

# B2B Writing on Quora

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**Quora** for Business

# B2B Marketing is Evolving

B2B marketing has hit a wall. Audiences are getting harder to reach, campaigns are fractured across channels and, for many brands, performance is flatlining. Whatever audiences want, they want it now.

As marketers, we have an obligation to earn our audience's attention. We already know that the B2B journey is powered by content. Channels never mattered to the consumer. Prospects want to self-educate and content is how they choose to do it.

Increasingly, B2B companies are turning to thought leadership content to enhance brand reputation, build decision makers' trust, open the conversation, and help close business, according to research by [Edelman and LinkedIn](#). It creates momentum for awareness, loyalty, and equity while strengthening lead generation efforts. In fact, 56% of B2B marketing executives stated "positioning our company as a thought leader" as their top objective in a recent [Economics Intelligence Unit study](#).



What exactly is thought leadership marketing? Simply, it's the art of positioning your company as a leader in its field with content. The goal is to demonstrate domain expertise and offer a unique point of view.

If you want your brand to earn respect from your audience, provide value. But what's valuable? The short answer is offering your audience the content they want and need – when and where they're looking for it.

Depending on your industry, demonstrating thought leadership can take different forms. In general, people are spending about one to three hours per week reviewing content like the latest trends, industry analysis, and key statistics they can use in their work.

## Why Quora Makes Sense

What makes Quora unique is why people come to the platform. It's not search and it's not social media. It's somewhere in between with over 300 million people coming every month to conduct research, evaluate products, ask for tips, and learn more about the world.

This knowledge exchange is conducive to people who are receptive to new ideas and discovering new products. This includes people looking for reliable information about your company, products, competitors, and industry.

Aside from a growing, high-intent audience, Quora works to build a platform and ecosystem that is optimal for readers, writers, askers, and seekers of information. Unlike other platforms where content gets buried or disappears, the knowledge shared on Quora is evergreen. This means your answers aren't just relevant for a day, but for months and years.

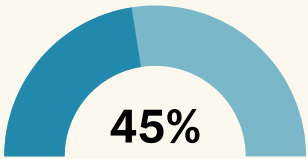
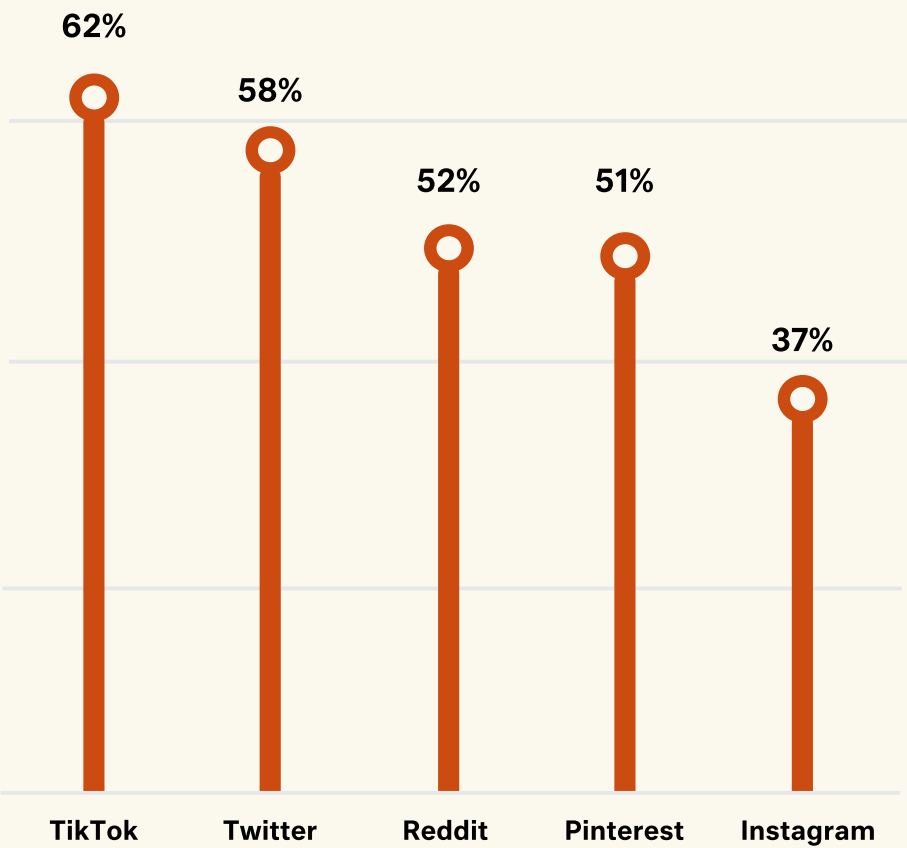
And this is across a variety of topics. People aren't one dimensional. We have multiple interests. Quora personalizes the content based on what people want to learn more about so it's always relevant.

For example, a person learning how to surf will follow [Surfing](#) to understand the terminology and etiquette. Another might have a one year old at home, so [Parenting](#) helps them prepare for the toddler years. [Digital Marketing](#) keeps marketers updated on the latest industry trends, while [Personal Finance](#) provides expert advice on practical ways to start investing.

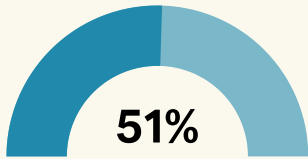
# Quora's Audience<sup>1</sup>

## Unduplicated US Reach

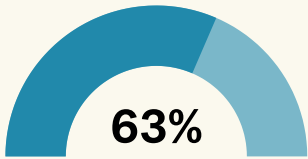
The percentage of Quora users that do not visit the following sites



more likely to be senior decision makers



more likely than LinkedIn visitors to be entrepreneurs



report conducting online research before major online purchases

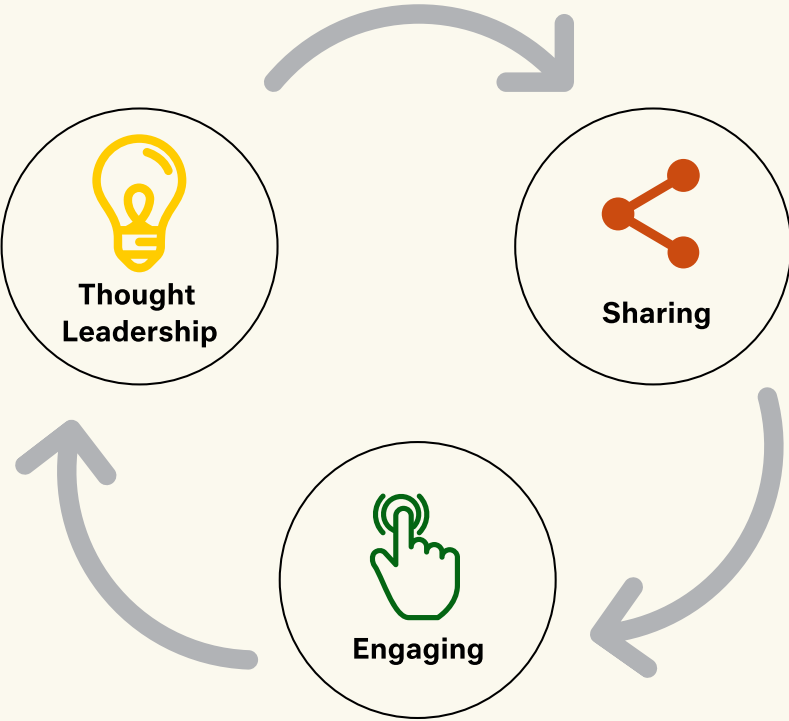
300M+ unique monthly visitors around the world

5.3M+ visitors work in management as Directors or VPs

49% of Quorans earned an undergraduate degree or higher

# The Quora Flywheel Effect

We ensure knowledge share is available and accessible in the long term. Meaning you can drive leads and influence years after writing your first answer. This is referred to as the **Quora flywheel effect**.



- **Sharing:** Contribute to the conversation by adding and answering questions. This is how you demonstrate your expertise on Quora.
- **Engaging:** Interact with high-intent audiences and potential prospects by being an active participant on Quora. Upvoting, commenting, and resharing answers shows that you're interested in being a part of the community.
- **Thought Leadership:** Gain authority and establish trust on topics by consistently providing valuable answers and a unique point of view. This leads to more followers and people asking you to answer their questions.

<sup>1</sup> Based on Comscore Media Metrix December 2020, Comscore Plan Metrix December 2020, GWI Core US 2020



# 4 Steps to Get Started

## Step 1: Contribute to the conversation

According to CMI, 90% of top-performing B2B content marketers put audience’s information needs first. This means producing content that directly addresses customer issues and intent.

Thought leadership doesn't have to be costly or difficult. Since Quora's questions are demand-driven, it’s an excellent platform for marketers looking to address their audience's informational needs. The first step is to answer questions and turn the flywheel.

### Understanding your Buyer Journey

It’s important to understand a question's intent as it relates to the buyer's journey. For most marketers, intent falls under one of three categories:

1. Top of the funnel (ToFu)
- Brand awareness, site traffic
  - "What is"...questions
2. Middle of the funnel (MOFU)
- Lead generation, education, & nurture
  - "How to"...questions
3. Bottom of the funnel (BOFU)
- Conversions
  - Questions that review & compare products

The middle of the funnel is the best place to influence and shape the buyer’s journey. Which is why Quora is such an attractive platform for marketers.



## Winning with High-Quality Answers

Content marketing on Quora looks a little different compared to a company blog or a social media post. What does this mean?

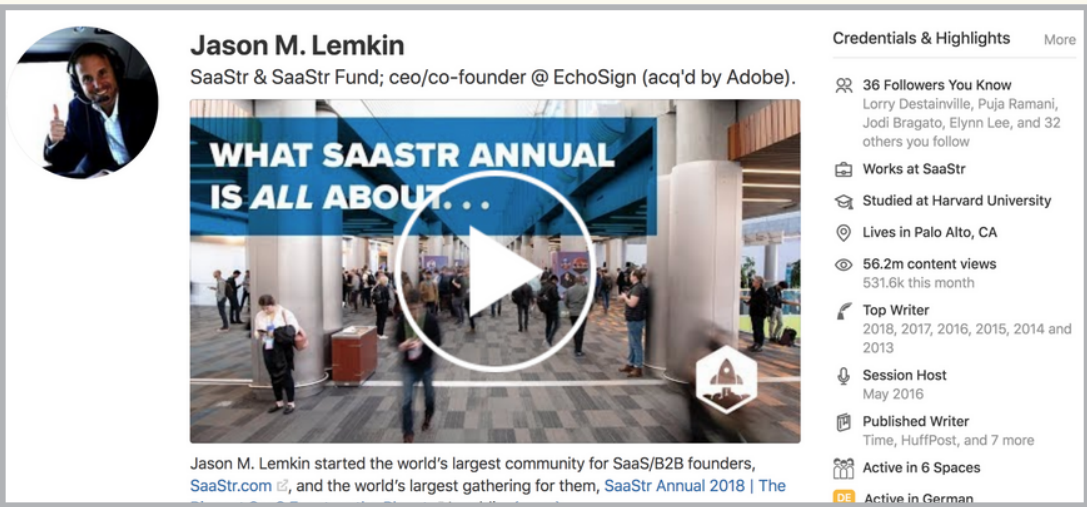
On Quora, views are not the goal. Providing the best answer is key for driving success. The following are guidelines you can follow when crafting an answer.

- **Answer the question that's asked.**  
Don't answer if your content isn't a good fit.

• **Use good formatting.** Answers should be easy to read.
- **Be thoughtful and unique.** Stories of failure can be as impactful as success stories.

• **Demonstrate credibility** with facts, rational, and personal experiences.

As a bonus tip, answer a question as quickly as possible after it’s posted. The question will be fresh in the mind of the person who posted it, and they’ll be more likely to upvote your answer or engage further.

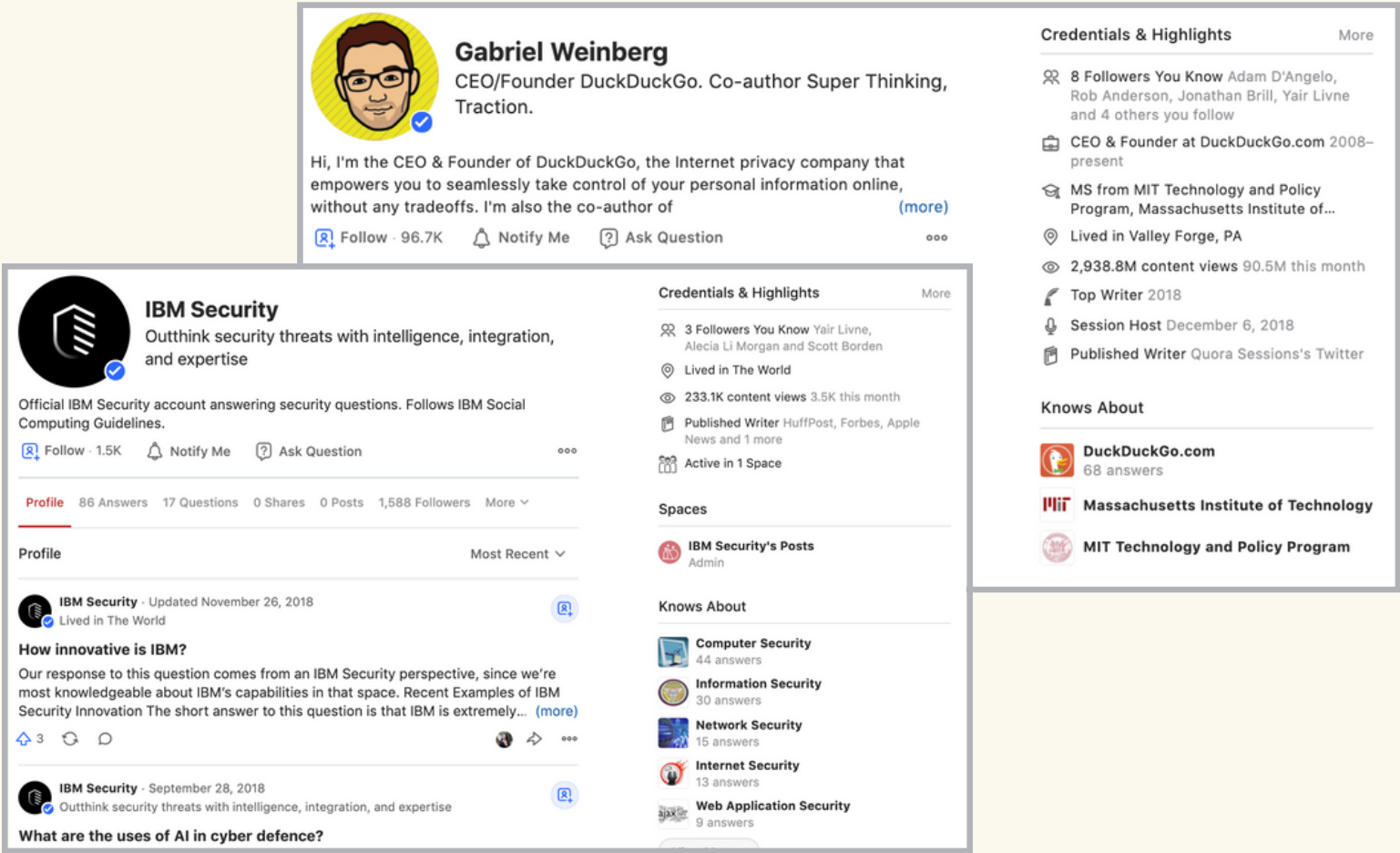


Jason Lemkin, the founder of SaaStr, is a great example of someone participating in the Quora flywheel. He’s been writing on Quora since 2010 and wrote 3k+ answers, gaining 50k+ followers and 61M+ answer views.

## Convey Expertise with your Quora Profile

When you start writing answers, it’s important to convey your expertise and build trust by filling out your credentials and biography. Unlike other user-generated Q&A sites, users on Quora primarily create profiles based on their real identities.

By adding your title, company, bio, interests, and website links, you signal who you are and why readers should trust your answers. It also helps people find you when searching for experts and/or the best people to answer their questions.



## Step 2: Engage with your Quora audience

Community engagement ensures the best answers surface to the top of questions and get more visibility in user feeds. However, there are some marketers who only use Quora to write self-promotional answers and don’t engage with the community. Be better than that.

Engage with the Quora community and your target audience to establish yourself as a trusted member. For example:

- **Follow influencers for topic areas of interest.** Observe the questions they’re answering, how often they write, and their writing style. You can also identify where information gaps exist so you can answer those questions. Don’t forget to interact with them by upvoting and commenting.
- **Ask questions.** You can hear directly from your audience, and perform market research to gauge interest in potential products or services. If the question isn’t on Quora, add it and provide the answer.





### Step 3: Gain authority and establish trust with your followers

Your flywheel is picking up speed as you consistently answer questions and actively engage with the community.

If you’re an expert in productivity tools, don’t just write about how much you know. Write answers tackling specific challenges in the world of team productivity tools. Not only will your audience be more interested in reading an answer that could help them, but you’ll earn their trust and gain credibility.

For [Asana](#), a web and mobile application designed to help teams organize and manage their work, they built a presence on Quora through their co-founder and head of product, [Justin Rosenstein](#). His answer to a 2015 question on top productivity tips has been viewed 474k+ times and was featured in Forbes, Inc., Time, and Quartz.

#### Content Distribution and Amplification

Distribution is often neglected in content marketing, but it’s crucial to success. Even if you write the greatest piece ever, it doesn’t mean much if no one sees it. If you have content you already wrote on your blog or website, repurpose it into a helpful Quora answer.

Quora can become your source of truth for FAQs related to your organization. Ask and answer your list of FAQs on Quora, and link to them from the FAQ page on your website. Or link to Quora answers that serve as testimonials for your business. If there’s content on Quora that helps people understand what you do and promotes your business, make sure they find it by linking to it.



If you’re looking to increase awareness of your Quora content consider these two ideas:

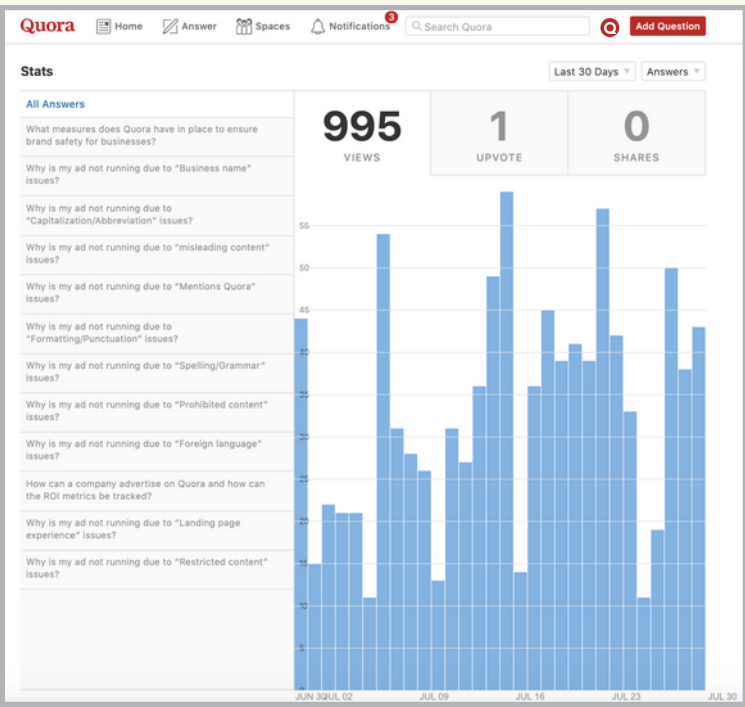
- **Amplify distribution on social media networks.** Share your Quora answers with your existing social media audience. You can do this easily by clicking the Facebook or Twitter icons below the answer.
- **Direct customers to your answers.** Share links to your Quora answers with visitors to your website, or email subscribers. It’s a great way to help them learn more about a question or topic without having to fit all of the information in a small text field.

When you’re evaluating the ROI of writing on Quora, don't forget: Your answers aren’t just available through our site. Quora pages consistently rank highly in Google searches, generally on the first page of results, and oftentimes, as the number one result. Quora’s strong SEO directs people from Google to your answers so more than just the established Quora community can read it.

#### Measure Performance

How do you figure out where to spend your time on Quora?

Quora offers a free analytics tool that allows you to track your content by clicks, views, shares, and upvotes. Use this information to determine what works best on the platform so you can focus on sharing content that engages the community.



## Step 4: Accelerate growth with Promoted Answers

Research revealed that **84% of respondents used paid distribution channels** in the last 12 months (91% among the top performers). With Promoted Answers, anyone with a Quora Ads account can extend the reach of their answers on Quora.

Promoted Answers can be paired with the entire Quora Ads targeting suite, along with our Lead Gen Forms. This lets you build a following, communicate with customers, and achieve marketing goals all at once.

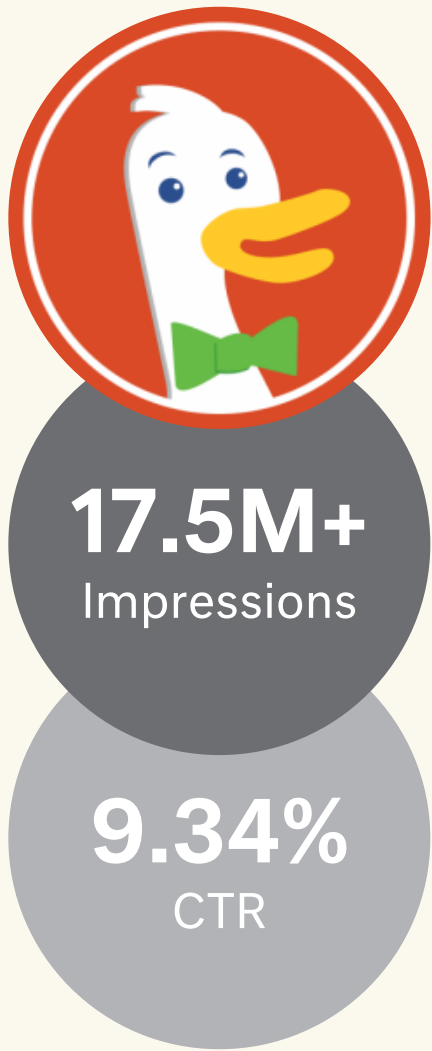
Lily Rouff, Social Media Strategist at DuckDuckGo, recognized early there were already several conversations happening about their service and competitors on Quora.

As a result, they decided to accelerate the flywheel by promoting answers written by their CEO and founder, Gabriel Weinberg, to augment their presence on the platform in an authentic way.

*“We’ve been really excited about the [Promoted Answers] CTR. I think it just goes to show how engaged the Quora community is. When users are looking for answers already, they’re obviously going to be a bit more engaged. We’re investing in Quora because our Promoted Answers really seem to resonate with Quora’s audience.”*

- Lily Rouff, Social Media Strategist at DuckDuckGo

By leveraging both community content marketing and paid advertising, DuckDuckGo takes full advantage of Quora’s flywheel generating over **1.8 billion views** on their answers. Read the full DuckDuckGo case study [here](#).



With Quora Ads, your organization can:



**Reach a coveted audience**

Quora has a worldwide audience of 300+ million unique visitors.



**Target for greater efficiency**

Choose from 10 contextual, behavioral, audience, and broad targeting types.



**Maintain brand safety.**

Our content moderators are dedicated to maintaining Quora's high quality standards.

Here are some Promoted Answer best practices to boost your content:

- 1. Establish thought leadership.** Quorans respond best to authentic answers. Avoid writing for the sole purpose of linking your company website.
- 2. Write useful answers.** Provide reusable knowledge that accounts for different people (ex. "If you're a startup, I recommend X; if you're an enterprise I recommend Y.")
- 3. Hyperlink only when necessary.** Less is more, so only use hyperlinks if they provide additional information or if they're relevant to the question.
- 4. Quality over quantity.** It is better to have a few well-crafted answers than 100 low-quality answers. Answers can always be edited, so take your time to write them.

**Ready to get started? Create your Quora Ads account at [quora.com/business](https://quora.com/business)**

# Conclusion

Thought leadership on Quora can be a fun, interesting hobby or personally rewarding, but it also is something that every business and leader should be investing time in.

Marketers focused on delivering high-quality, engaging, and inspiring content can positively influence the buyer's purchase journey. You can get started on Quora today with these three key takeaways:

**Build your brand**

- Get exposure to over 300 million monthly visitors on Quora, reaching a large audience from day one, without having to build up a large following.
- Content written on Quora is evergreen, delivering leads and driving influence even years after being written.

**Engage your audience**

- Personal and Business Profiles can be used to answer questions about your product or service.
- Establish your brand and leaders within your organization as experts by answering questions about your industry.

**Influence with Quora Ads**

- People come to Quora to research important decisions. Questions on Quora are organized into topics and there is a wide diversity of topics on the platform today.
- Use Quora Ads to influence high-intent prospects during the research and consideration phase.