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Veteran Writers Start Blog to Share Custom Content Solutions with B2B Marketers

On their blog, Content for Biz (<http://www.contentforbiz.com/blog>), magazine writers Joanne Costin and Mary Klest help B2B marketers meet a growing challenge: finding and creating quality custom content.

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Most business-to-business (B2B) marketers recognize that static brochure-type websites are not enough to drive website traffic or engage customers. They need quality online content for blog posts, email marketing, landing pages, and social media marketing that is optimized for search engines such as Google and Bing. Recent research suggests that creating engaging content is the No. 1 content marketing challenge. In their [Content for Biz](#) blog, Klest and Costin share their journalism, public relations and online marketing expertise to offer practical content solutions to help marketers create, recognize and apply quality custom content.

“What sets our blog apart are real world examples of online content, both bad and good,” said Costin. “We also demonstrate how to use readily available tools to better integrate and manage content marketing and measure the impact of online marketing.”

Recent blog posts by Klest have already earned the attention of leading social media author and Fortune 100 consultant Chris Brogan. “[Secrets of a Content Sleuth](#)” and “[Keep Your B2B Web Content Current & Long Lasting](#)” were recently featured on Brogan’s blog.

“Marketers understand how original content can drive website traffic and loyalty, but they may lack the resources or skills to make it happen,” added Klest. “We’re here to help, either by providing advice through our blog, or by offering content strategy, content creation and training services.”

In addition to working directly with B2B marketers, Klest and Costin are collaborating with website developers and advertising agencies.

Barrington, Ill.-based writer Mary Klest is a journalist with corporate public relations experience. She held communications management positions in transportation, manufacturing and professional service companies before becoming an independent content writer and consultant. She is a columnist, feature writer and blogger covering business and lifestyle topics.

Joanne Costin is a business journalist, content writer and content marketing strategist located in Palatine, Ill. She is a 20 year veteran of business-to-business publishing, where she marketed leading magazines and worked with marketers in construction, foodservice and trucking to develop custom content solutions.

About Content for Biz

Content for Biz (<http://www.contentforbiz.com>) is where marketers and business owners can find content marketing ideas that help them connect and interact with customers and prospects. For more information contact Joanne Costin (<mailto:jcostin@contentforbiz.com>) (847) 358-1413 or Mary Klest (<mailto:mkest@contentforbiz.com>) at (847) 847-431-1702.

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