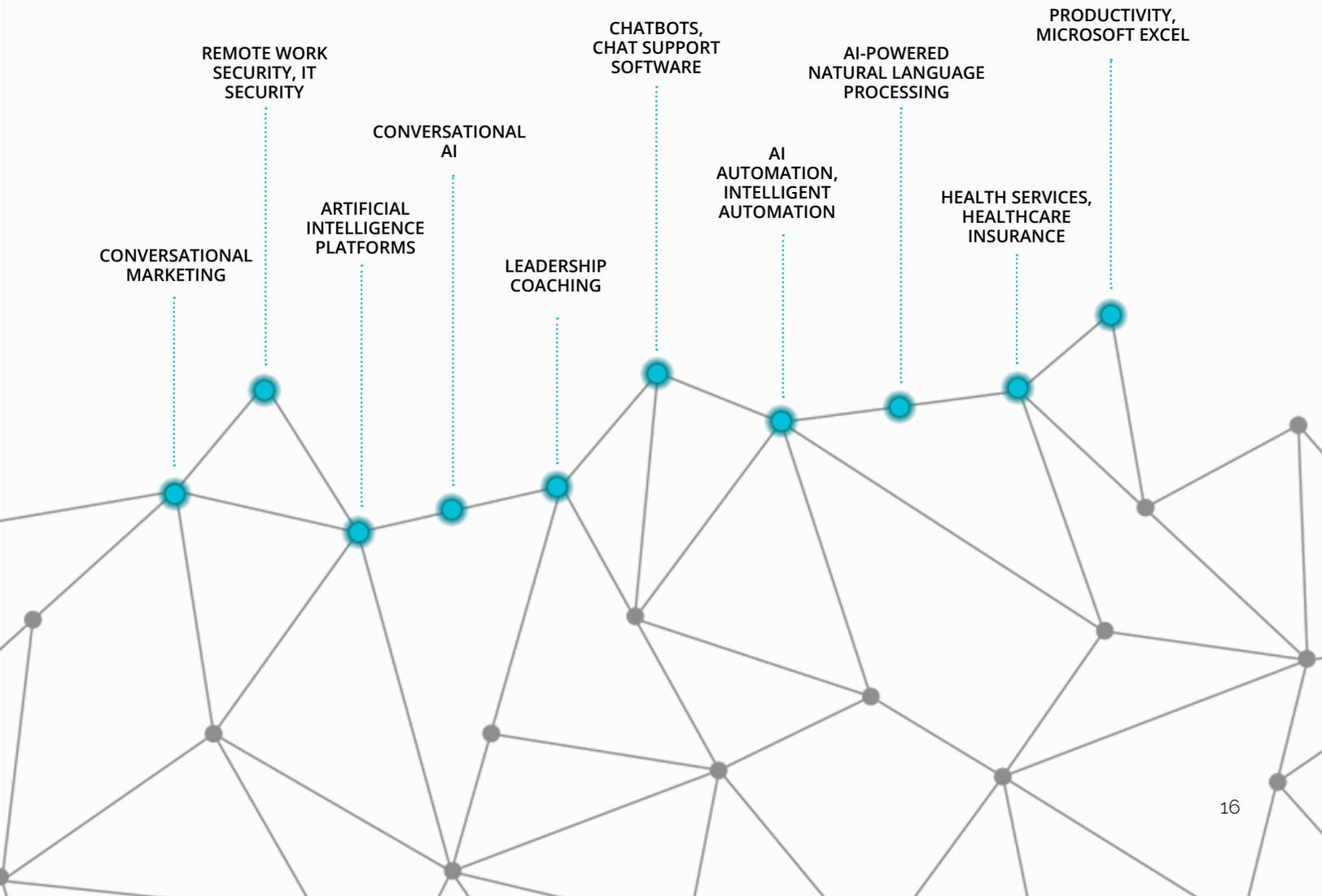
JOB LEVEL



THE EDUCATION INDUSTRY

Education professionals seek the resources to help them enhance the digital learning experiences of their clients – from fostering engagement with interactive and personalized content to adopting new tools to achieve greater outcomes either in-person or remotely.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

EBOOKS



ON-DEMAND WEBINARS



WHITE PAPERS



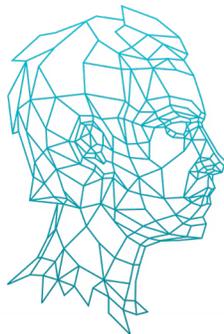
TITLE IDEAS

The Future of Education: How to Boost Student Engagement in 2024

Elevate, Educate, and Inspire: Unleashing Leadership Excellence for Educators

Unlock Learning Potential: A Study on Innovative Practices, AI, and Student-Centric Approaches

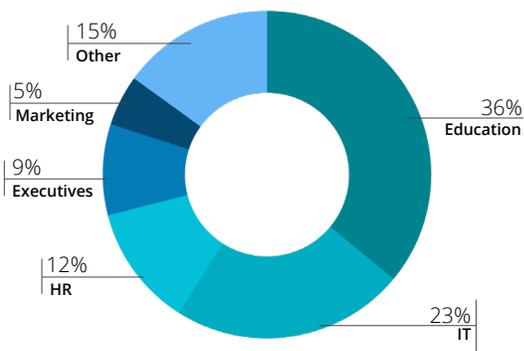
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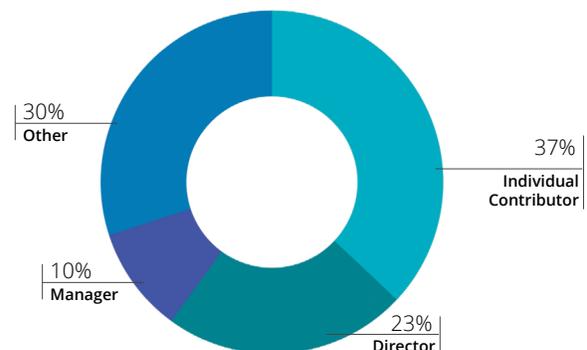
SUB INDUSTRY

- Higher Education
- Education Management
- K-12

JOB AREA



JOB LEVEL

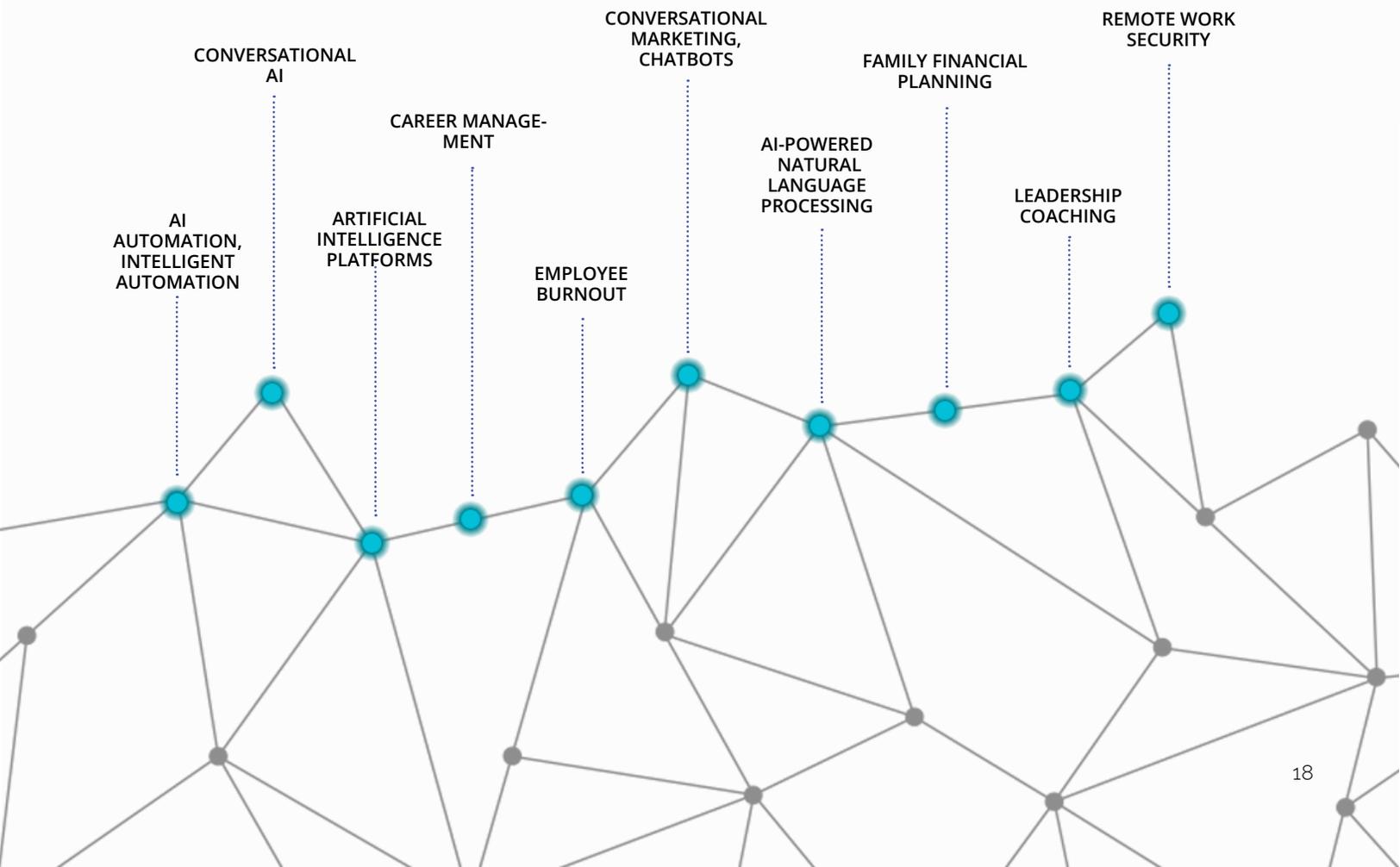


THE CORPORATE SERVICES INDUSTRY

In corporate services, professionals seek resources and information related to efficient business operations, encompassing areas such as human resources management, financial planning, and legal compliance.

This may include up-to-date industry regulations, best practices in organizational management, and innovative technologies to streamline corporate processes.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

WHITE PAPERS



EBOOKS



GUIDES



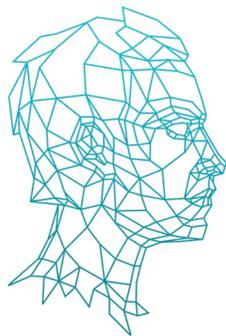
TITLE IDEAS

The Future of Leadership: A Comprehensive Study on the Evolving Role of Executives in Shaping the Modern Workforce

Elevating Excellence: A Comprehensive Guide to Corporate Services in the Modern Business Landscape

Everyone's a Leader: 6 Ways to Foster Leadership in the Workplace

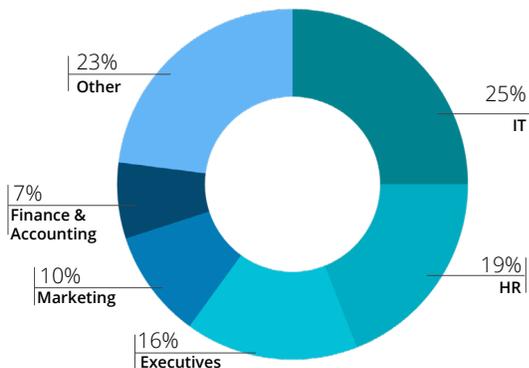
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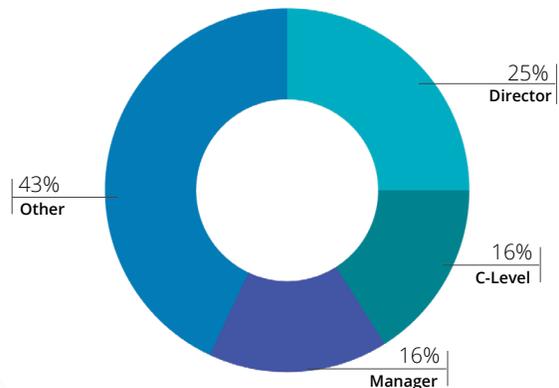
SUB INDUSTRY

- Corporate Services
- Management Consulting
- Staffing and Recruiting

JOB AREA



JOB LEVEL

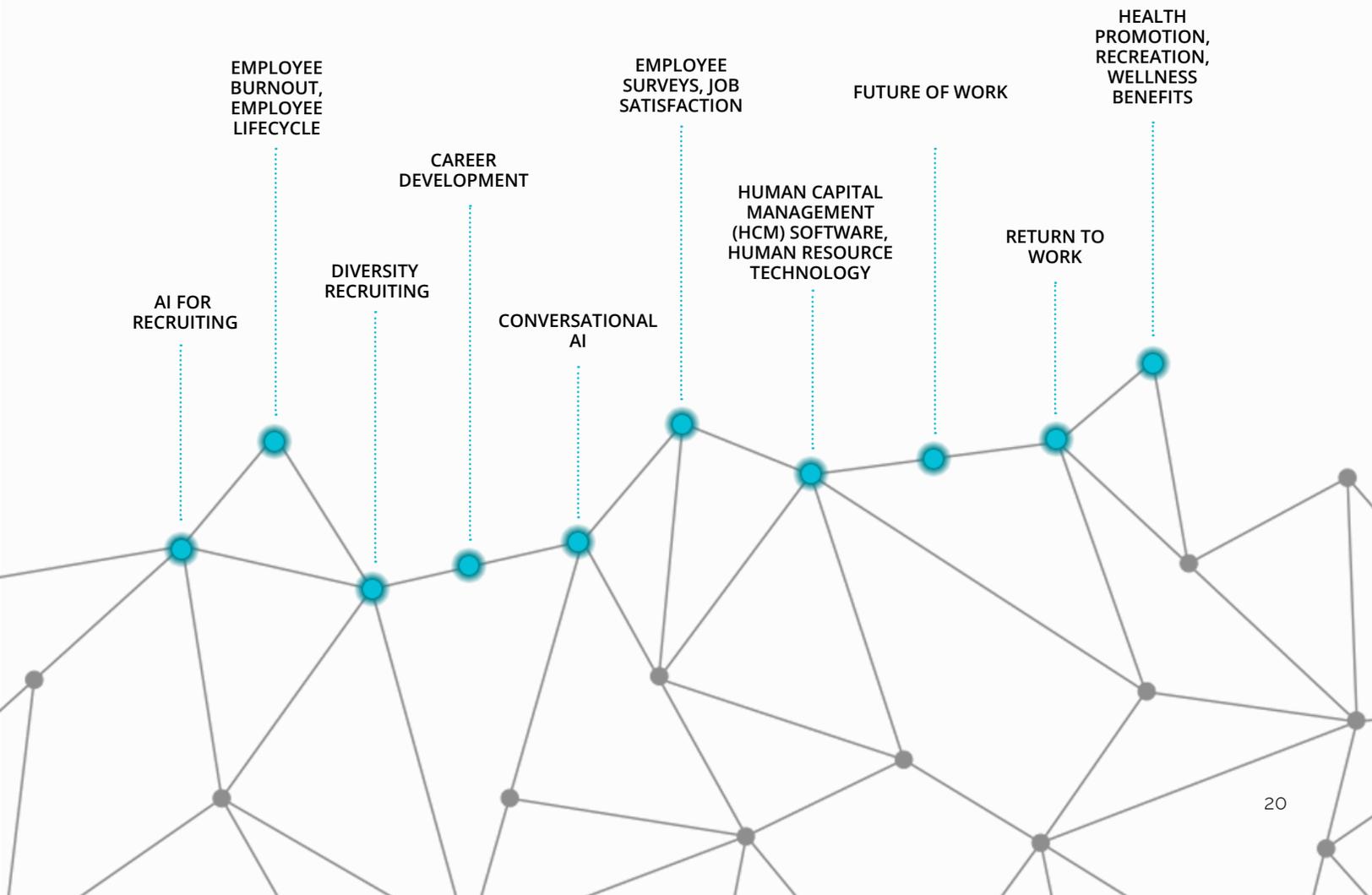


THE HR INDUSTRY

HR professionals must stay abreast of evolving trends and best practices in human resources management.

Researching topics like talent acquisition strategies, employee engagement and retention initiatives, diversity and inclusion practices, and emerging technologies, HR professionals can implement effective strategies that foster a positive work environment, attract top talent, and contribute to organizational success.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

GUIDES



TITLE IDEAS

Navigating the Human Capital Landscape: A Comprehensive Guide for HR Professionals in the Modern Workplace

WHITE PAPERS



The Future of Work: A Study on Employee Burnout and Strategies for Resilience in the Workplace

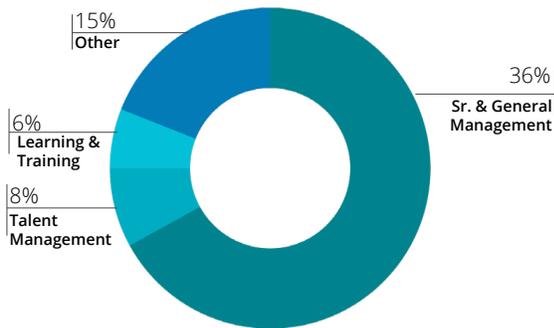
NEWSLETTERS



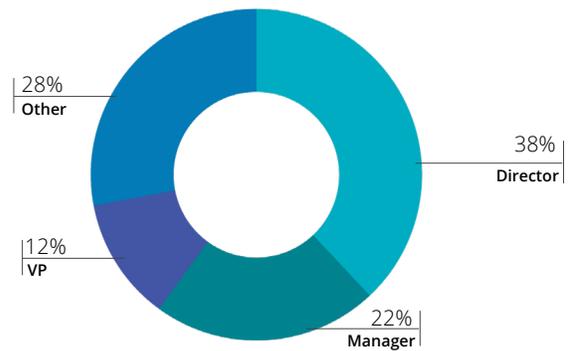
HR Horizons: Navigating the World of Work - Insights, Strategies, and Trends for Today's HR Professionals

MOST CONTENT CONSUMED BY

JOB AREA



JOB LEVEL

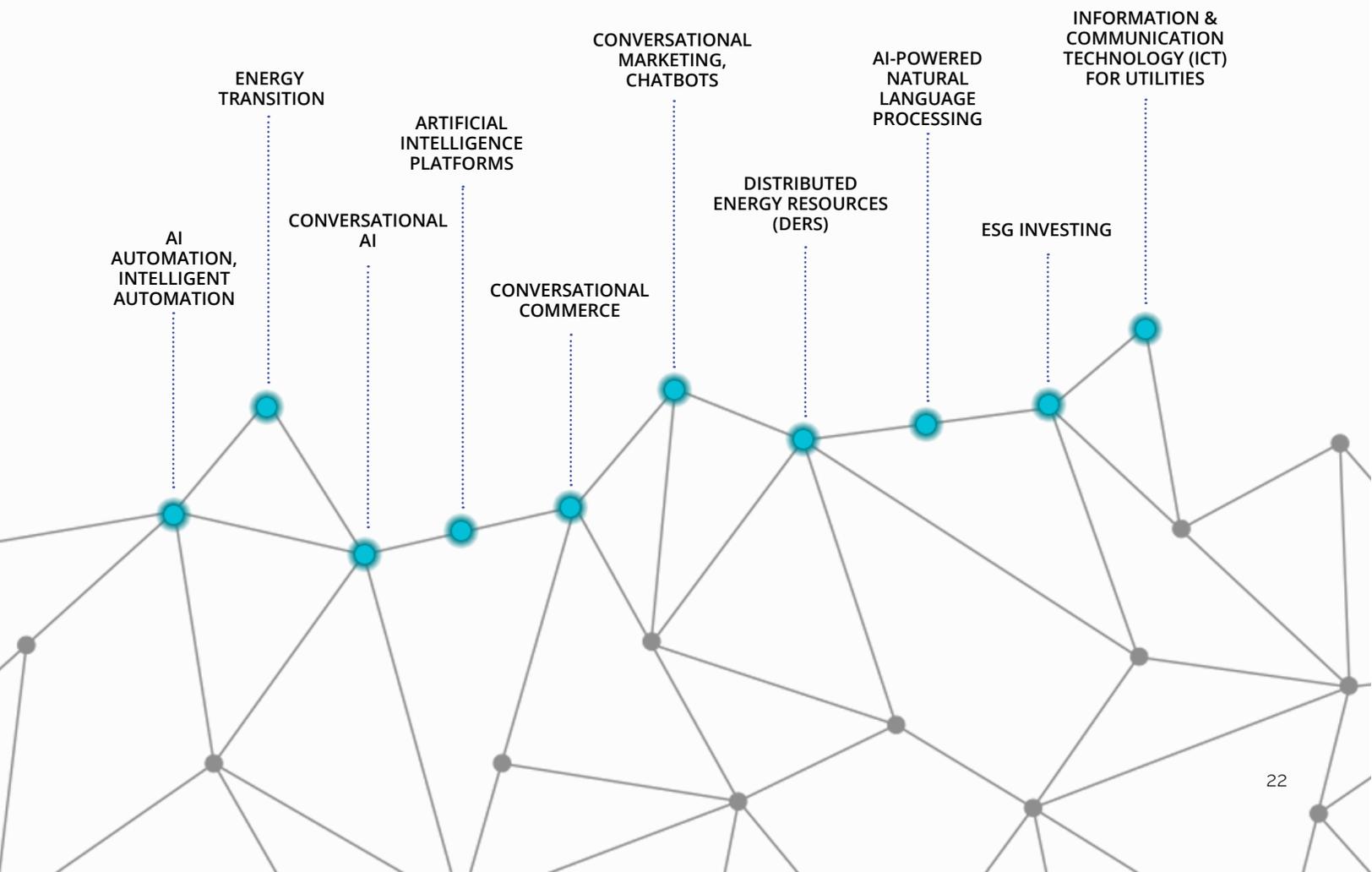


THE UTILITY AND ENERGY INDUSTRY

Utility and energy professionals are actively researching a dynamic landscape shaped by technological advancements, regulatory changes, and environmental considerations.

Their focus includes exploring sustainable energy solutions, such as renewable sources like solar and wind power, to meet growing demands while minimizing environmental impact.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

WHITE PAPERS



TITLE IDEAS

Sustainability Research: An In-Depth Scientific Study on Engineering Strategies for Accelerating the Energy Transition

EBOOKS



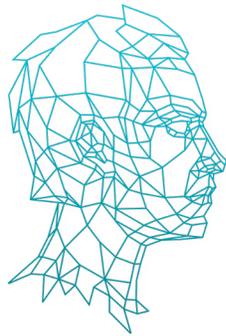
Powering the Future: A Closer Look at Distributed Energy Resources

GUIDES



Engineering Excellence: 5 Considerations on ESG Implementation for a Sustainable Future

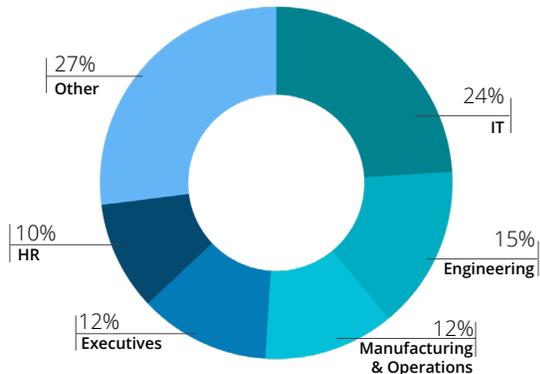
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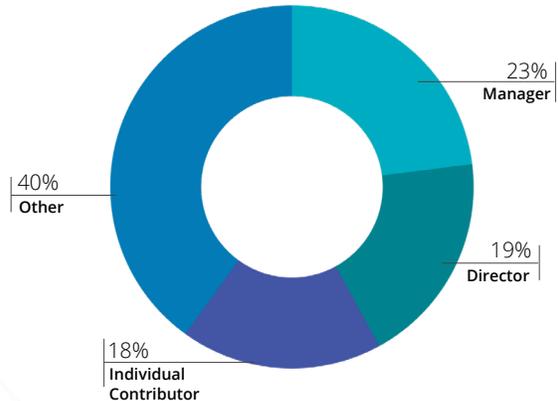
SUB INDUSTRY

- Utility and Energy
- Oil
- Renewable Energy

JOB AREA



JOB LEVEL

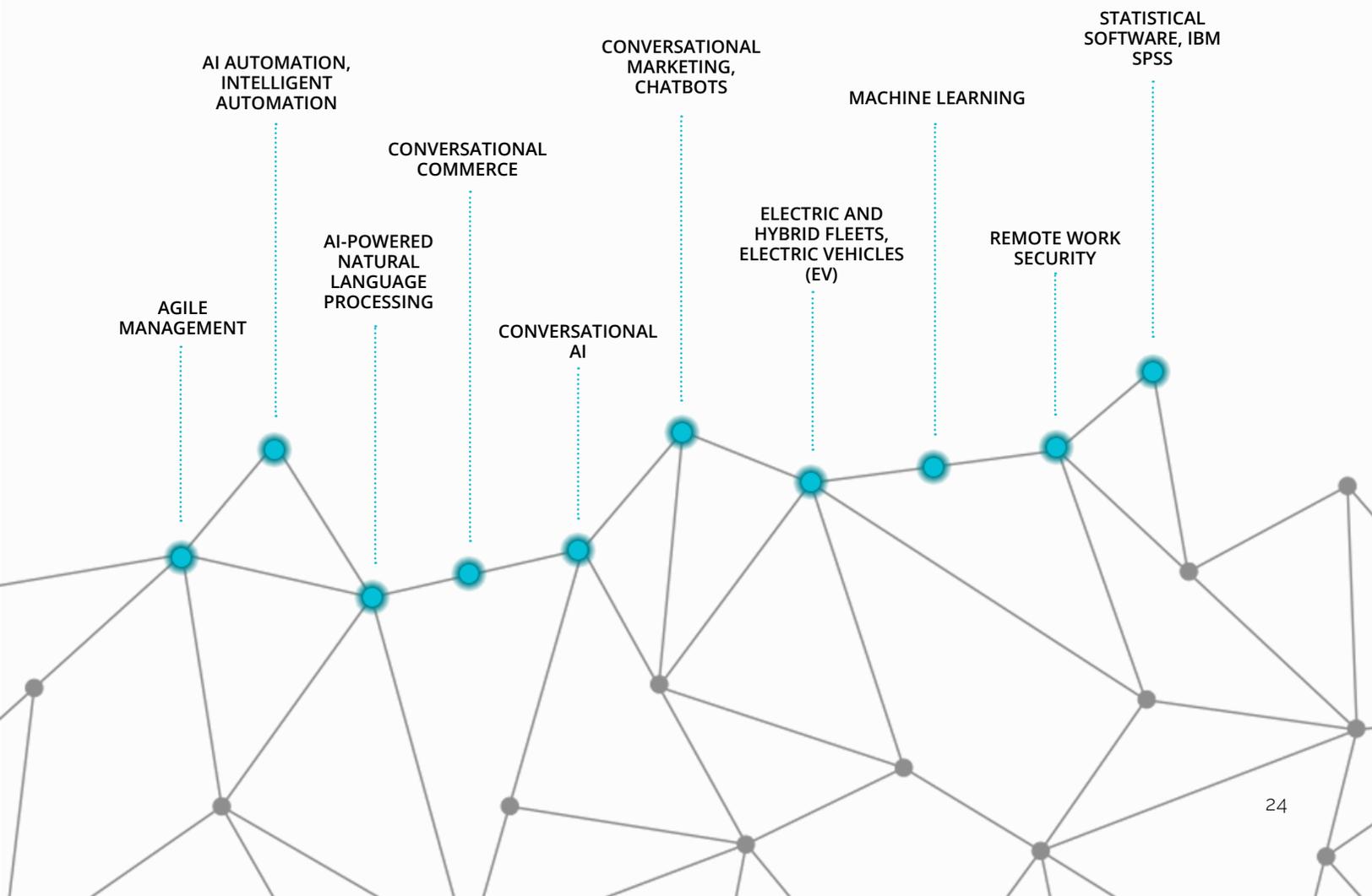


THE ENGINEERING INDUSTRY

Engineers engage in a wide spectrum of research activities that span various disciplines, reflecting the diverse and evolving nature of the field.

They often explore cutting-edge technologies, materials, and methodologies to enhance efficiency, sustainability, and innovation in their respective domains.

INTENTIVE INSIGHTS: TRENDING TOPICS



TRENDING FORMATS

GUIDES



WHITE PAPERS



ON-DEMAND WEBINARS



TITLE IDEAS

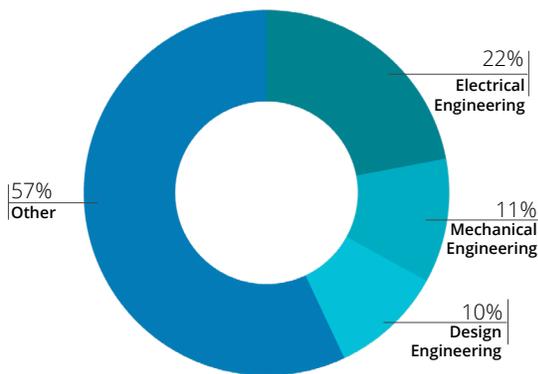
Empowering Engineers: A Comprehensive Guide to Integrating Conversational AI in Technical Environments

Agile Engineering Management: A Study on Strategies for Enhancing Project Efficiency and Adaptability

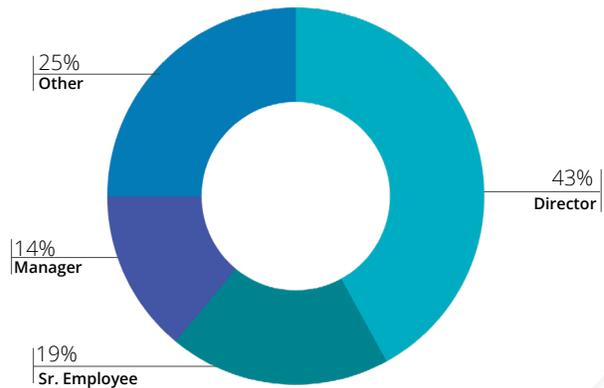
Mastering Machine Learning: A Deep Dive for Engineers into Cutting-Edge Techniques & Applications

MOST CONTENT CONSUMED BY

JOB AREA



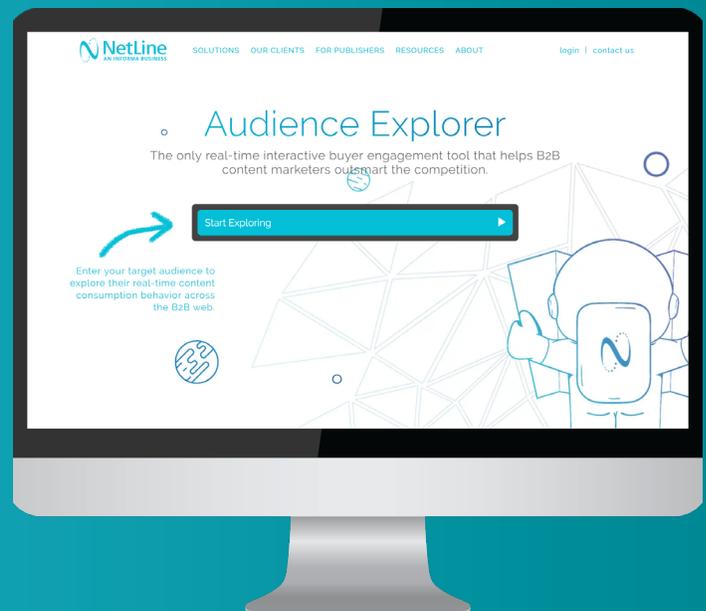
JOB LEVEL



WANT MORE CONTENT INSIGHTS?

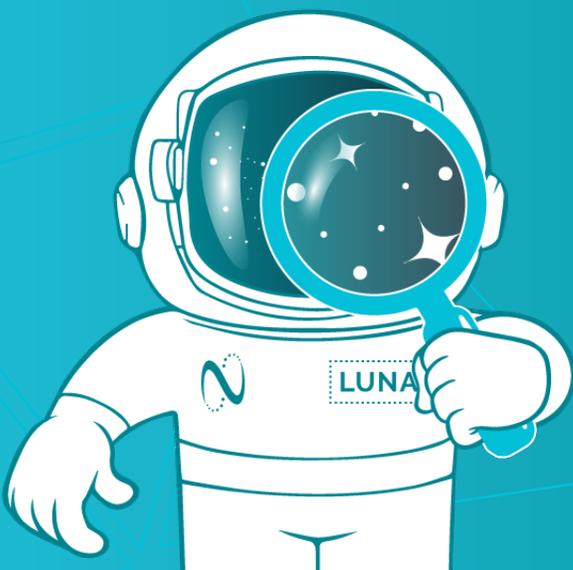
Get custom buyer insights, right now. Enter your ICP in our no-cost, interactive tool to get even closer to your buyers.

DISCOVER YOUR BUYERS



Want more buyer insights, beyond content?

If you're looking to fast track buyer transparency and understand the who, what, where, when and why of buyer-intent, snag your free trial of **INTENTIVE** now >>





ABOUT **NETLINE**

NetLine empowers B2B marketers to scale revenue via an all-in-one buyer engagement platform that delivers unparalleled buyer-level intent data and lead generation capabilities.

Operating the only buyer-level intent platform, INTENTIVE, delivering real-time insights into “who” is actively expressing intent in an account, “what” actions that person is taking, “when” those actions took place, and uniquely “where” those actions occurred, including offline Event Intent data, NetLine fast tracks buyer transparency. In addition, NetLine also operates the largest B2B content-centric lead generation platform offering content syndication, lead generation, account-based marketing, lead management, and more.

Founded in 1994, NetLine is a part of Informa Tech, a FTSE100 leading provider of market insight and market access to the global technology industry. Successful B2B Marketers Start with NetLine, visit www.netline.com.

OUR COMMITMENT **TO YOU**

As the #1 B2B Buyer Engagement Platform, we feel that it is important to share with you how we do business. NetLine operates according to five core values: innovation, teamwork, integrity, customer satisfaction and accountability. Our advanced technology and massive scale are uniquely positioned to achieve the results Marketers are looking for. NetLine's performance-based Portal and our dedicated team of experienced lead generation experts ensure that you will only pay for leads that meet your assigned campaign criteria—nothing less. Expand your footprint and competitive market share. Read more about our commitment to you.

