

Top Insights

1

Thought leadership that spurs business leaders to rethink their challenges is a powerful tool for stimulating demand for your business's products and services.

It does far more than just create a favorable impression of your brand.

2

Effective thought leadership exerts a surprisingly strong influence on sales and pricing. Thought leadership can be a more powerful marketing tool than traditional methods and makes people more willing to seek you out — and even pay extra for your expertise.

3

Offense is your best defense: Protecting your existing customers is critical. If you're not helping your customers think about their challenges in new ways, someone else will. Thought leadership can help inoculate you against competitors trying to poach your customers.

4

Despite the clear power of thought leadership to drive business results, most organizations say it is under-resourced, misused, and not measured appropriately. Firms adept at quantifying thought leadership ROI will be better positioned to secure the resources that can amplify their efforts.

5

Effective thought leadership has three key attributes: it cites strong research and data, helps buyers understand their business challenges, and offers concrete guidance.

Doing any of these will elevate your thought leadership above the pack. Doing them all will put you in the top tier.

*

To learn more about the 2024 B2B Thought Leadership Impact Report, visit edl.mn/2024-b2b-report