


HOW TO CREATE B2B TECHNICAL CONTENT THAT ACTUALLY GETS READ

By Joel Williams

Let's face it—commercial building managers and MEP contractors aren't exactly sitting around waiting for your whitepaper on *"The Thermal Conductivity of Insulated Piping."*

But with the right content marketing, you can grab their attention and keep them coming back for more. **Here's how:**

- 1 SELL LESS; EDUCATE MORE** – Drive more organic traffic and hold prospects' attention longer with practical tips, research summaries, and POV commentary or advice from the grizzled old-timer who's seen it all. 
- 2 USER BENEFITS** ; Highlight a product's value to the end user (how it solves a problem, increases throughput, streamlines maintenance tasks). Product benefits drive purchase decisions—especially for commercial buyers focused on ROI, efficiency, and compliance.
Pro Tip: Link product features to business outcomes. Instead of just listing specs, show how they save time, reduce costs, or improve performance.
- 3 USE EYE CANDY** – Field installation photos attract viewers like ants to honey. Complex issues can be communicated instantly. What better way to showcase a **tape measure designed for round surfaces** than with a photo measuring the curved edges of electrical conduit or PVC pipe?
- 4 MAKE IT PRACTICAL** – Ditch the jargon and focus on **real-world benefits**. *"How to Cut HVAC Energy Costs by 20%"* beats *"Advanced Airflow Dynamics Explained."*
- 5 USE CASE STUDIES (a.k.a. Storytime for Grown-Ups)** – Demonstrate your product's value proposition by solving a real-world problem. Support your discussion with installation photography, charts that illustrate labor savings, or infographics.

Joel Williams, an award-winning technical writer, specializes in covering emerging technologies, industry trends, and product innovations across the HVAC and MEP mechanical electrical and plumbing

Connect with me on LinkedIn: [linkedin.com/in/joelmwilliams](https://www.linkedin.com/in/joelmwilliams)

