

THOUGHT LEADERSHIP DONE RIGHT

8 steps to telling your thought leadership story

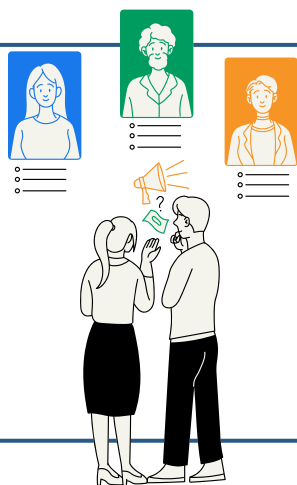
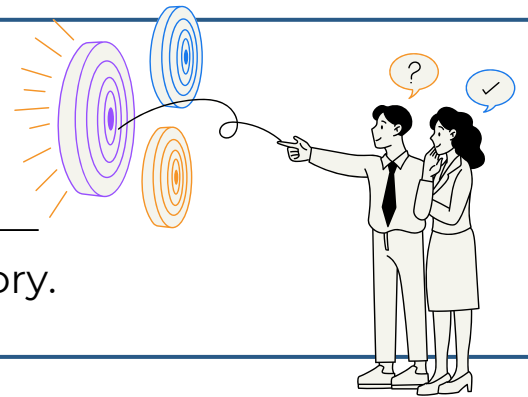


1) Set a goal.

Define a specific, timely goal for your thought leadership content program, outlining clear metrics for success and measuring against them.

2) Obtain alignment.

Ensure all your content — marketing, communications *and* thought leadership — works together to tell a cohesive brand story.



3) Identify your audience.

Outline your buyer personas and craft content that aligns with their challenges, desired outcomes and each stage of the buyer's journey.

4) Stay up-to-date on your industry.

Keep up with current events *and* your competition to provide contacts with relevant, valuable information they can't find anywhere else.



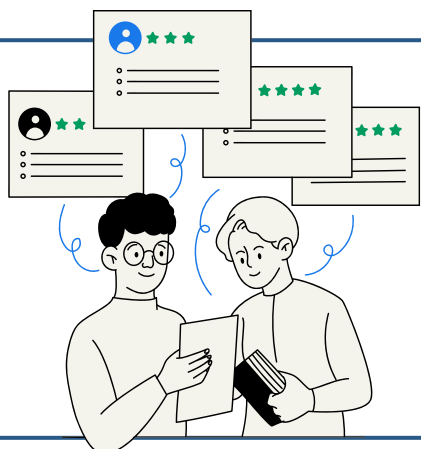
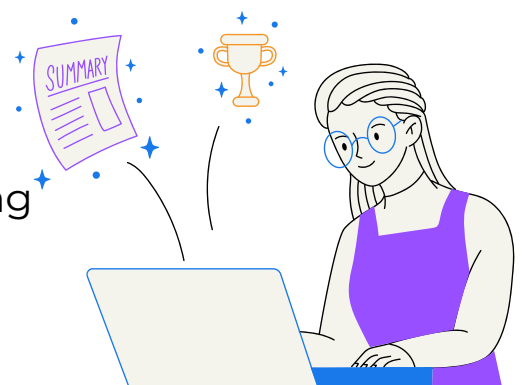
5) Choose the right content type.

Of organizations sharing thought leadership, 91.4% create articles, 44.1% create videos, 36.2% include speaking at webinars or events, and 33.2% create whitepapers.*

*Source: Thought Leadership: What It Is and How to Master It in 2023. SEMrush.

6) Demonstrate your expertise.

Share useful data, your approach to applying industry best practices, and your own learnings and perspectives.



7) Build your sphere of influence.

Increase your authority by building new connections and distributing your content across platforms.

8) Avoid the "hard sell."

Focus on providing value and education to build trust and credibility, and to nurture contacts.

