

Three years of data make it clear – thought leadership is a powerful way to connect with B2B decision-makers.

KEY DIMENSIONS	DESCRIPTION	2017	2018	2019
<b>Engagement</b>	% of decision-makers who spend an hour or more per week engaging with thought leadership	51%	54%	<b>53%</b>
<b>Quality</b>	% of decision-makers who rate the quality of most of the thought leadership they read as very good or excellent	14%	16%	<b>17%</b>
<b>Value</b>	The % of decision-makers who say they gain valuable insights more than half the time from the thought leadership they consume	n/a	39%	<b>34%</b> ▼
<b>Brand Impact</b>	How effective decision-makers say thought leadership is in enhancing their perceptions of an organization	86%	88%	<b>88%</b>
<b>Sales Impact</b>	How effective decision-makers say thought leadership is at influencing their purchasing decisions	n/a	50%	<b>48%</b>
<b>Attribution</b>	% of marketers who can tie thought leadership to sales and business wins	n/a	26%	<b>15%</b>

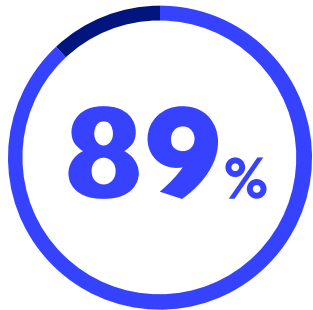
### OVERARCHING THREE-YEAR TRENDS

- Most people who engage with thought leadership spend at least an hour a week
- There is relatively little high-quality content being produced
- When done well, thought leadership positively impacts brand perception and sales
- Marketers are not investing in doing thought leadership well and developing processes to measure its ROI

[edelman.com/b2b-thought-leadership/](https://edelman.com/b2b-thought-leadership/)

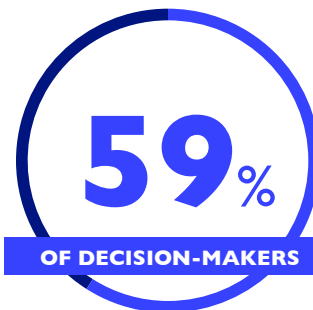
Decision-makers count on these insights even more than marketers, signaling a significant potential opportunity.

A MUST WHEN IT COMES TO **TRUST**



Of decision-makers agree on how effective thought leadership is at **enhancing their perceptions of an organization**

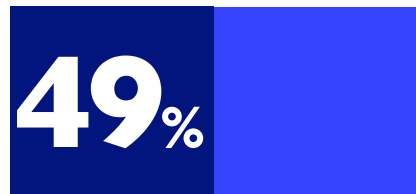
DECISION-MAKERS USE THOUGHT LEADERSHIP TO **VET A COMPANY'S CAPABILITIES**



OF DECISION-MAKERS

Say an organization's thought leadership is a **more trustworthy basis for assessing its capabilities** and competencies than its marketing materials and product sheets

CONTENT THAT CAN **SUPERCHARGE SALES**



Of decision-makers agree on how effective thought leadership is at **influencing their purchasing decisions**

Brands must understand the keys to creating successful thought leadership, and the perils of missing out.

**Top characteristics of high-value thought leadership content**

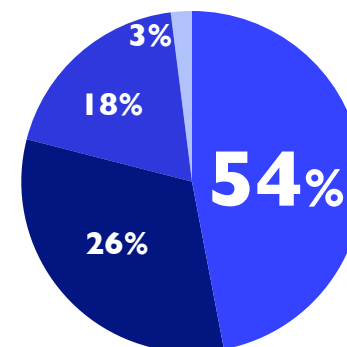
- Explores potential challenges or new opportunities I had not considered before
- Points out things that I had overlooked in thinking or strategizing
- Includes guidance on how to respond to the issues raised



Of decision-makers say that being short and easy to absorb makes thought leadership very compelling

Of decision-makers say thought leadership that addresses a topic they are currently working on or thinking about makes it very compelling

**EFFECTIVE DISTRIBUTION IS A MUST**



**DISCOVERED**  
The decision-maker was researching a specific topic or came across it in their day-to-day