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.

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.
   - Data from original research
   - In-depth desk research and timely sources
   - Analysis of publicly available data
   - Do your insights draw on:
     - 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.
   - New solutions to your audiences challenges
   - Real-world stories through interviews and case studies
   - Advice and direction on what to do next

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

6. SMART, CREATIVE ACTIVATION STRATEGY
   - Uninspiring visual execution is the second most common reason why thought leadership fails.
   - Does your content plan feature:
     - A single goal or multiple goals
     - A weighting applied to each goal
     - How to measure campaign effectiveness
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