

# Marketing Thought Leadership to Drive Business Results


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Feel free to share your thoughts via: @lauramos



Business buyers don't  
*buy your product,*  
they *buy into your approach*  
to solving their problem

# Today we will talk about ...

- › *What is Thought Leadership?*
- › *Why does it matter to the business?*
- › *IDEA: a guide to marketing your Thought Leadership effectively*
- › *Engaging thought leadership*
- › *Discussion and recommendations*

# Thought Leadership Marketing

Big ideas and POVs on Customer's issues

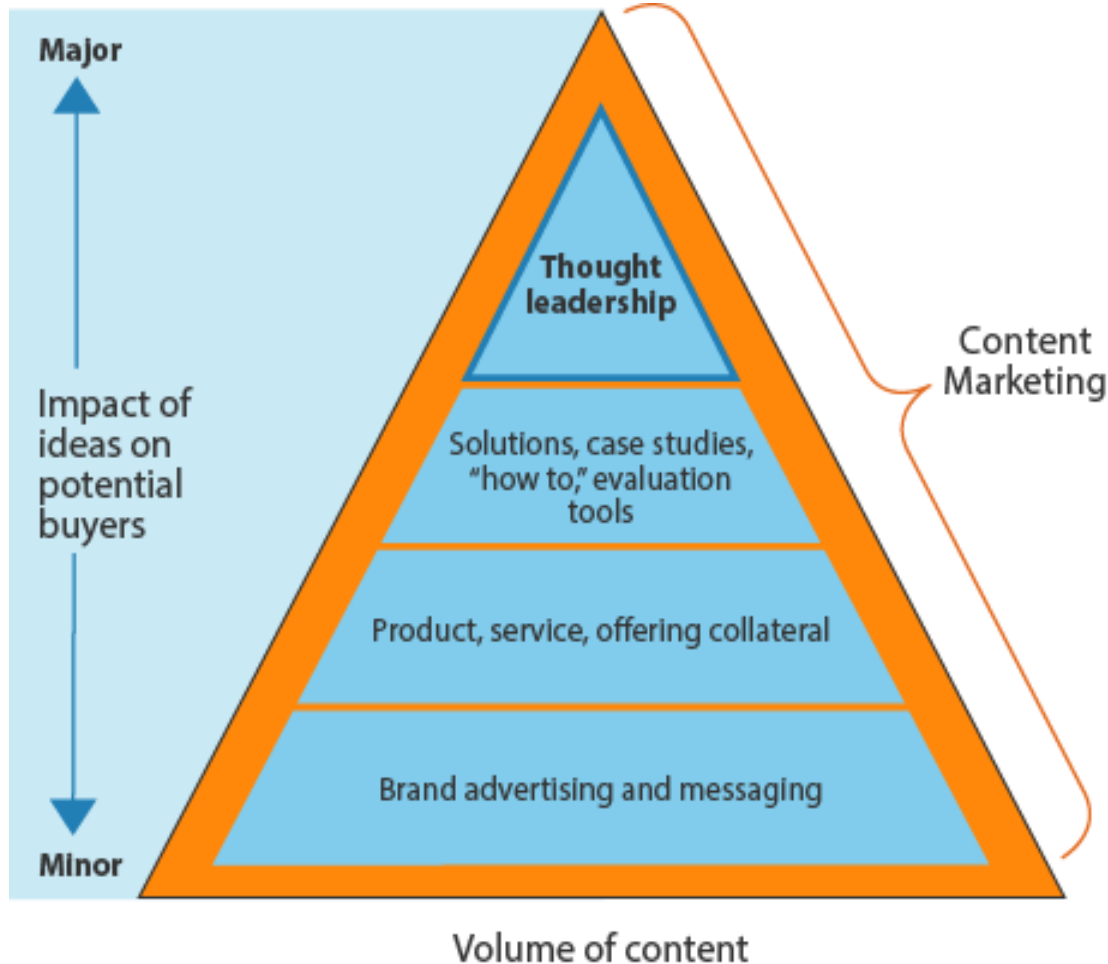
+ Sharing

+ Dialog

+ **Exchange of Value**

= Trusted source

# Thought Leadership sits at the pinnacle of content marketing strategy



Source: April 4, 2013 Forrester Report, "Nurture Thought Leadership To Nurture Your Brand"

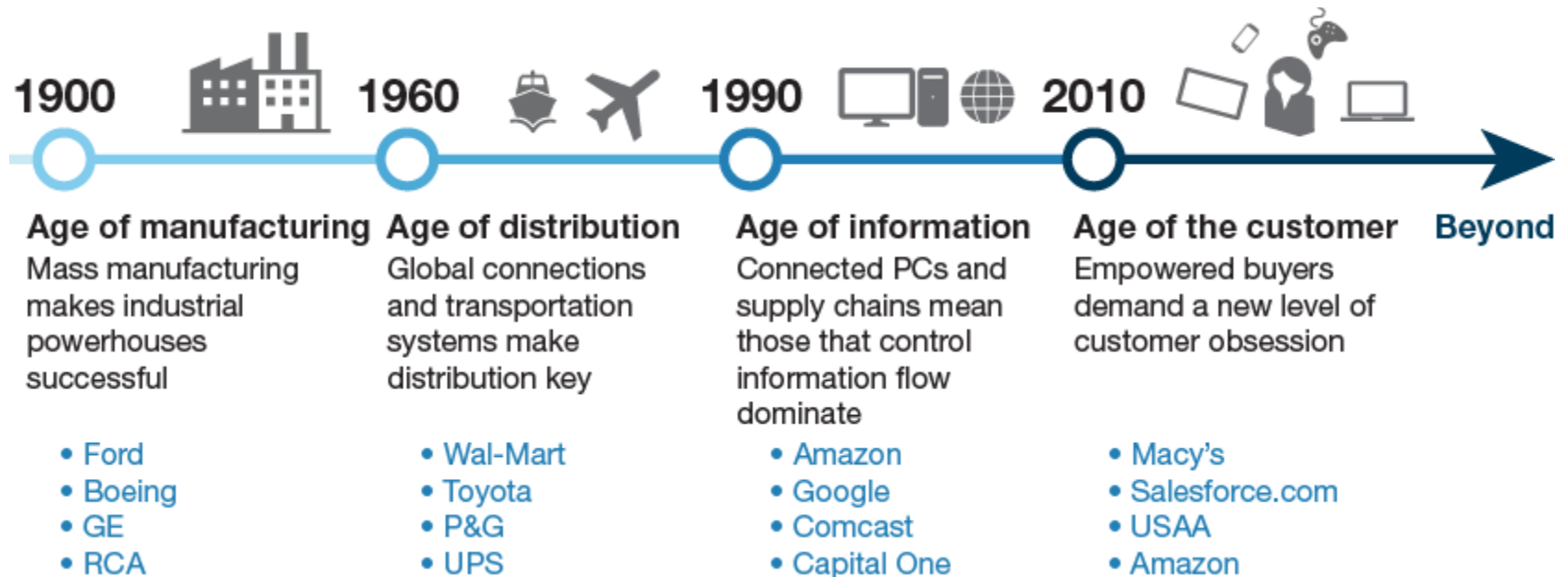


› True Thought Leadership – the market decides...

# Let's continue to talk about ...

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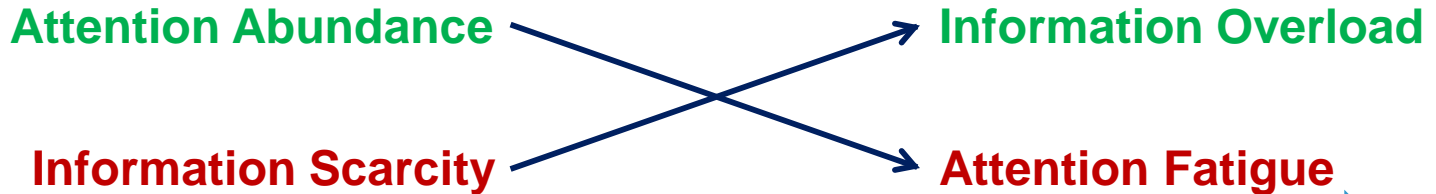
# Welcome to the Age of the Customer



Source: October 10, 2013 "Competitive Strategy in the Age of the Customer" report.



# Power has shifted from seller to buyer

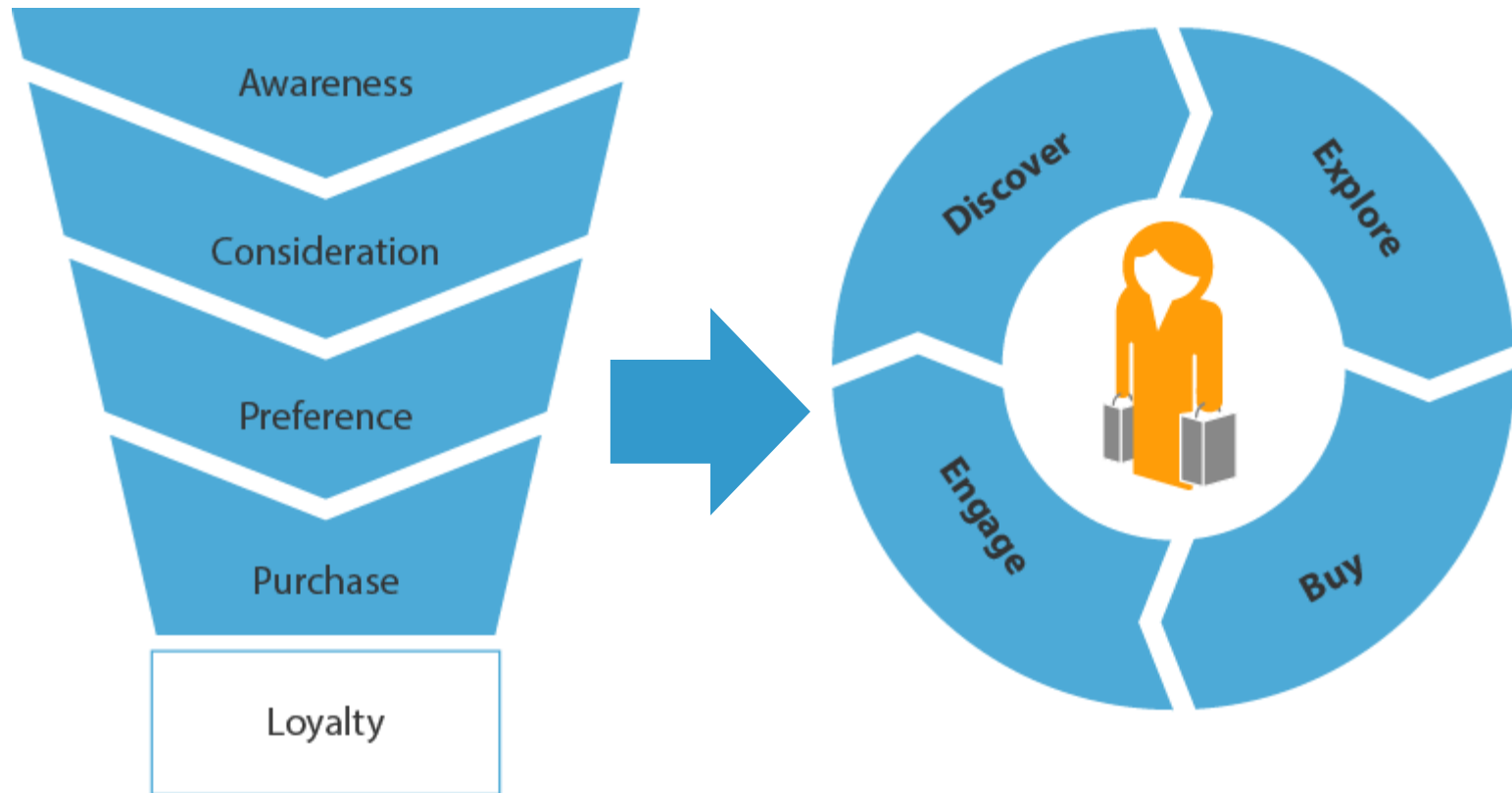


<b>Where buyers get information</b>	<ul style="list-style-type: none"> <li>• Your sales people</li> </ul>	<ul style="list-style-type: none"> <li>• Google</li> <li>• Your web site</li> </ul>	<ul style="list-style-type: none"> <li>• Peers/colleagues</li> <li>• Experts</li> <li>• Your customers</li> </ul>
<b>What buyers know before seeking sellers</b>	<ul style="list-style-type: none"> <li>• Brand perception</li> </ul>	<ul style="list-style-type: none"> <li>• Brand perception</li> <li>• Features/benefits</li> <li>• Alternatives</li> </ul>	<ul style="list-style-type: none"> <li>• Brand perception</li> <li>• Features/benefits</li> <li>• Prices</li> <li>• Alternatives</li> <li>• Comparisons</li> <li>• Reputations</li> <li>• Customer opinions</li> <li>• ...</li> </ul>

# Content explains how you solve problems



# Supports new model of buyer engagement



Source: January 2013 "Embed The Customer Life Cycle Across Marketing"

# Content marketing popularity is on the upswing

- › 93% of B2B marketers use content marketing
- › 73% produce *more* this year vs. last
- › 42% say they are effective at CM
- › Goals for CM use:
  - Brand awareness = 82%
  - Lead generation = 74%
  - Customer acquisition = 71%
  - Thought leadership = 68%
  - Lead mgmt/nurturing = 47%

Source: B2B Content Marketing 2014 Benchmarks, Budgets & Trends – North America by Content Marketing Institute and MarketingProfs

The image shows a SlideShare presentation slide. The slide content includes the word "Crap." in large red font with a crown over the "a". Below it, the text reads: "Why the single biggest threat to content marketing is content marketing. and how building a Great Content Brand will help you survive the deluge." The presentation is viewed on a SlideShare interface with social sharing options on the left and a video player at the bottom.

Source: Velocity Partners, "Crap. The Content Marketing Deluge," SlideShare, January 10, 2013 (<http://www.slideshare.net/dougkessler/crap-the-content-marketing-deluge>)

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# Forrester's four-step IDEA framework

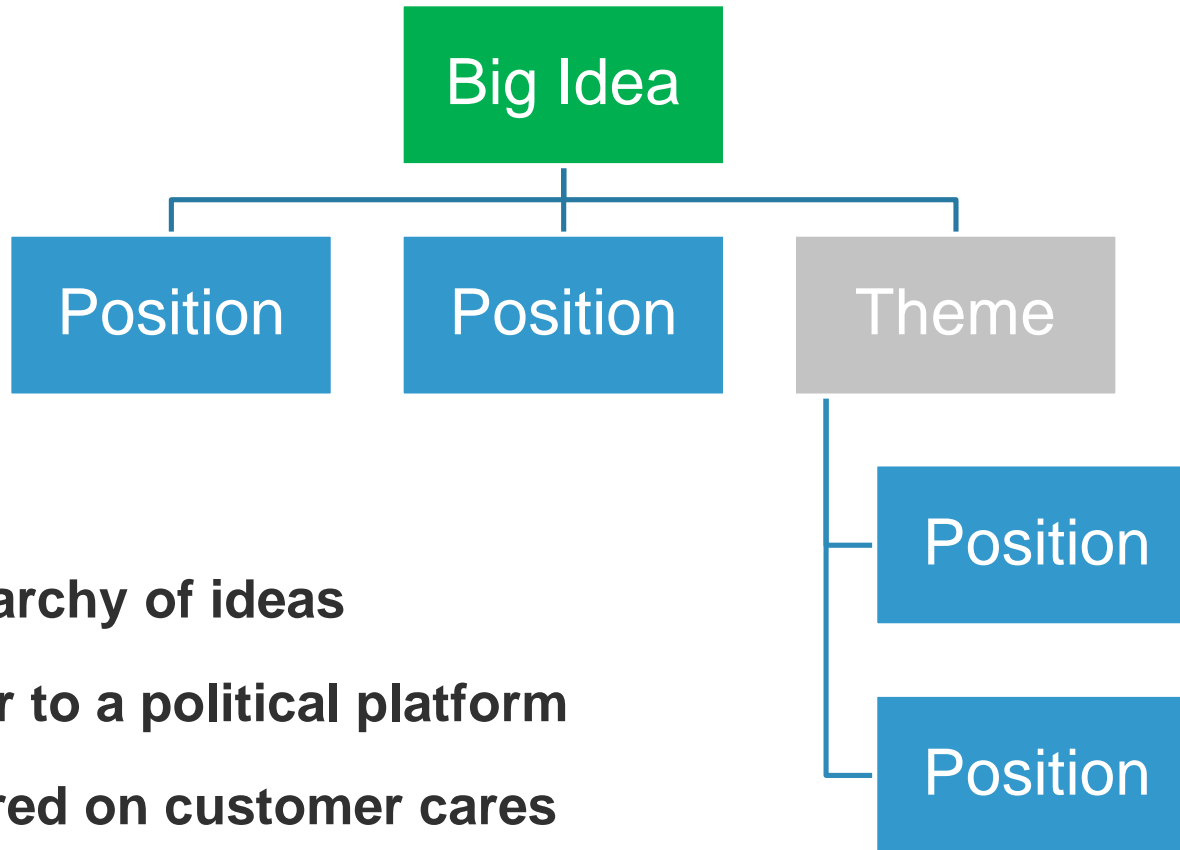
I	<b>Identify</b> your target audience, their issues, and the sources of information they trust.
D	<b>Develop</b> your thought leadership platform: the ideas and content that express the company's positions.
E	<b>Engage</b> your audience through a considered mix of digital, social, and traditional channels.
A	<b>Assess</b> the impact on your business and revise or reinvest.

# True thought leadership embodies bold attributes

Value Exchange	Our thought leadership content...	Score	Weighted Score
Forward-looking	Anticipates what's coming over the horizon	_____	x2 = <input type="text"/>
Independent	Makes no reference to your products and services	_____	x2 = <input type="text"/>
Inspiring	Energizes people about this way of thinking	_____	x2 = <input type="text"/>
Provocative	Challenges conventional thinking	_____	x2 = <input type="text"/>
Relevant	Deals with big issues your buyers face	_____	x2 = <input type="text"/>
<b>Bold Leadership</b>			
	Our thought leadership content...		
Actionable	Provides actionable advice on what clients can do now	_____	x1 = <input type="text"/>
Conversational	The tone encourages a dialogue and feedback	_____	x1 = <input type="text"/>
Credible	Your company can help respond to the ideas discussed	_____	x1 = <input type="text"/>
Distinct	Takes a unique view versus what everyone is saying	_____	x1 = <input type="text"/>
Results-driven	Impact is demonstrable and significant	_____	x1 = <input type="text"/>
		<b>Total</b>	<input type="text"/>

Source: April 4, 2013 Forrester Report, "Nurture Thought Leadership To Nurture Your Brand"

# Make TL platform broad but specific



- **A hierarchy of ideas**
- **Similar to a political platform**
- **Centered on customer cares**



# TL delivers real business results

## TL helps achieve:

## Which results in:

Recognition as expert

More inbound inquiries, short lists

Philosophically-aligned buyers

Faster sales cycles

Differentiation

Higher close rates, selling prices

Sharing & WOM

Greater reach at lower cost

Emotional connection and trust

Increased customer loyalty

More valuable to customers

Higher lifetime value

Understanding of customer/market issues

Better product/service fit

Admired in industry

Attract and retain top talent

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# Adobe: publishes a dedicated digital marketing newsroom

The screenshot displays the CMO.com website interface. At the top, there is a navigation bar with the Adobe logo, user options (Log in, Register), and site information (ABOUT CMO.COM, U.S. EDITION). The main header features the CMO.COM logo and a search bar. Below the header, there are navigation tabs for NEWS, INSIGHT, CMO EXCLUSIVES, CMO INSIDER, INDUSTRY, SLIDE SHOWS, and EVENTS.

The main content area is divided into several sections:

- Recommended For You:** A sidebar on the left lists several articles, including "CMOs Need Solutions, Not Acronyms" and "Why Marketing Innovation Falls".
- Featured Article:** A large graphic of a brain composed of various icons is featured. The article title is "CMOs And CIOs Must Get Serious About Social Data". The author is Amy Eversen, and it was published today, 8 hours ago. The article is categorized under "GENERAL MANAGEMENT".
- Other Articles:** Several other articles are listed, such as "The Necessary Risks Of Retail Innovation" and "The CMO.com Interview: Coca-Cola SVP/CMO Alvin Lewis".
- CMO Exclusives:** A section at the bottom left highlights exclusive content, including "Customer Retention Should Outweigh Customer Acquisition" and "Confessions Of A Former Pizza Boy: Sometimes Experiences Don't Need To Be 'Improved.'".

On the right side of the page, there are two vertical columns of content:

- News:** A list of recent news items, including "B2B Marketers, Readers Don't See Eye-to-Eye On Value Of Print" and "Justice Department Seeks Oversight Of Apple's iTunes Store".
- Insight:** A list of insight articles, such as "CMOs Need Solutions, Not Acronyms" and "Why Marketing Innovation Falls".

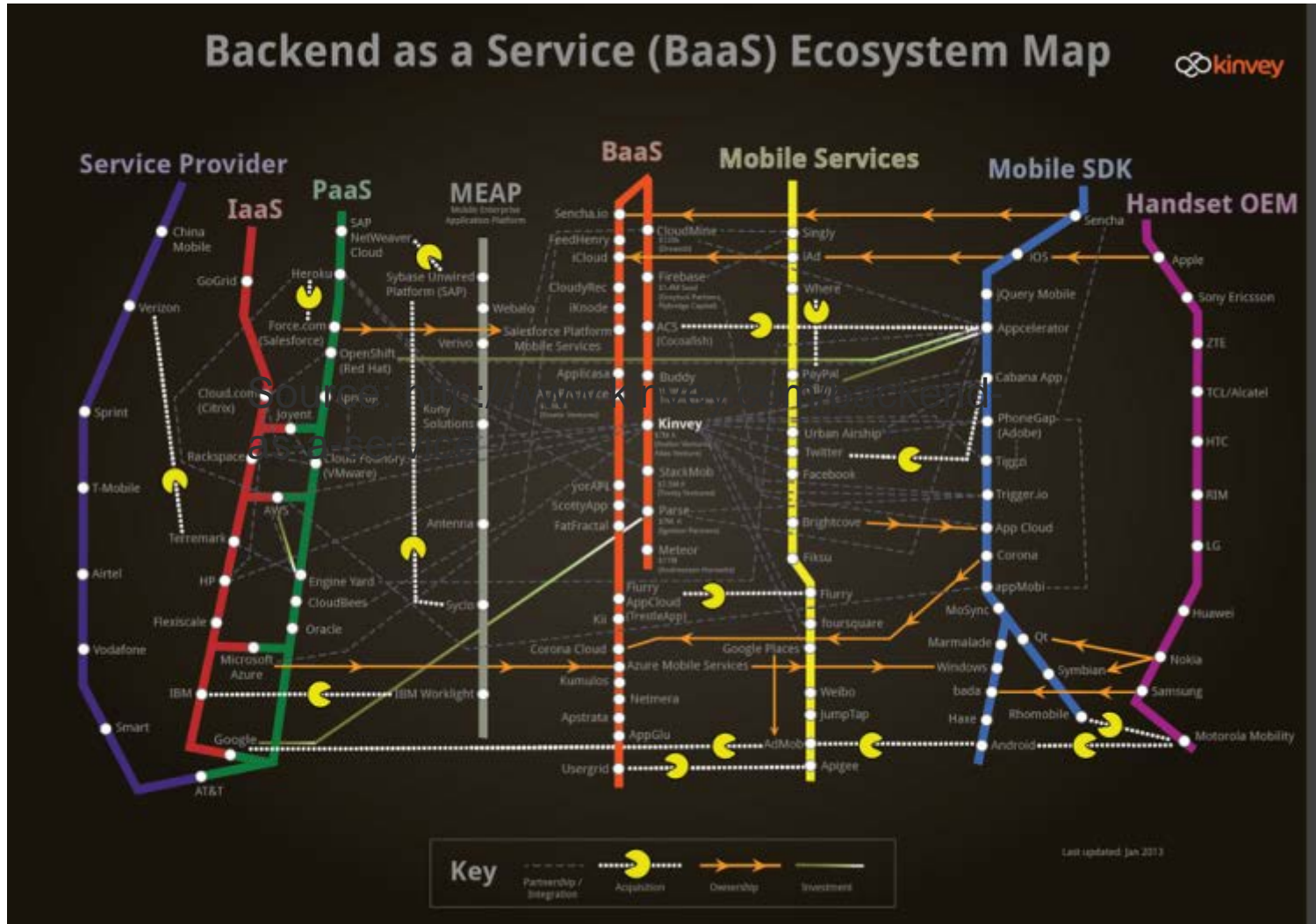
At the bottom right, there is a "Top 10 Articles" section and a "Twitter - Facebook" widget showing social media activity.

# Xerox: changing brand perception via healthcare industry newsroom

The screenshot shows the Xerox website's healthcare section. The main heading is "Simplifying the Business of Healthcare". Below it, there's a navigation menu with "Overview", "Providers", "Payers", "Employers", and "Government". The main content area features a video player for a YouTube video titled "Xerox Business of Healthcare Gives You the Freedom to Care". The video player shows a woman and a man, with the text "It's about care." overlaid. Below the video, it says "Published on May 29, 2012" and "757 views".

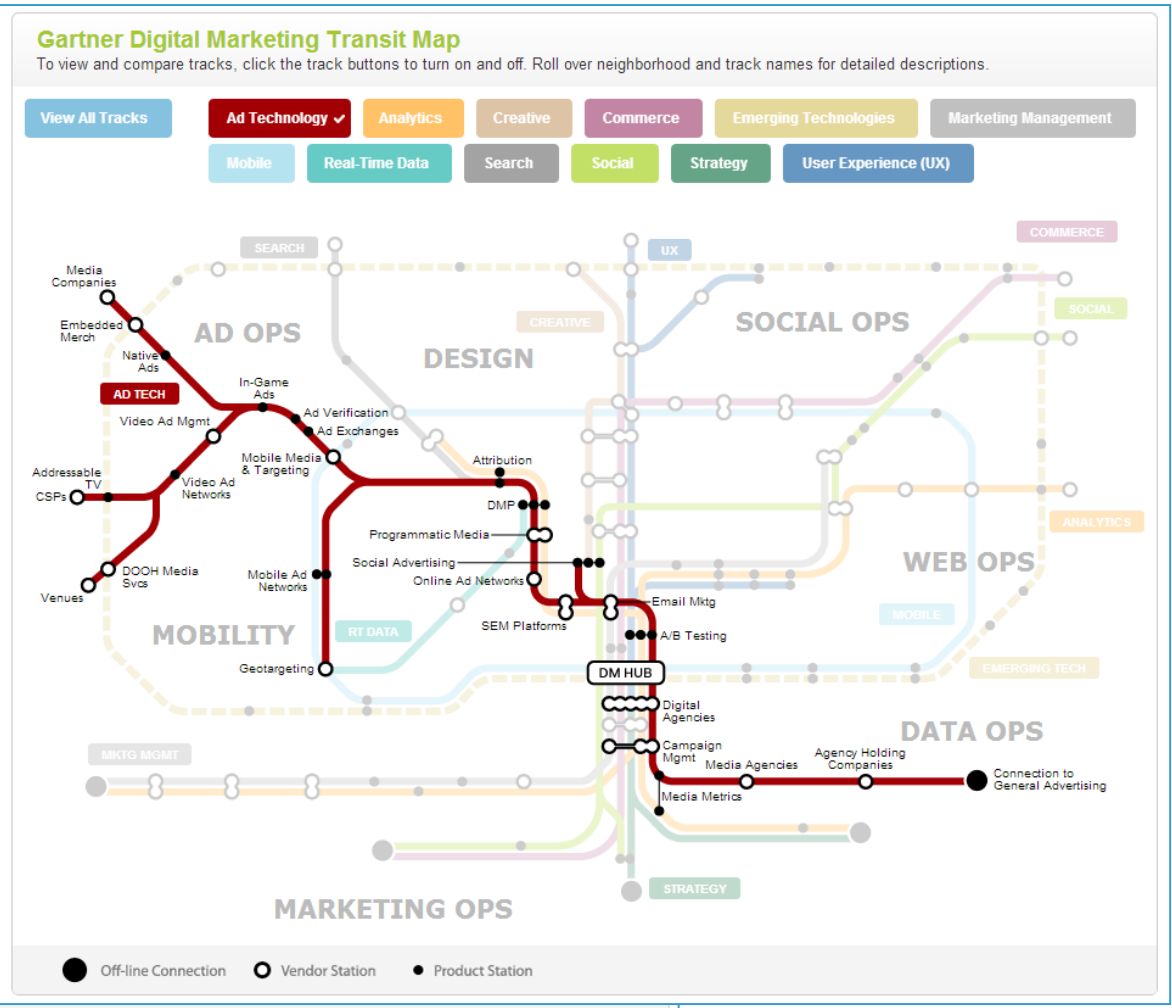
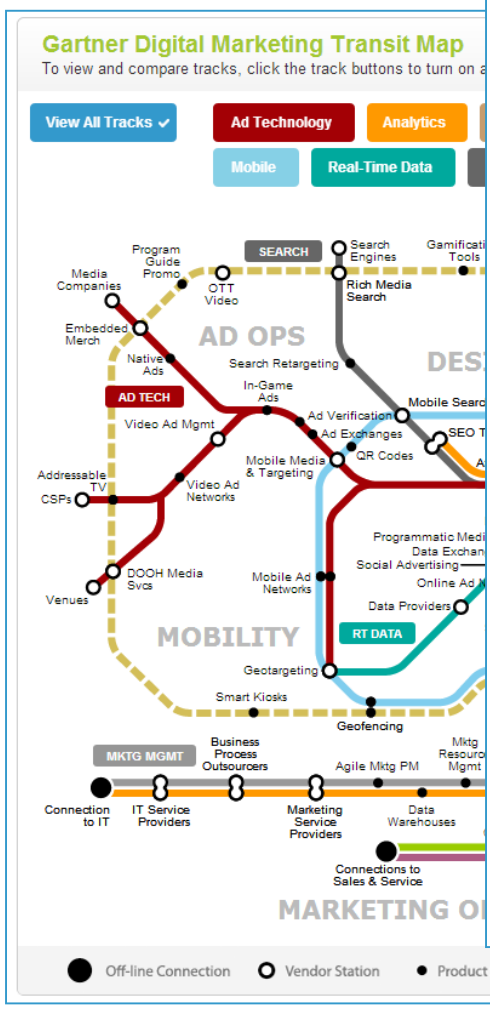
The screenshot shows the HealthBiz Decoded website. The header includes "HEALTHBIZ DECODED" and "Presented by Xerox". There's a navigation menu with "TOPICS", "TAG CLOUD", and "ARCHIVE", and a search bar. The main content area features a large article titled "Resistance to Health IT Adoption: Neutralizing the Fear Factor". Below this, there's a grid of smaller articles with titles like "What We're Reading", "Health IT: Obsolete Technology Hits Efficiency, Raises Costs", "Health IT: Hospitals Ramp Up Capital Spending on IT", "Providers: Hospital Billing Varies Widely, Government Data Shows", "Healthcare Industry Insights from 30,000 Free Q&A Webinars Always Co-Founder Ann Rhoades", "Value-Driven Analytics: The Best Big Data Trends for Healthcare", "Educating the Next Generation of Health IT Professionals", "U.S. Gains Amid Global Health IT Push", "Convenience at What Cost?", and "ACOs Struggle to Achieve Interoperability".

# Kinvey: defining a new product category

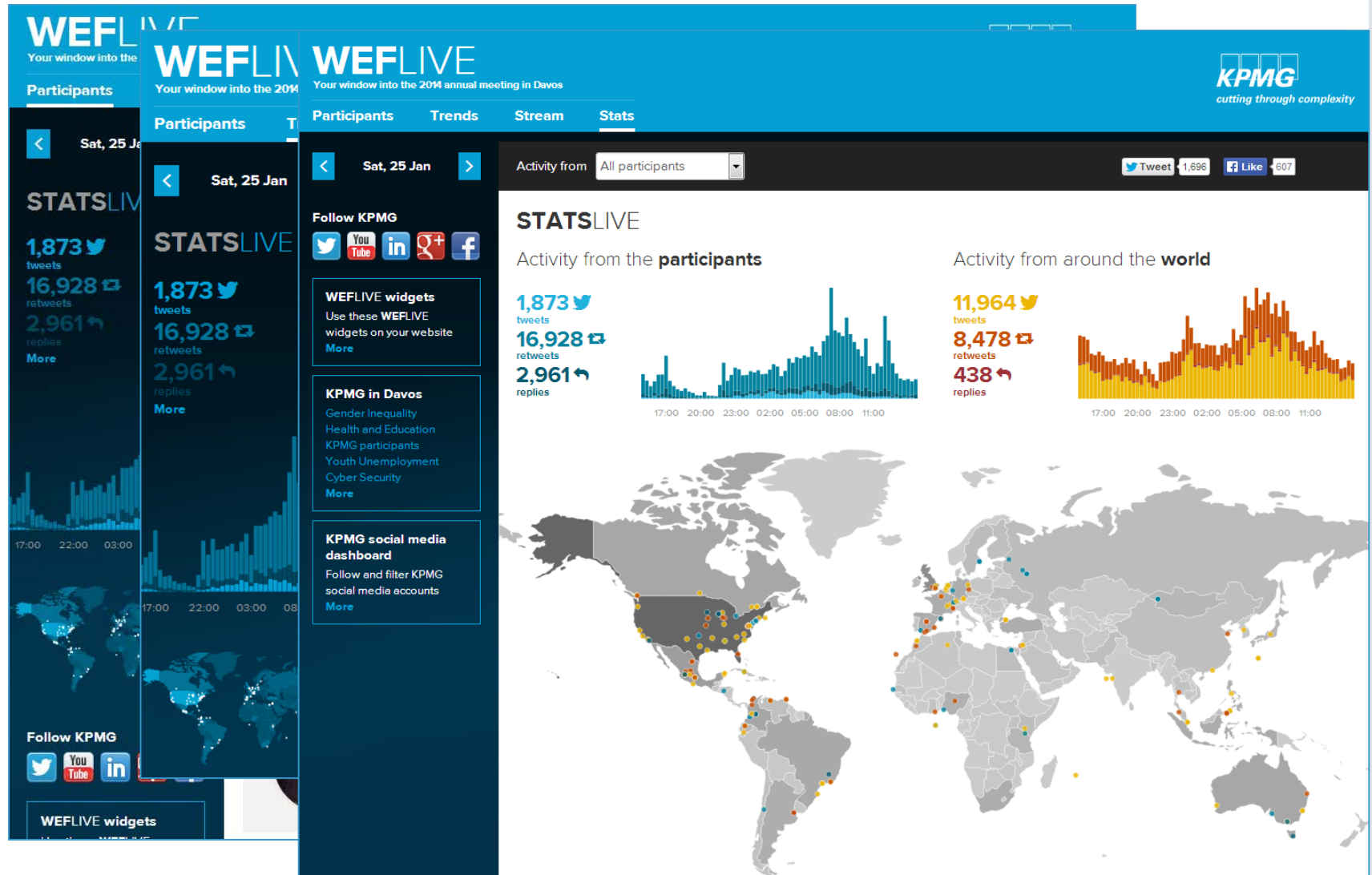


Source: <http://www.kinvey.com/backend-as-a-service>

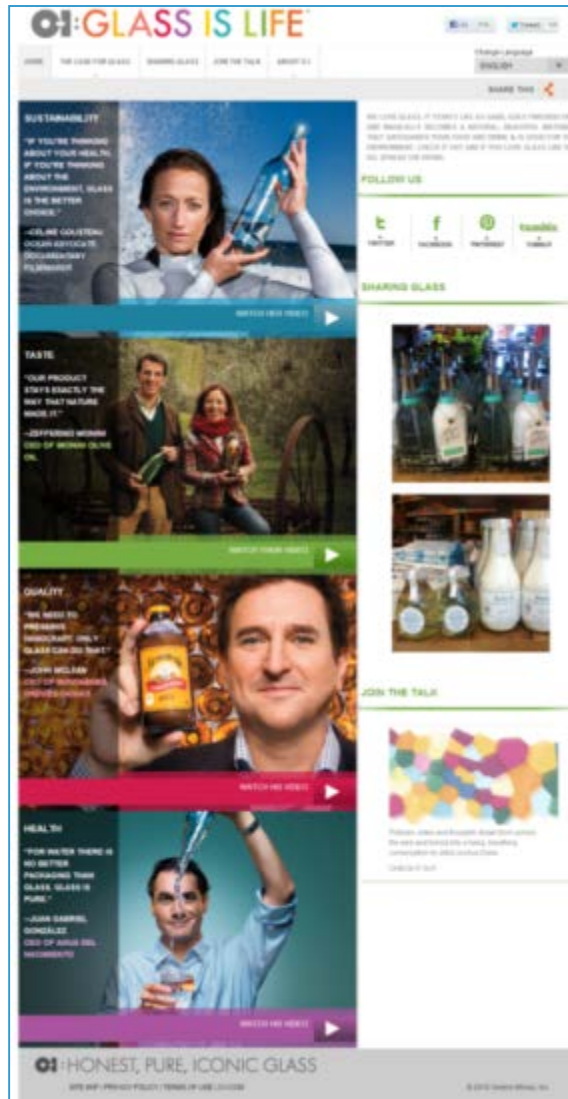
# Gartner: Imitation is sincerest form of flattery



# KPMG: tracking global perspectives



# O-I: Engages in socially significant issues





# TEDMED: tackling difficult health issues

**TEDMED** Event

**Trending** The Great Challenges Program

## The 20 Great Challenges of Health and Medicine

[The 20 Great Challenges](#) [About the Program](#) [How it Works](#)

**About the Program** **How it Works**

The Great Challenges of Health and Medicine are complex, interconnected, and non-medical causes, impact millions of lives, and begin with patients, and extending to families and communities. These knotty problems are not susceptible to simple solutions because they stem from broad, interlocking causes as well as from medical or scientific triggers. What's more, their overlapping effects that may cut across all sectors of society.

The mission of TEDMED's Great Challenges Program is to bring these issues to the attention of the public. Instead, we propose to provide America and the world with a new view of these challenges, incorporating thoughtful, multidisciplinary perspectives.

TEDMED believes that through an open, ongoing dialogue we can move toward a broad-based understanding of these challenges, which can, in turn, set the stage for truly effective action.

The Great Challenges Program encourages everyone to share their ideas, researchers, of course – also technology innovators, legal experts, representatives of the armed forces, and the general public, all have a stake to protect...an idea to contribute...or a cause to support.

To learn more about how the program works, click [here](#).

**What to watch**

Opening Night Performance - TEDMED

### Managing Chronic Diseases Better

Discuss Meet the Team Explore About **Live Event** All Challenges

**Live Event**

Participants: Amy Tenderich, Dileep G. Bal, MD, MS, MPH, Ruth Reichs-Geiser, PhD, Bruce T. Roberts, RPh, Michael Roizen, MD, Dean Ornish, MD, Deneen Vojta, MD

**Comments**

18 Comments

April Tripp 2 months ago  
Can the panel comment on the use of pharmaceuticals to manage chronic conditions without the intention to ever reduce dosage while expecting patients take responsibility for their part of the problem? Diet, exercise, food, sleep, manage stress, etc. It seems to me that the system of healthcare delivery as it currently stands make drugs the easier choice and lifestyle change the more difficult.

Source: TEDMED (<http://www.tedmed.com/>)

# Value exchange: benefits the business

- › Focus on customer issues: relevant and provocative
- › Create conversation
- › Foster company-wide commitment
- › Support an ongoing editorial cycle
- › Achieve business results

# Use the IDEA framework to guide TL

- › Focus in on one key audience to start
- › Develop your “platform”
- › Collaboratively select thought leading contributors
- › Decide what to share without expectation of return
- › Create – and continue – conversations

# Questions?



# Thank you

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