

B2B Content Topic Ideation Sheet

Brand / Client Details

Brand/Company Name

Enter name

Primary Audience

e.g., B2B Marketers, CTOs, Procurement Managers

Content Goals

e.g., Lead Gen, Awareness, Education

Possible Content Topics

Topic Idea	Type (Blog, Guide, Whitepaper, etc.)	Objective/Purpose	Target Persona	Priority

Notes & Resources

Add relevant insights, links, references, or collaborator notes here