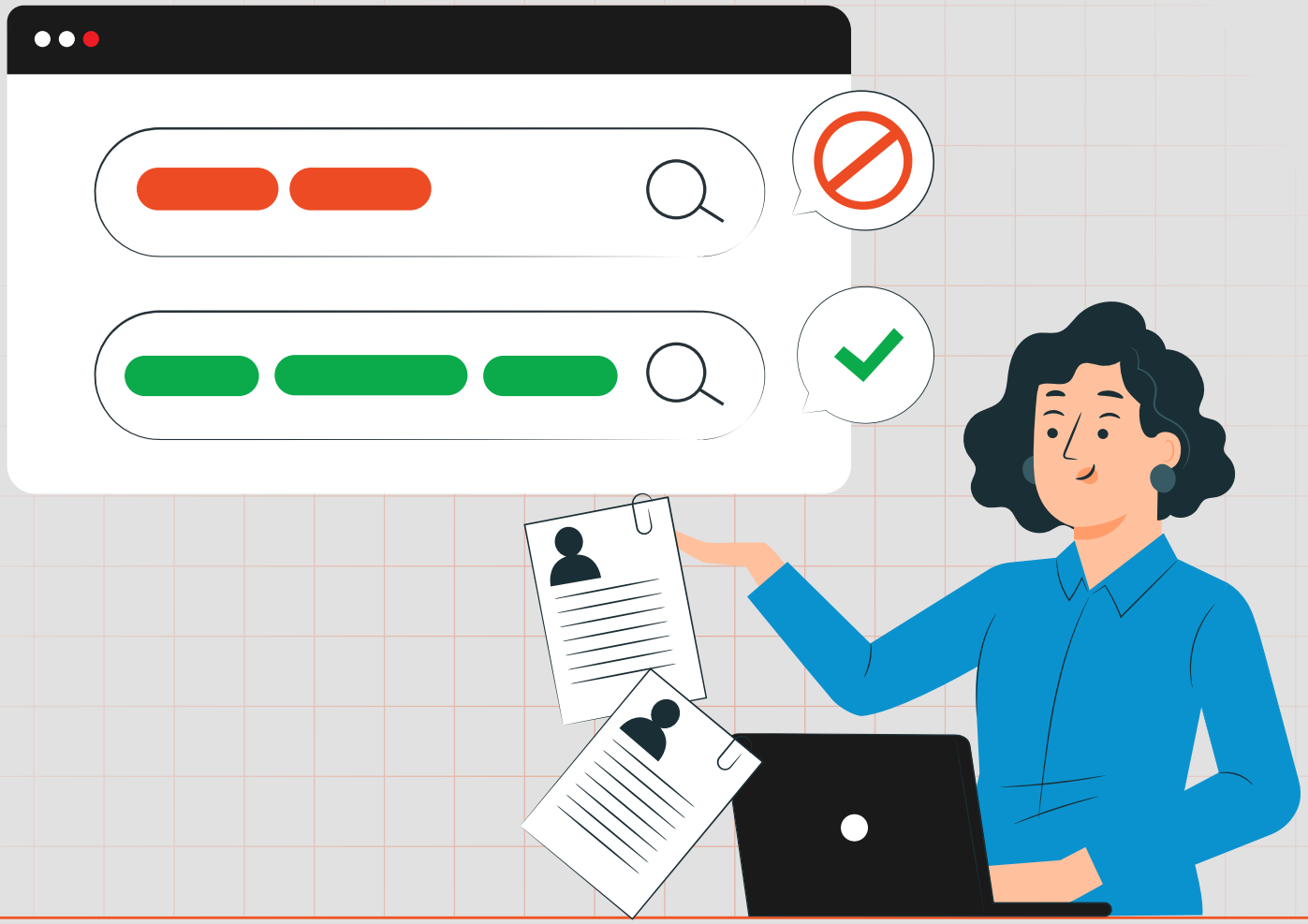


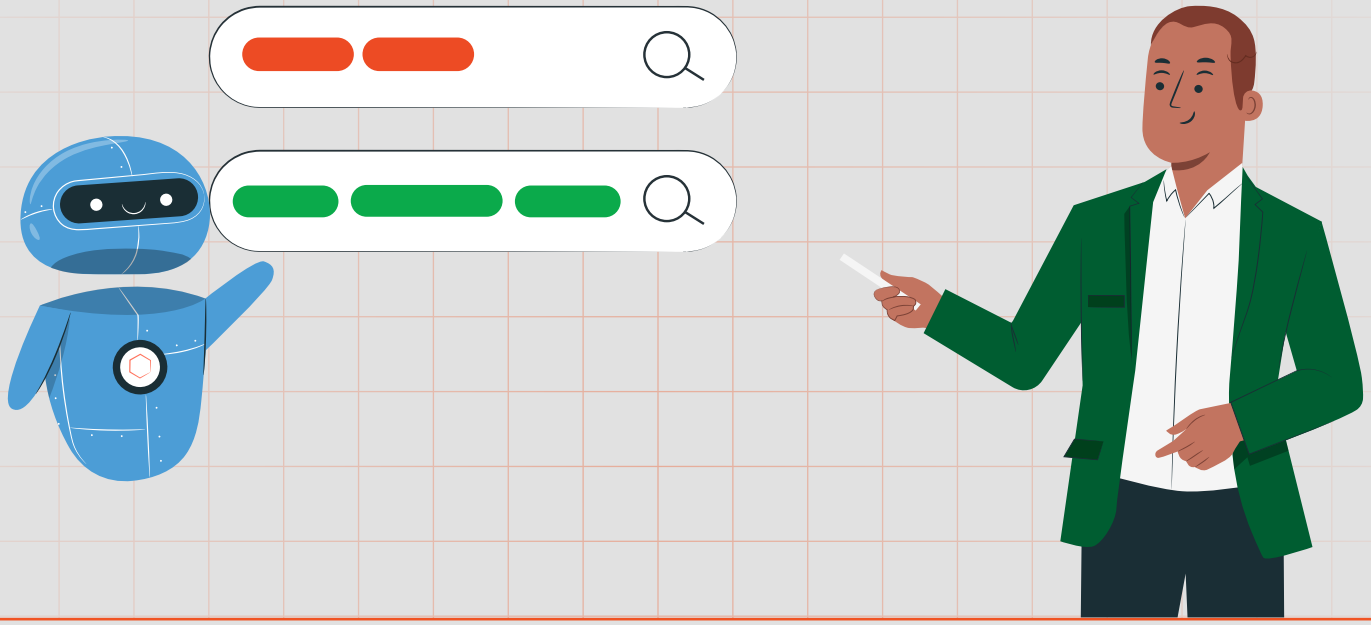
Getting leads with *long-tail* keywords:

A guide for B2B companies

Introduction

There's a ton of marketing methods out there and knowing which one to bet on can sometimes feel like a leap of faith – especially in the B2B world. ***But we're here to make it simple.***

In this guide we'd like to introduce you to a marketing method that's becoming more popular due to the rise of AI and voice prompting—long-tail keywords in SEM (Search Engine Marketing). Let's break it down and show you how it can help you attract hotter leads.



What is a *long-tail keyword?*

Long-tail keywords are search phrases that typically contain three or more words and focus on very specific topics. These keywords differ from short-tail keywords (which are usually one or two words) in that they target a more niche audience with a clearer search intent.

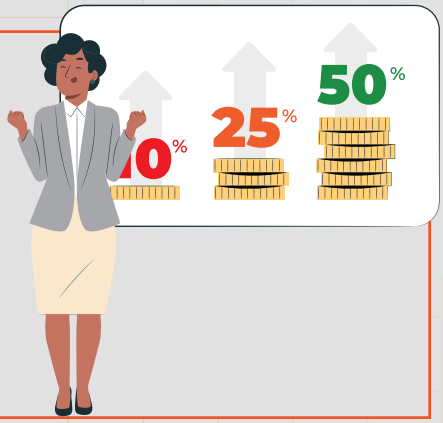
To make it practical: Instead of targeting "ERP software," you would go for something more focused like "cloud ERP software for small businesses." More words for less people, but it has its advantages.

Why you should use long-tail keywords

Long-tail keywords are your shortcut to getting noticed by the right people.
Here's why they work so well:

1. Higher conversion rates

People searching for long-tail keywords usually know what they want. They're not just browsing; they're looking for something specific. So, when someone searches for "B2B payment solutions for small businesses," they're already halfway there. If you've got ads that speak directly to that need, the chances of them turning into a customer go up—***big time.***



2. Less competition

Here's the thing: Most companies are still fighting over broad keywords. But with long-tail keywords, there's way less competition. Fewer companies are targeting phrases like "inventory management software for small electronics retailers in South Africa," which means you have a better shot at ranking higher and getting noticed.



3. Speak directly to your niche

B2B companies are often dealing with specific industries or sectors. Long-tail keywords help you get right to the heart of what your audience is looking for. If someone's searching for "CRM software for medical practices," they've got a unique need. If you can answer that need with your content, solution or service, you're already ahead of the game.



How to find and use long-tail keywords

Now that you know why long-tail keywords are awesome, let's talk about how to find them and use them in a way that makes sense.

Step 1: ***Use tools that do the heavy lifting***



You don't need to guess which keywords to use—there are tools for that. Google Keyword Planner, SEMrush, and Ubersuggest are all great places to start. Just pop in a broad keyword, and they'll give you a list of more specific ones to target. The trick is to look for keywords that aren't crazy competitive but still super relevant to your business.

Step 2: ***Know what your audience needs***



Listen to your customers. What questions do they ask? What problems are they trying to solve? When you understand what's bugging them, you can create content that speaks directly to those issues using long-tail keywords. For example, if you keep hearing people ask about "scalable ERP systems for growing businesses," guess what—you've got your next keyword and content idea.

Step 3: ***Spy on your competitors***



You can learn a lot by looking at what your competitors are doing. Check out which keywords they're ranking for, and find the gaps. Maybe they're not covering long-tail keywords as well as they should be. That's your chance to swoop in and fill that space with content that's helpful and targeted.

Step 4: ***Keep it natural***



Don't overstuff your content with keywords. You want it to feel natural, not like a robot wrote it. And here's an extra tip: use the language your audience speaks. If your customers don't use the term "CRM" but prefer to say "client management system," go with what they're familiar with. Speaking their language helps your content resonate better and feel more relatable.

Conclusion

Long-tail SEM doesn't have to be complicated. It's all about getting specific, speaking to your audience's needs, and using keywords that make sense for your business. ***By focusing on these more detailed search terms, you're attracting people who are already on the lookout for exactly what you offer.*** That means more leads, better conversion rates, and real results.

So, start simple: Find the right long-tail keywords, create content that answers real questions, and watch your SEM game get stronger without all the hassle.

