

The Importance of Thought Leadership

By Joel Pekay

In response to an earlier post, a friend asked me about the value of thought leadership and its role in business. I utilize thought leadership to help businesses build brand awareness, credibility, gain new customers, and forge long-term partnerships. But what exactly is thought leadership and how should businesses use it?

A thought leader is an individual or firm that is recognized as an authority in a specialized field or topic and whose expertise is sought. In business and marketing, thought leadership is seen as a way of increasing awareness of and creating demand for a product or service by building credibility. By establishing a company's executives and teams as thought leaders, a business can become a valued industry resource. To accomplish this, a business must create and promote insightful content that others deem valuable. This content can be used to target potential users or clients, generate leads, and increase revenue.

To begin thought leadership planning, you should determine a few key factors:

- Who is your audience?
- What challenges are facing your audience?
- What motivates your audience?
- What future marketing or industry trends will impact your audience?
- What publications are they reading?
- What topics can your team speak to with authority?
- What is your firm or business best known for?
- What are some recent learnings that you can use to elevate your expertise?

Then be prepared to do the following:

- Publish content in multiple places including trade publications, blogs, LinkedIn, etc.
- Utilize social media, email, industry panels, public speaking, and webinars to promote your messages
- Comment on other posts
- Study your competitors and how they are using thought leadership to elevate awareness of their brand and services
- Be open and transparent

According to industry statistics, 58% of business people read one or more hours of content classified as thought leadership per week. And, 55% use this information to evaluate organizations they may choose to hire or partner with. Establishing your leaders as experts by using a variety of channels to promote their insights can help your business grow! It can also help you as an individual during a job search or to position yourself for advancement within your organization.

Scuderia partners can work with your company to identify opportunities for thought leadership throughout your organization, divisions, departments, and teams. We can also advise how you should use that content as a competitive B2B marketing tool. [Contact us](https://www.scuderiapartners.com) today to learn more.



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About Scuderia Partners LLC

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.