

THOUGHT LEADERSHIP

CONTENT
FOR **GOALS**

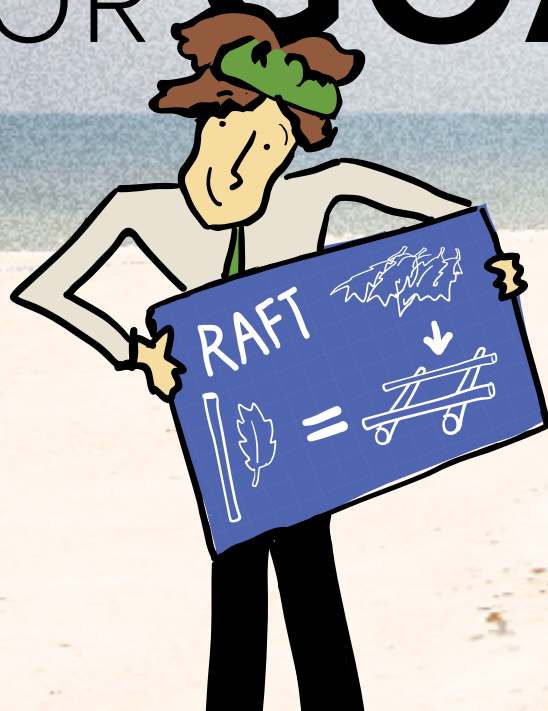
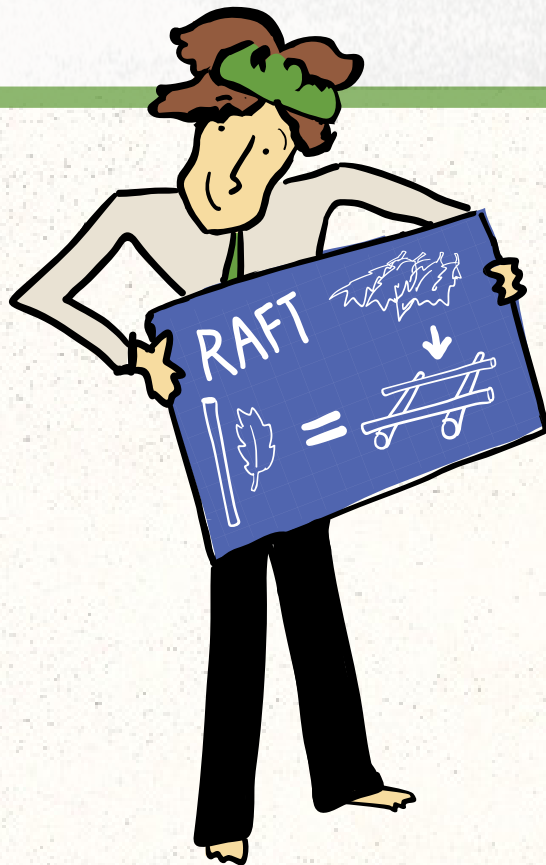
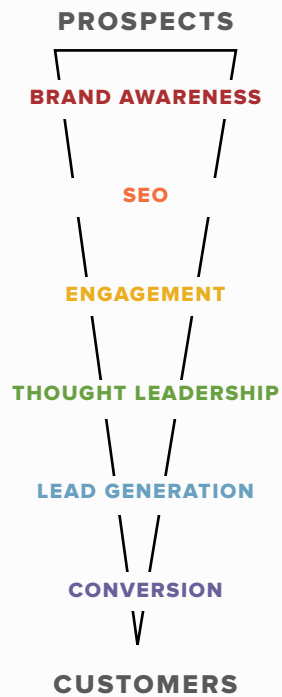


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INTRO



DEAR MARKETER,

Thought leadership helps companies stand out from competitors and entice prospects with credible expertise.

And, this goal is most effective when it anchors a campaign targeting the entire sales funnel. We'll show you how you can create content that capitalizes on SEO and brand awareness wins and points visitors toward conversions.



WHY YOU MIGHT MAKE THIS YOUR TOP PRIORITY

TRUST: Leaders establish the industry best practices that earn respect from buyers - and potential partners.

REACH: Highly authoritative content (and authoritative brands publishing it) are typically rewarded with SEO.

MARKET DIFFERENTIATION: Thought leaders present a unique opinion or solution which becomes part of their competitive offering.

LEAD NURTURING & LOYALTY:

When you provide authoritative and highly useful content, people are more likely to return to your company. This content seamlessly fuels lead nurturing and customer loyalty.



15% OF MARKETERS ADMIT THEIR “THOUGHT LEADERSHIP” CONTENT READS LIKE SALES.

KEY PERFORMANCE INDICATORS



REPEAT VISITS



SOCIAL INTERACTIONS
AND SHARES



CONVERSION
INFLUENCE

(PAGEVIEWS AMONG CONVERTERS)



NEWSLETTER SIGNUPS



TRAFFIC SEGMENTS



INBOUND LINKS




MORE BRANDED
KEYWORD SEARCHES


(IN WEBMASTER TOOLS)

CONTENT STRATEGY


THOROUGH RESEARCH & SOURCED EXPERTISE:

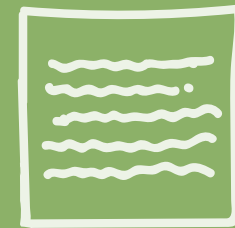
Thought leaders must have  insights and experience in the field to share with readers. And ideally, you have original or thoroughly researched data to back up opinion.

EVENT COVERAGE:

Live blogs, vlogs,  Tweets and similar can show a brand is in touch with the breaking events.

GATING

- Occasionally put white papers,  eBooks, infographics, etc. behind a download wall to generate interest.



LONG-FORM CONTENT:
 (1800-3000 WORDS) IS MOST
 OFTEN LINKED AS A RESOURCE



BRAFTON INTERVIEWS YOUR IN-HOUSE OR AFFILIATE EXPERTS TO ENSURE THOUGHT LEADERSHIP-TARGETED PIECES OFFER INSIGHTS UNIQUE TO YOUR BRAND.

CONTENT FOR THOUGHT LEADERSHIP

WRITTEN Q&AS & EXECUTIVE

INTERVIEW VIDEOS: Showcase company leaders sharing a unique perspective.

OP EDs: Take a stance on an issue.

WHITEPAPERS OR ILLUSTRATIVE

EBOOKS: Long-form content shows off your research and insights, generating more links than other content formats.

DEPTH AND SIMPLICITY: Make information accessible and clear, without losing nuance. No jargon.

IN-DEPTH INFOGRAPHICS: Visual breakdowns of complex topics or nuanced data distinguishes a company.



“IF YOU CAN’T EXPLAIN
IT SIMPLY, YOU DON’T
UNDERSTAND IT WELL
ENOUGH,” **-EINSTEIN**

B

BRAFTON CAN PROVIDE OP EDs IN TARGETED VERTICALS FROM OUR IN-HOUSE WRITERS, OR WORK WITH YOUR IN-HOUSE EXPERTS.



SUCCESS STORY

INDUSTRY: Legal

GOALS:

- Build thought leadership
- Generate new business

STRATEGY: Add 2-3 Brafton blog posts per week (& 2-3 lawyer-written blogs)

RESULTS:

- Conversion influence up 550% with accessible blog language



ACCESSIBLE LANGUAGE:
550% HIGHER CONVERSION INFLUENCE



BRAFTON CONSULTS ON THE APPROPRIATE TIMES TO GATE HIGHLY RESOURCED CONTENT, AND THE TIMES WHEN YOU'LL HAVE MORE IMPACT BY OFFERING IT FREELY.

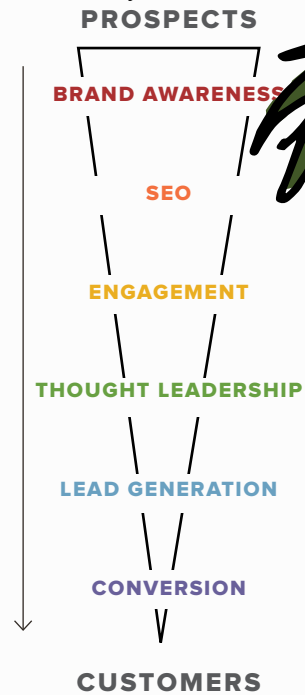
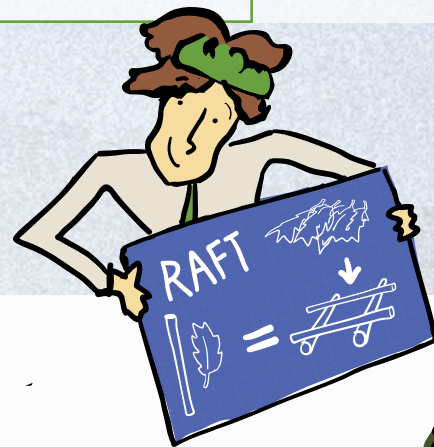


CLOSING

DEAR MARKETER,

You have the tools and strategies you need to create original content for the third web marketing challenge: Thought Leadership.

This will help you build credibility with your engaged audience as you show them why you're the best business partner. With these skills, you're ready to move onto the next stage: **LEAD GENERATION.**





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