

# Schubert b2b Offers Tips to Create a Data-Driven B2B Content Marketing Strategy

*This blog article explains the practice of B2B data marketing and provides actionable tactics.*

DOWNTOWN, PA, UNITED STATES, October 9, 2025 /EINPresswire.com/ -- Schubert b2b, an integrated digital marketing agency dedicated exclusively to B2B companies, has released a blog titled "[4 Expert Tips to Create a Data-Driven Content Marketing Strategy](#)."

This article examines why data is the key to creating personalized content that connects with audiences and drives business results. The piece then offers four essential tips to help B2B marketers plan smarter and build an effective, data-driven content strategy.



Build an effective, data-driven B2B content strategy

"Good B2B marketing starts with knowing your audience. Data gives us the insights we need to create content that feels personal, relevant and valuable," said Rich Carango, president of Schubert b2b. "In this blog, we share simple, practical ways to put data to work and make B2B content strategies more effective."

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*Rich Carango, president of  
Schubert b2b*

[Click here](#) to read "4 Expert Tips to Create a Data-Driven Content Marketing Strategy."

About Schubert b2b

Schubert b2b is an integrated digital B2B marketing agency that uses advanced marketing technology, expert

strategies and exceptional creativity to help B2B companies reach their niche audience, increase engagement and build a strong market presence. For 47 years, Schubert b2b has been providing customized B2B marketing solutions for chemical, technology and manufacturing companies. A 100% B2B-focused digital marketing agency, Schubert b2b serves companies located in Philadelphia and around the world. Our goal is to create top-tier marketing for businesses of any

size, from startups to global giants. For more information visit [schubertb2b.com](https://schubertb2b.com).

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