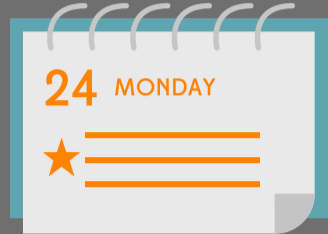
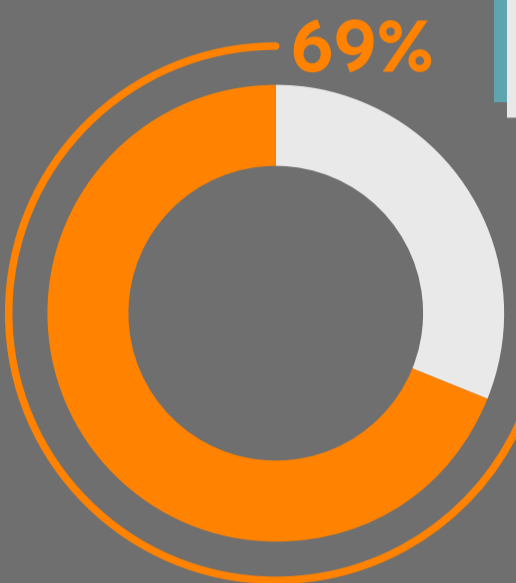


# 6 HALLMARKS OF GREAT THOUGHT LEADERSHIP

## 1 QUALITY OVER QUANTITY

69% of CEOs request calls or meetings with companies that produce good quality thought leadership.



### DOES YOUR CONTENT PLAN FEATURE:

- ✓ An annual flagship campaign framed by an overarching idea
- ✓ A focused set of content that explores your big idea in depth
- ✓ A variety of content types

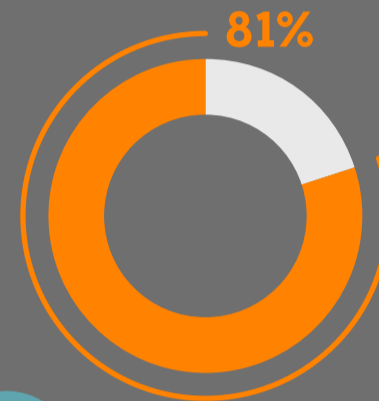
### DOES YOUR MARKETING PLAN INCLUDE:

- ✓ A single goal or multiple goals
- ✓ A weighting applied to each goal
- ✓ How to measure campaign effectiveness

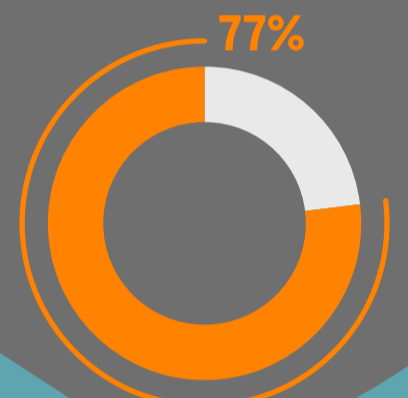


## 2 CLEAR MARKETING RATIONALE

Generate leads: 81% of CEOs will provide contact details to download in-depth content.



Enhance brand perception: 77% of CEOs say thought leadership improves perception of the brand's ability to meet their needs.



## 3 EVIDENCE-BACKED INSIGHT

Credible research is the most valued quality of good thought leadership.



### DO YOUR INSIGHTS DRAW ON:

- ✓ Data from original research
- ✓ In-depth desk research and timely sources
- ✓ Analysis of publicly available data

### HAVE YOU IDENTIFIED WAYS IN WHICH YOU WILL:

- ✓ Introduce new ideas or a different viewpoint
- ✓ Challenge your audiences' perspective on the topic
- ✓ Spark debate

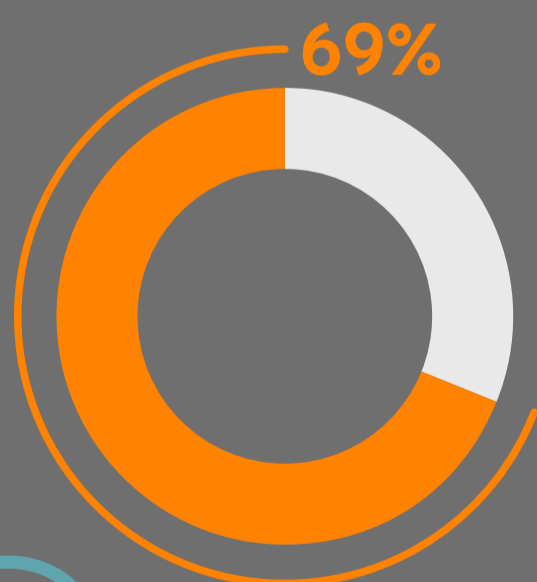


## 4 ADD TO THE CONVERSATION

Unique insights are the second most valued quality of good thought leadership.

## 5 MAKE YOUR AUDIENCE THINK

69% of executives say they look to thought leadership content when it comes to getting actionable insight and practical solutions to their business challenges.



### DOES YOUR CONTENT PROVIDE:

- ✓ New solutions to your audiences challenges
- ✓ Real-world stories through interviews and case studies
- ✓ Advice and direction on what to do next

### DOES YOUR CONTENT DO THE FOLLOWING:

- ✓ Engages readers at each stage of the funnel
- ✓ Works across multi-format delivery
- ✓ Inspires and stimulates audiences visually and cognitively



## 6 SMART, CREATIVE ACTIVATION STRATEGY

Uninspiring visual execution is the second most common reason why thought leadership fails.

