The 2027 Content Roadmap To Get You More *Qualified* Attention

What we learned in 2026: Tools and channels may always change, but winning attention and converting it into demand is always profitable.

Start from your current growth motion 👇

	Organic	**Paid**	**Events**
Challenges	• Overall search web traffic has fallen due to AI. Clicks are down. • Shift from Social to Interest media. Every piece of content has to win on its own merit. • AI content flooding, fragmenting attention.	• Meta's Andromeda is a creative hungry beast. • All-time high auction prices across all major social advertising platforms. • Optimising ad accounts is a skill slowly being replaced by native AI connectors.	• Events are charging premiums. Booth and sponsorship costs keep going up. • Buyers walk past hundreds of booths in a day. Most get a few seconds of attention. • Most event content stops when the event ends. A few photos and one LinkedIn post.
Opportunities	• New market for attention. In AI SEO and GEO. Marketing to agents and not just humans. • Social algorithms become sharper at creative targeting, making sure your content reaches the right buyers. • High effort content may become important again. To differentiate from the lo-fi flood of content.	• Content, creative and ads are beginning to fuse into one on social. • New channels will offer new audiences to tap into. E.g ChatGPT ads, AppLovin etc. • Less time spent fighting for small basis points of conversion optimization. More room for bigger swings in the content and creative.	• One event can fill weeks of your content calendar. Talks, interviews and floor footage. • Face-to-face matters more as AI content floods the feed. Buyers trust people they have met. • Event footage makes strong paid creative. It gives more real content to test.

Actions	• Write for intent and not keywords. Nail your positioning, to not confuse LLMs about your solutions. • Create content daily. Quantity matters to stay as close to the top of mind. Sales teams can use it for lead nurture too. • Experiment across content formats. High-effort long forms. Lo-fi short forms. Formats. Hosts. UGC.	• Create content for social. Use the winners to run as paid media. Harness the algorithm's advice. • Experiment and test with new channels early. ChatGPT ads and AppLovin are cheaper while competition is still low. • Feed the algorithm more creative. Launch new ads every week and let it pick the winners.	• Pick fewer events where your buyers actually go. Skip the ones that are just big. • Plan the content before the event. Brief the speakers, the hooks and the shot list in advance. • Turn it around in 72 hours while the event is still top of mind. Send prospects the clip of your conversation as a follow up.

Outcomes	• Lower click-through rates, but stronger brand trust when recommended by ChatGPT.
	  ○ Increase revenue
	• Daily content not only grabs attention but HOLDs it. Algorithms find the right audience for your product.
	  ○ Greater trust, more qualified attention
	• Stronger positioning and differentiation allows greater pricing power.
	  ○ Increase margins
		• Content that already worked organically converts better as paid. Be careful: it doesn't work going from paid → organic.
		  ○ Lower cost per acquisition
		• Cheaper reach on new channels before the auctions get crowded. Do tests for lead quality as well.
		  ○ Lower cost per lead
		• Your team spends its time on creative instead of ad account settings. Spend time on higher leverage tasks.
		  ○ Higher return on ad spend
			• Event spend keeps working after the doors close. Footage runs in the feed for weeks, not just on the day.
			  ○ Higher return on event spend
			• Warmer pipeline. Prospects have met you, or seen you on stage, before the sales call.
			  ○ Higher meeting-to-close rate
			• Organic and paid creative from a single day of filming. Plan the shot list so nothing gets wasted.
			  ○ Better cost efficiency

Frequently asked questions:

- **In B2B, where will content have the greatest leverage in Account Based Marketing?**
  - If your total addressable market is a list of 300-500 contacts, then content is strongest when you're just about to make contact with them at a tradeshow or conference.
  - Majority of CXOs will not click on your link or download your content. But that doesn't mean they wouldn't see your LinkedIn ad.
  - The second order of business is to use content to nurture the lead, especially in longer sales cycles.

- **You're telling me that content is the foundation to a company's growth?**
  - Yes. There is a hunger for content in the modern world. Everyone from the CEO to the intern spends time watching content on their phone, or on their TV. This is an attention share that should be captured.

- **I run all three playbooks in my business, doesn't that mean I will have to create tons of content?**
  - Yes. There are some efficiencies to be gained, as organic content can feed your paid media. While event content can also be run as ads.

- **My sales leader doesn't believe in content marketing, how can I convince them?**
  - Content builds trust before you ever meet with a prospect. This trust comes in many fancy names, like Brand Recognition and Awareness. But fundamentally, content's purpose in a sales-led organisation is to build a bridge of trust.
  - This translates to shorter sales cycles, and a warmer lead.

- **I am a startup or SME, which playbook do you recommend?**
  - Start creating organic content day 1. And once you begin to gain traction and customers, use that cash flow to buy media on the organic ads that stand out.
  - Only then should you think about creating specific "advertisements".

- **I lead marketing at an Enterprise, what is your advice?**
  - Come 2027, your resources will allow you to create native content for each platform. This is especially important as attention has spread thin across the multiple channels available to your customers.
  - Advertisements written and made for TV will never work on social media without huge media spends.

How much reach are you leaving on the table? Try our free **REACH POTENTIAL CALCULATOR.** 📈