

# THOUGHT LEADERSHIP DONE RIGHT

## 8 steps to telling your thought leadership story

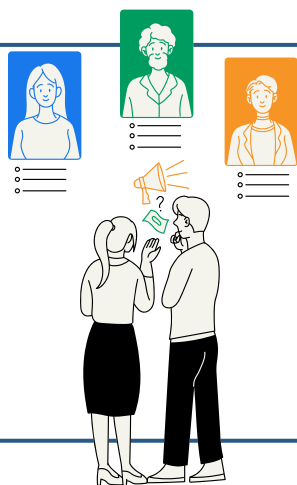
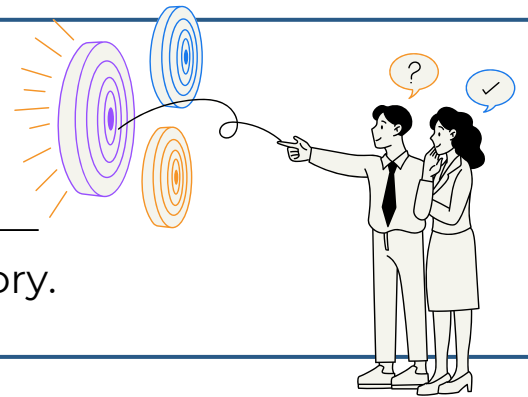


### 1) Set a goal.

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.



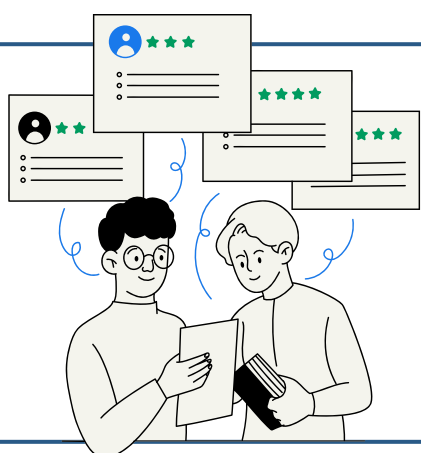
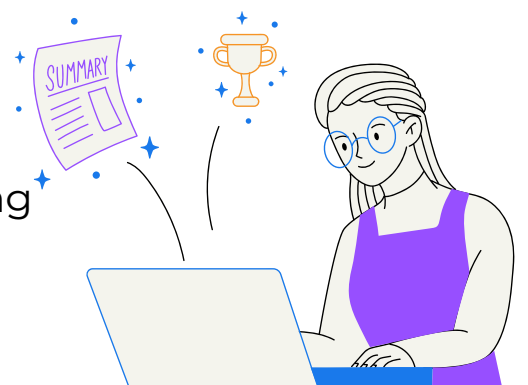
### 5) Choose the right content type.

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.

