Most B2B companies are planning for an economic downturn in 2023. That means it’s going to be more challenging than ever for suppliers to get the attention of decision-makers and successfully pass the procurement process.

If a downturn does materialize, those products and services deemed non-critical will surely be first on the chopping block. Sellers navigating a stricter procurement process cannot just “meet the brief” and expect success. Instead, they must prove they can help prospective customers succeed, even during tough times.

Thought leadership is one of the most effective tools an organization can use to demonstrate its value to customers during a tough economy – even more so than traditional advertising or product marketing, according to B2B buyers.

Decision-makers expect high-quality thought leadership to offer a strong, data-backed point of view on how to succeed during a downturn. And, they report it can make a difference in winning their business.

Producers of thought leadership have high expectations for its ability to support their business during a downturn. Yet, many have low confidence in its quality. This period of unpredictability offers an opportunity for B2B companies to improve the way they deliver thought leadership and measure its impact.