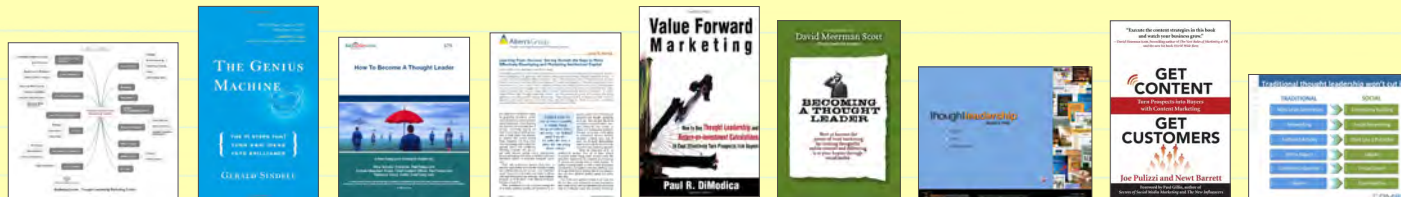


- ▶ A Reference Guide to Books, e-Books, Research, White Papers, Articles, Webinars & CDs, and Thought Leaders

# > thought leadership marketing



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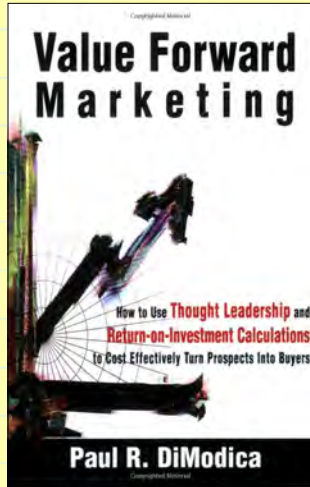
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**T**HOUGHT LEADERSHIP MARKETING actively positions you or your organization as an authority, a resource, and a trusted advisor on issues of importance to your audience.

This positioning is accomplished using a variety of media, including books, newsletters, blogs, e-mail, events.... It allows you to earn their trust and build credibility and recognition differentiating yourself as one who clearly understands their business.

Thought leadership marketing is a fairly new concept, and the following resources represent most of what's been published specifically on the topic (this guide doesn't cover related topics like content marketing, branding, writing, speaking, social media, and so on). Please email us links to any other resources we should add to our list: [jim@thinkpennypacker.com](mailto:jim@thinkpennypacker.com).

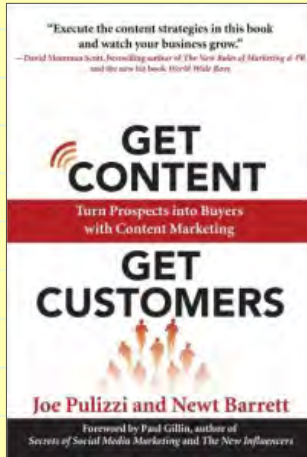
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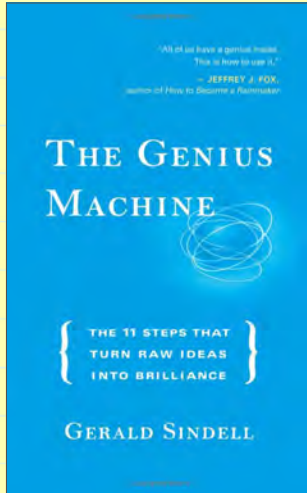
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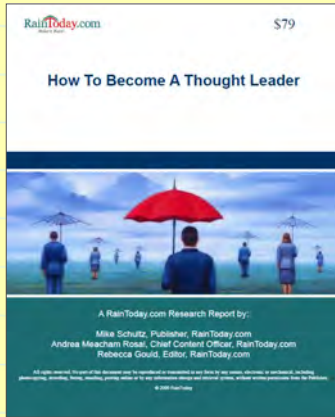
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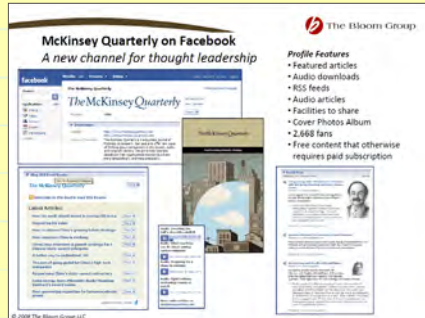
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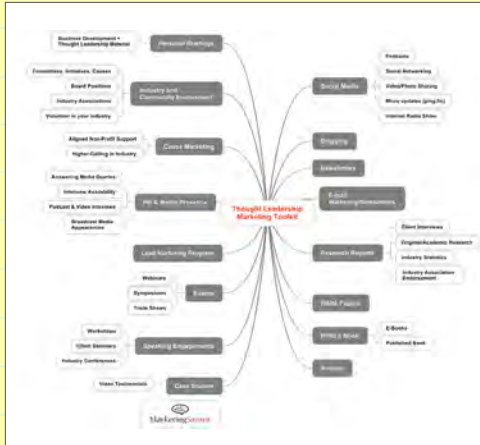
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A thought leader is a recognized leader in one's field. What differentiates a thought leader from any other knowledgeable company, is the recognition from the outside world that the company deeply understands its business, the needs of its customers, and the broader marketplace in which it operates.

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Some thought leadership content rules of thumb:

- It must be relevant to your target audience or their sphere of influence
- It needs to be timely and address the issues faced by your target audience
- It needs to demonstrate your value and tie into your value proposition
- It needs to give more value than the time it takes to process and digest it

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# > articles cont.

## 13 Essentials for Thought Leadership Marketing

1. Take a Stand
2. Tell Me Something I Don't Already Know
3. Be Vertically Famous
4. What Does Your Competition Miss?
5. Develop Your "Voice"
6. The Power of Public Speaking
7. Get Published
8. Start a Newsletter, RSS and/or Blog
9. Get a Greek Chorus
10. Talk Less, Listen More
11. Press the Flesh
12. Practice Out-of-the-Box PR
13. Be Focused, but Don't Develop Tunnel Vision

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Clients value pithy, research-based analysis on business challenges and advice on how to tackle them. According to one FD “With so much information out there, a targeted, well summarised piece of analysis from a solid advisor means a lot to me”. Too often, however, thought leadership pieces are analysis-light, thinly-disguised sales pitches.

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Any company should be able to get executive commitment to make employees present their latest hot projects or thinking that is coming out of work with customers. You can have weekly or monthly presentations and sweeten the pot by setting it up as an awards program, with the best submission receiving stock options or a gift card.

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- Define and understand your company's thought leadership ecosystem.
- Recognize thought leadership is a process that requires a structured approach.
- Identify and define a communications strategy.
- Define the metrics so you know if the program is successful.

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A thought leadership marketing programme is only effective in the medium term, and then only when it forms part of a funneled sales approach. That is, a planned process that uses specific tools and techniques to move people from one stage to the next through the buying decision. The thought leadership programme typically acts as a top and tail to this process.

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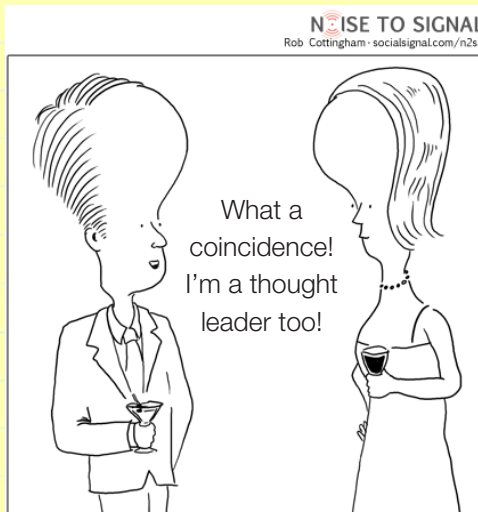
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I'm as convinced as anyone that a true thought leader needs to take a unique, advocacy position on something of unique value to the customer and share their knowledge with their constituents. However, nowhere in the definition of a thought leader does it say that they must hold steadfast to a position ad infinitum.

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The active deployment of thought leading content through a myriad of marketing channels is effectively ‘thought leadership marketing’.

“Successful thought leadership is about creating exceptional content that provides insight into business issues. That’s what makes executive buyers choose one firm over another.”

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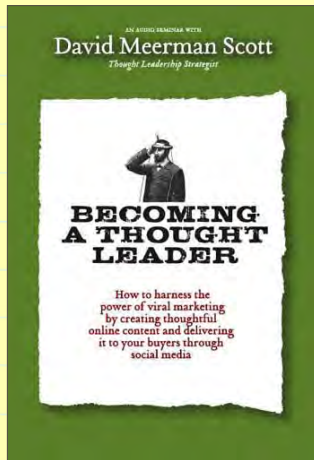
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