



How to Turn SME Expertise into Revenue-Generating Content

A guide for turning internal know-how into strategic assets that drive leads, trust, and revenue

The Cost of Content Chaos

If your content feels random, technical, or hard to use in sales... you're not alone.

Most B2B companies suffer from the same bottleneck:

- The founder or SME is the only one who *really* knows the story.
- Marketing chases them for inputs.
- Sales lacks content that builds credibility.
- Everyone feels behind.

The result? Missed leads. Slower deals. And content that doesn't convert.

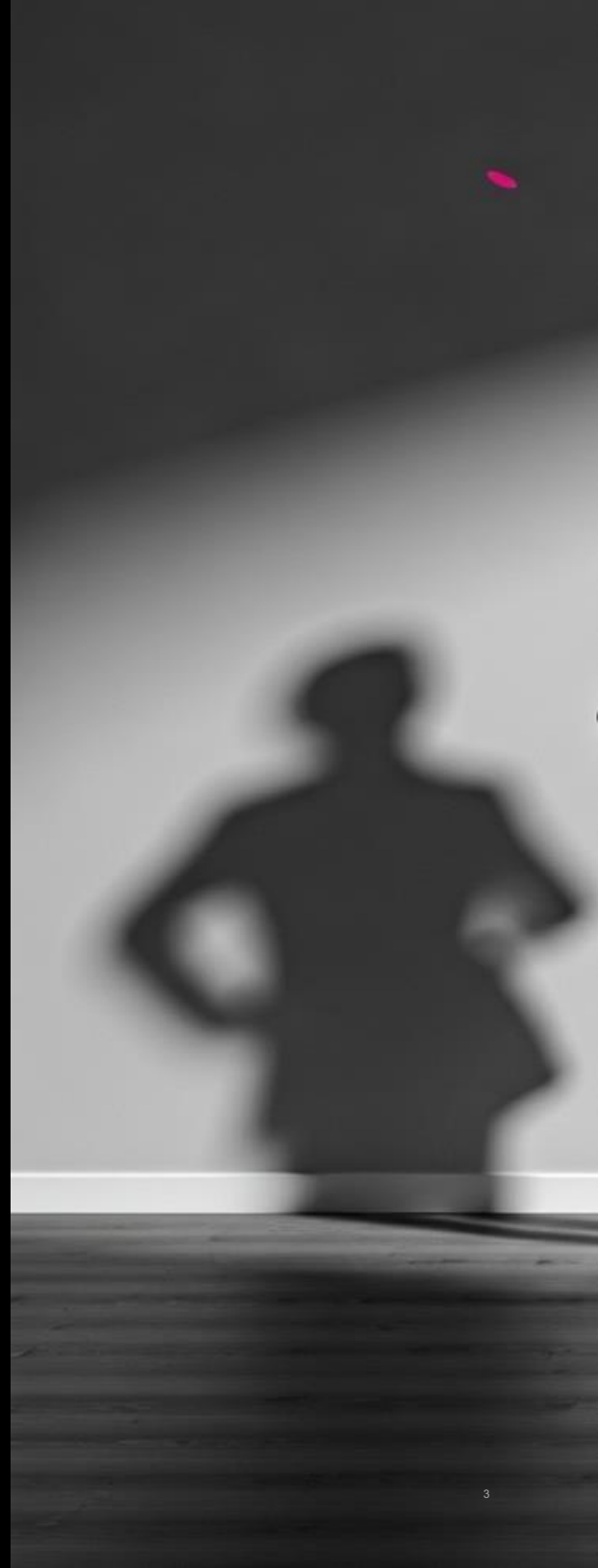
Why SME Expertise Is Your Hidden Superpower

Your company has deep insight. Real-world stories. Product vision.

But none of it becomes consistent, usable content — unless you have a system.

You don't need more content. You need a better way to *extract, map, and repurpose* what already exists in your business.

Let's show you how.



3 Big Mistakes That Kill Content ROI

1 Relying on Ghostwriters Who Don't Get It

They write. But they don't *understand* your space or your buyers.

2 Creating Content That Doesn't Align with Sales

A thought leadership blog post isn't enough. What closes deals is strategic, credibility-driven content.

3 Treating Content Like One-Off Tasks

Without a system, you're always starting over.

The Fix – The Content Intelligence System™

One expert session → 6–10 high-impact assets

What we extract:

- Strategic insights
- Customer stories
- Messaging pillars
- Unique POVs

What we deliver:

- Whitepaper or lead magnet
- Sales deck
- Blog
- 6–8 LinkedIn posts
- 3–5 email campaigns
- A full repurposing map for GTM use

Before & After – Systemized Content Transformation

Before Content System:

- Expert is the bottleneck
- Blog posts disconnected from sales
- Inconsistent social presence
- Writers lack strategic input

After Implementation:

- One SME session = 10 strategic assets
- Sales and marketing aligned
- LinkedIn feeds show consistent POV
- AI + systems turn knowledge into pipeline

The Use Case Map

How our clients use content pulled from 1 session:



GTM launches



**Sales enablement
decks**



**Nurture email
sequences**



**Executive thought
leadership**



**Investor, partner, and
board communications**

Ready to Remove the Bottleneck?

Imagine a system where:

- You speak once. We deliver 10 assets.
- Your content fuels sales, marketing, and growth.
- You don't have to write another deck again.

We call it the **Content Intelligence System™**.

And the best way to start? Our **90-Day Sprint**.

Includes audit, roadmap, and sample content plan.

Book Your Content Strategy Call

BONUS – SME Content Mapping Template

- 3 simple questions to pull gold from your SME
- **Template:** [Topic] → [Format] → [Distribution Channel]

Example:


Topic: "Why Our Tech Works When Others Don't"

Format: Visual deck + short blog


Channel: Sales team, email follow-up, LinkedIn post

BONUS – Using AI to Scale Content


1 Use AI to Clarify, Not Create

 **Tip:** Start with your voice — use AI to sharpen it.


Prompt: “Act as a B2B marketing advisor. Refine this rough draft into a clearer, more strategic message for LinkedIn. Keep it punchy and aligned with executive decision-makers.”

 **Why it works:** You stay in control of the narrative — AI just helps you package it faster.


2 Turn Questions Into Content


 **Tip:** Use real sales or customer questions as AI prompts to create scalable content. This creates relevance and removes guesswork from content strategy.

Prompt: “Create a short, authoritative blog post answering this client question in an educational, B2B tone. Include a clear insight and a soft CTA. (Insert question here)”

 **Why it works:** You build trust by solving real problems — AI helps structure your reply.

3 Train AI to Match Your Tone

 **Tip:** Feed GPT your best-performing content, and use that to shape voice, structure, and call-to-actions in future posts and emails.

 AI doesn't replace strategy. It multiplies it.

BONUS – Content System Scorecard

Use this checklist to see how strong your current content engine is:

- Is your team's expert knowledge consistently documented?
- Do you have a system for turning one insight into multiple assets?
- Does your content align with key stages in the sales funnel?
- Can your sales team access and use your latest content?
- Are LinkedIn, email, and nurture campaigns working from the same strategic content map?
- Are you using AI to repurpose content without losing strategic POV?

● If you answered 'no' to any of the above — your content isn't working hard enough.



Let's Build Your Content Engine

Your knowledge is valuable. Let's systemize it.

Let's turn it into trust-building, lead-generating, deal-closing content — month after month.

[Book your call →](#)

[Free Audit Session](#)

GB17

Marketing That Sells. Systems That Scale. Growth That Lasts.

At GB17, we help B2B companies grow with AI-infused Growth Systems that turn strategy, marketing, and sales into a unified revenue engine.

We build, implement, and optimize a repeatable system that aligns your go-to-market, content, and campaigns to drive real, measurable results.

