

RETHINKING **THOUGHT** **LEADERSHIP** FOR TODAY'S CUSTOMER JOURNEY

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SUBSTANCE151

A  **PLIFY** A|E|C™



substance151

  **CONTENT MARKETING**

TL \neq **CONTENT MARKETING**

TL \neq **TECHNICAL EXPERTISE**

thought lead•er•ship

Original, authoritative and insightful content that differentiates your brand and helps your clients, leading to mutually beneficial commercial opportunities.

Source: Grist

BUSINESS CONTEXT

38%

**OF BUSINESS DECISION-MAKERS
SAY THE MARKET IS OVERSATURATED
WITH TL CONTENT**

Source: 2022 Edelman LinkedIn TL Impact Report

BUSINESS CONTEXT

89%

**OF B2B BUYERS AGREE: THE
INFORMATION ENCOUNTERED WAS
“GENERALLY OF HIGH QUALITY”**

Source: Gartner, "Sensemaking for Sales," HBR (Jan/Feb 2022)

TODAY'S BUSINESS ENVIRONMENT

1. Generational hand-off
2. New "business consumer"
3. Digital transformation
4. More rigorous selection process, even longer sales cycles and more decision makers

THE NEW B2B DECISION-MAKING JOURNEY

Thought leadership is a powerful tool to attract and engage C-suite customers at all stages in the buyer journey.

Source: FT Longitude

GOAL SETTING

PRIMARY OBJECTIVES OF A TL STRATEGY

1. Build brand reputation, relevance and trust
2. Open new doors
3. Move prospects to clients, faster
4. Stay top of mind between opportunities

TL BUILDS BRAND REPUTATION AND RELEVANCE

70%

**SAID TL IMPROVES
THE WAY THEY VIEW
THE BRAND**

63%

**SAID TL ENABLES
INSIGHT INTO THE BRAND'S
DIFFERENTIATION**

Source: FT Longitude Learning from Leaders, C-Suite Insights 2019

TL OPENS NEW DOORS

84%

**USE TL TO
BUILD THEIR
WATCHLIST**

Source: FT Longitude

87%

**USE TL TO
ASSESS A NEW
ADVISER**

Source: Grist, The value of B2B thought leadership survey 2023

27%

**CONTACTED THE
FIRM THAT
PRODUCED TL**

TL MOVES PROSPECTS TO CLIENTS

83%

**LIKELY TO REQUEST
A MEETING BASED ON
RELEVANT TL**

Source: Grist

42%

**INVITED A FIRM TO
BID BASED ON TL**

Source: Edelman-LinkedIn

TL MOVES PROSPECTS TO CLIENTS

92%

**AGREE THAT HIGH-QUALITY THOUGHT
LEADERSHIP HAS INFLUENCED THEIR
DECISION TO BUY**

Source: FT Longitude

TL KEEPS YOU TOP OF MIND

72%

**WOULD TURN TO COMPETITORS FOR
THOUGHT LEADERSHIP IF YOUR FIRM
IS NOT PROVIDING IT**

Source: Grist The value of B2B thought leadership survey 2023

**TL MUST ADDRESS THE NEEDS OF A
CLEARLY DEFINED IDEAL AUDIENCE**

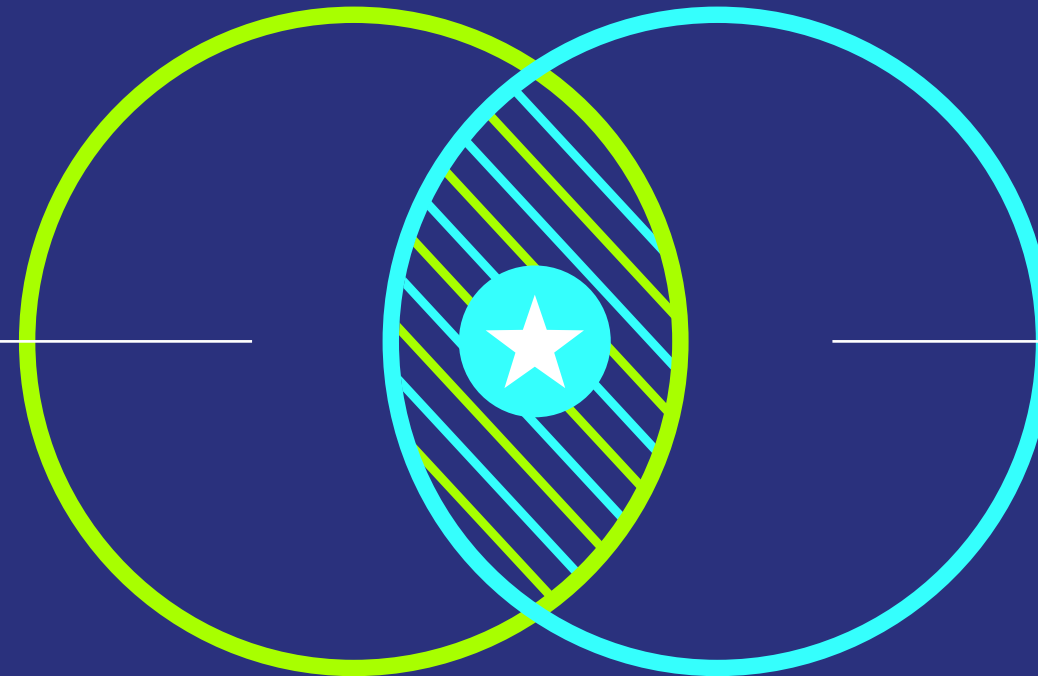
IDEAL CLIENT

MOST LIKABLE

**ALIGNMENT
OF VALUES**

**REWARDING
WORK**

LOYAL



MOST PROFITABLE

**GROWTH
POTENTIAL**

**ADEQUATE
BUDGET**

**LOW
MAINTENANCE**

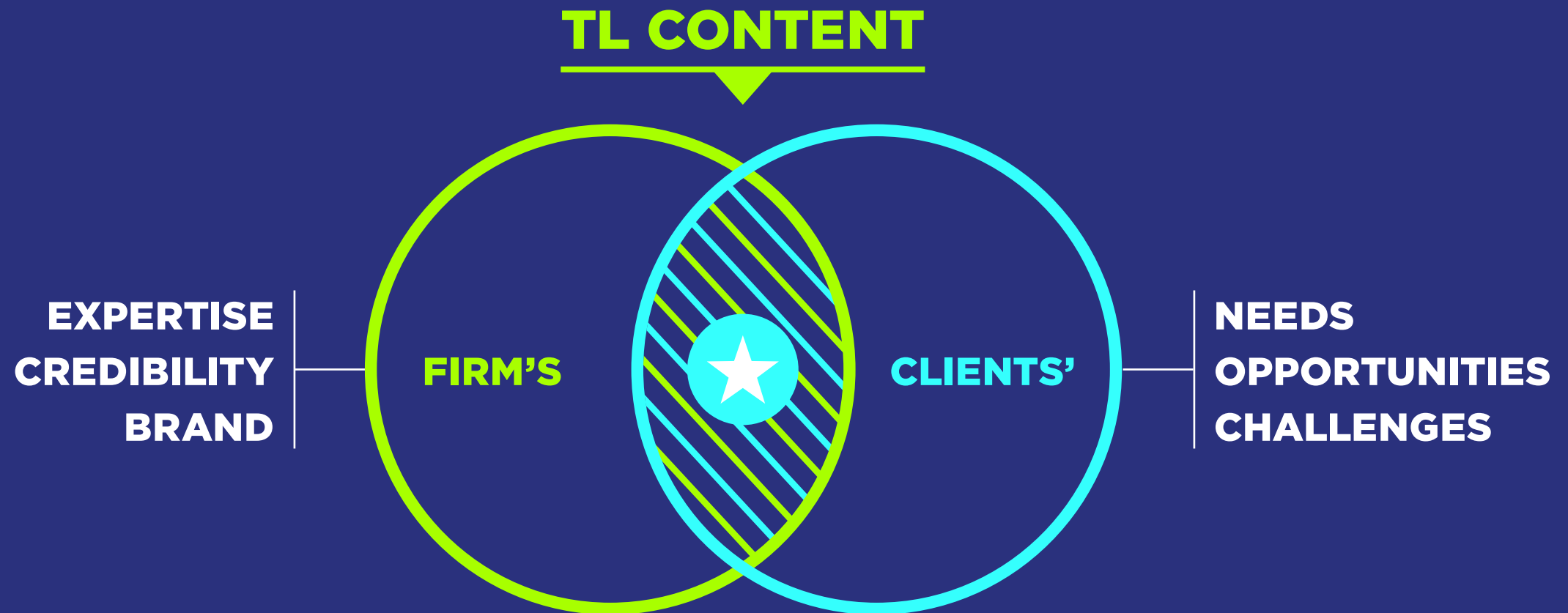
CUSTOMER RESEARCH

Use customer research to inform your thought leadership strategy and plan.

TL-TO-JOURNEY MAPPING

	EXPLORATION	EVALUATION	SELECTION	RELATIONSHIP
Clients' Goals	Understand a problem / Educate themselves / Improve their business	Research a solution to a specific problem / Evaluate providers	Validate / Reduce risk / Confirm they are making the right choice	Stay on top of what's new / Be successful personally / Grow their business
Your Goals	Reach prospects / Establish expertise / Build trust	Provide insight into your industry, solutions and practices / Build confidence	Prove your firm is the right choice / Add value to decision-makers	Retain clients / Grow accounts / Get repeat business and referrals
The Value of Thought Leadership	Builds trust / perception of expertise / leads to brand preference	Improves understanding of your capabilities / approach / the value of offerings	Makes your firm the clear #1 choice	Keeps your firm top of mind / enables upsell and cross-sell / builds loyalty
Questions	WHAT QUESTION(S) SHOULD OUR TL ANSWER AT EACH STAGE?			

THOUGHT LEADERSHIP **CONTENT**



**“ ChatGPT WILL BE THE CALCULATOR
FOR WRITING.**

ERIK BRYNJOLFSSON

Stanford, Digital Economy Lab

REMINDER:

Thought Leadership requires **original thinking** and a **unique POV**.

WHAT GEN AI CAN DO

- + Speed up and improve research
- + Assist with generating ideas
- + Generate summaries and outlines
- + Repurpose content into multiple formats

WHAT GEN AI IS TERRIBLE AT

- + Original thinking
- + Unique point of view
- + Customer empathy
- + Accuracy

THOUGHT LEADERSHIP DEVELOPMENT

CAMPAIGN

TOP REASONS WHY TL FAILS

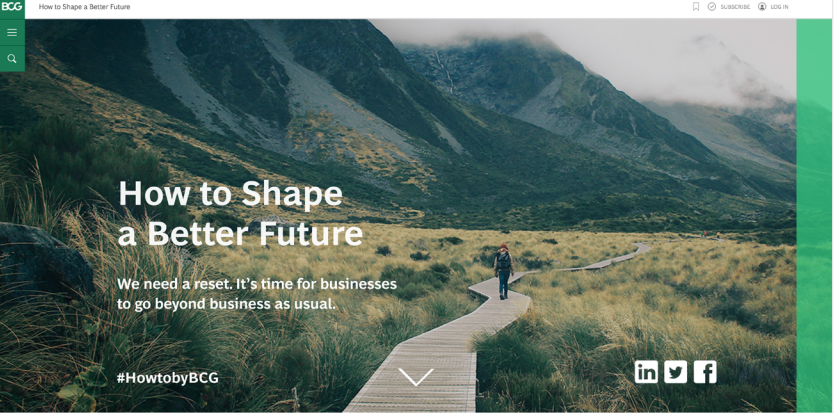
36%

**THE VISUAL EXECUTION
IS UNINSPIRING**

33%

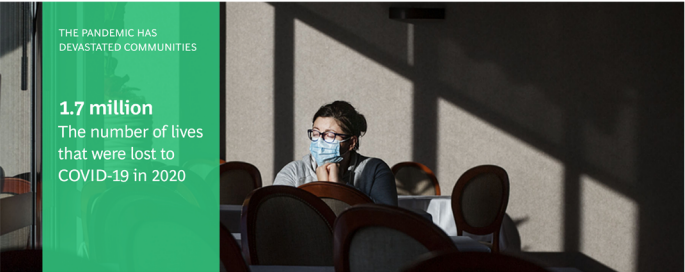
**THE REPORT IS BORING
OR PREDICTABLE**

Source: FT Longitude's Learning from Leaders, C-Suite Insights



A Time of Instability and Uncertainty

The rapid convergence of environmental forces, economic struggles, and social tensions has led to widespread uncertainty and called into question the role that institutions play in the world today. In this new context, businesses and governments face risk, volatility, and public skepticism like never before.



Society Wants More from Business

Consumers and investors expect shareholder returns and solutions for a better future. Businesses can deliver both—in fact, they'll have to. Society is pushing companies to take a broader view of how they create value and improve their **total societal impact**. The following trends are putting pressure on businesses to widen their commitments.

- Increasing pressure to mitigate climate impacts
- Escalating investor and social activism
- Expanding demand for good products that do good
- Rising expectations for a powerful corporate purpose

BUILD SUSTAINABLE COMPETITIVE ADVANTAGE IN A NEW SOCIETAL CONTEXT

Companies can create innovative business models to optimize for business, environmental, and societal value.

[READ MORE →](#)

Great Is No Longer Good Enough

Great performance in the 21st century is all about delivering consistently strong returns to shareholders—right? The world has been transformed by environmental realities, economic struggles, and social tensions—three powerful, disruptive forces. In this new era, great performance is no longer good enough. And the old playbook for building business advantage is no longer sufficient.

[LEARN HOW TO GO BEYOND GREAT →](#)

Businesses Can Pave the Way for Change

Business leaders have a powerful opportunity to shape a better future, often in collaboration with the public sector. Six actions are critical to this effort.

1

Crush the coronavirus—once and for all

+

2

Challenge your mental model

+

3

Build back greener

+

4

Mobilize collective action

+

5

Reskill employees for the future of work

+

6

Derive action from purpose

+

The pandemic has intensified some of the greatest challenges facing the world today. In this environment, institutions have a unique opportunity and responsibility to help bring about a better tomorrow.

The time for climate action is now

[READ MORE →](#)

Get our latest insights on leading in the new reality

[EXPLORE MORE →](#)

Explore more topics in the [How to by BCG collection](#)

How to Lead in the New Reality

How to Transform Amid a Crisis

How to Change Course on Climate

How to Cultivate a Corporate Strategy to Serve All Stakeholders

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#HowtobyBCG

Five Ways to Accelerate Digital
#HowtobyBCG

Boston Consulting Group @BCG · Feb 17

The rapid convergence of environmental forces, economic struggles, and social tensions has led to widespread uncertainty and called into question the role that institutions play in the world today. [#HowtobyBCG](#) [on.bcg.com/2MrsTqK](#)

AND IT HAS LEFT MANY COUNTRIES IN DEBT

30% to 130%

The amount of debt incurred by most nations to keep businesses and individuals solvent amid the pandemic, relative to annual GDP

[Source: How to Shape a Better Future.](#)

Leading in the New Reality

BCG

2 8 26



Contents



CASE STUDY:

Using content insights to identify record sales opportunities

Willis Towers Watson + Turtl

Turtl[®]



Contents



- 1 Case study: Using content insights to ide...
Willis Towers Watson + Turtl



- 2 Results At a glance
Reader insights, increase in sign-ups, and a record n...



- 3 Going digital
For 18 years, Willis Towers Watson circulated their in...



- 4 Why Turtl?
Digital-first reading experience coupled with detaile...



- 5 Insight to action
7,000 reads, 1,200+ sign-ups, and a record number o...



- 6 Thanks for reading
See something you like?

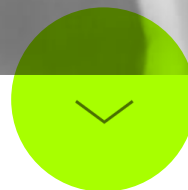


Available offline



Download PDF





Invaluable content insights

When Willis Towers Watson used Turtl to create a digital-first reading experience, the business uncovered more granular reader data to help it optimize ongoing marketing efforts. The results speak for themselves:

6 minute average read time

Psychology-led format, visually compelling content, and interactive features drive a much deeper level of reader engagement.

Reports read over 7,000 times by 5,000 readers

Reader engagement insights facilitated the optimization of content with a focus on topics of notable interests to inform future materials.

1,200 sign-ups

Pre- and mid-content gating enabled Willis Towers Watson to treat each sign-up as a potential sales opportunity.

Over 33 days total read time

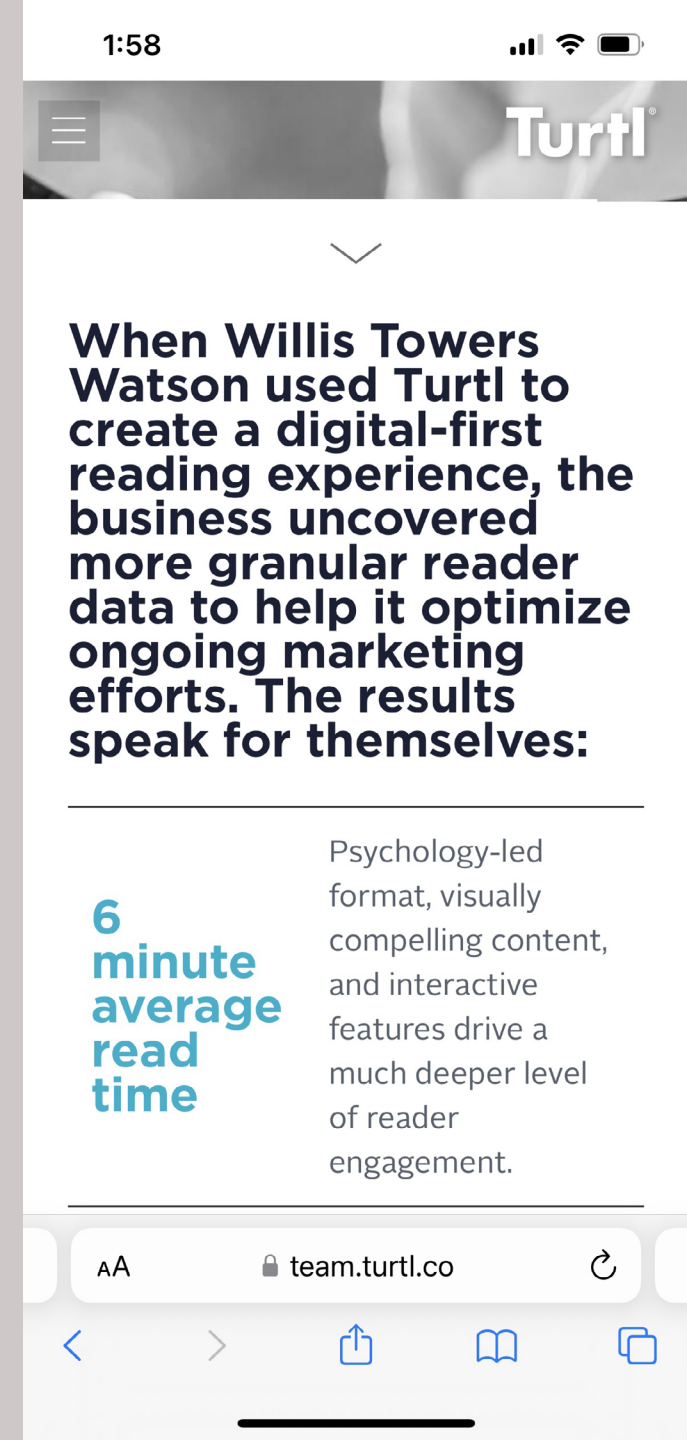
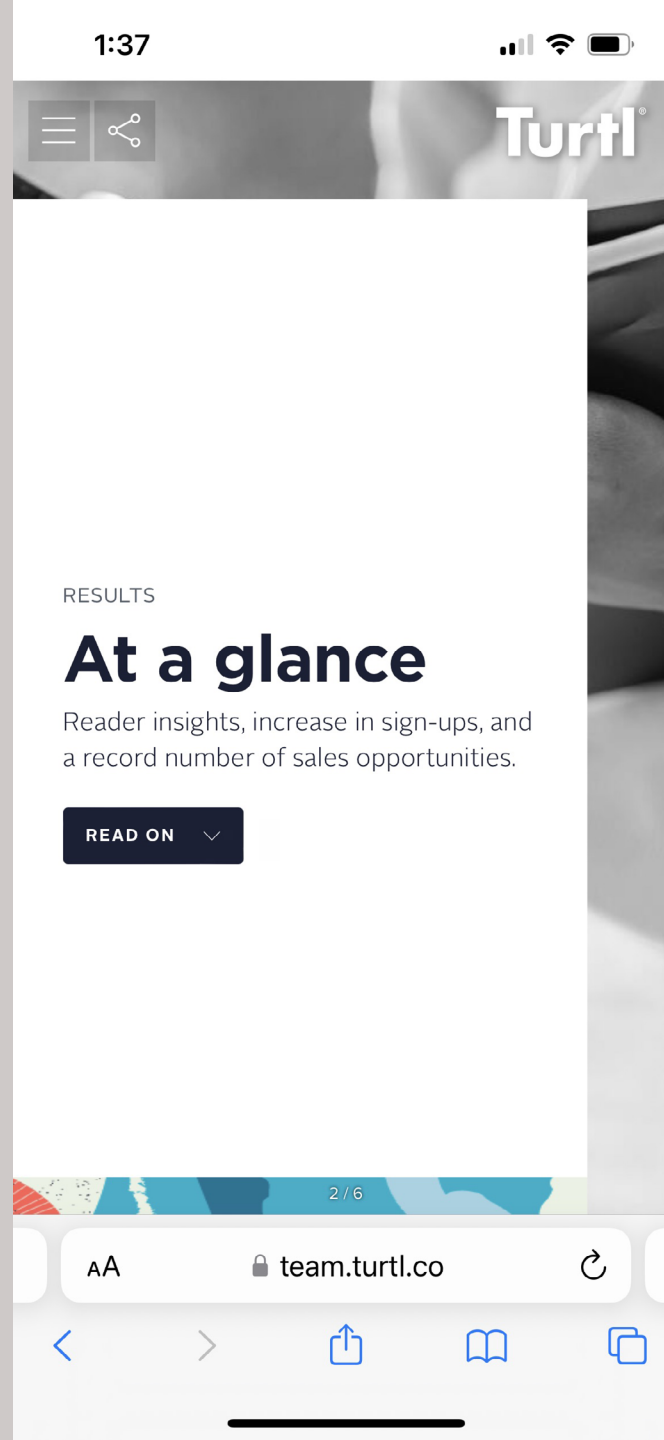
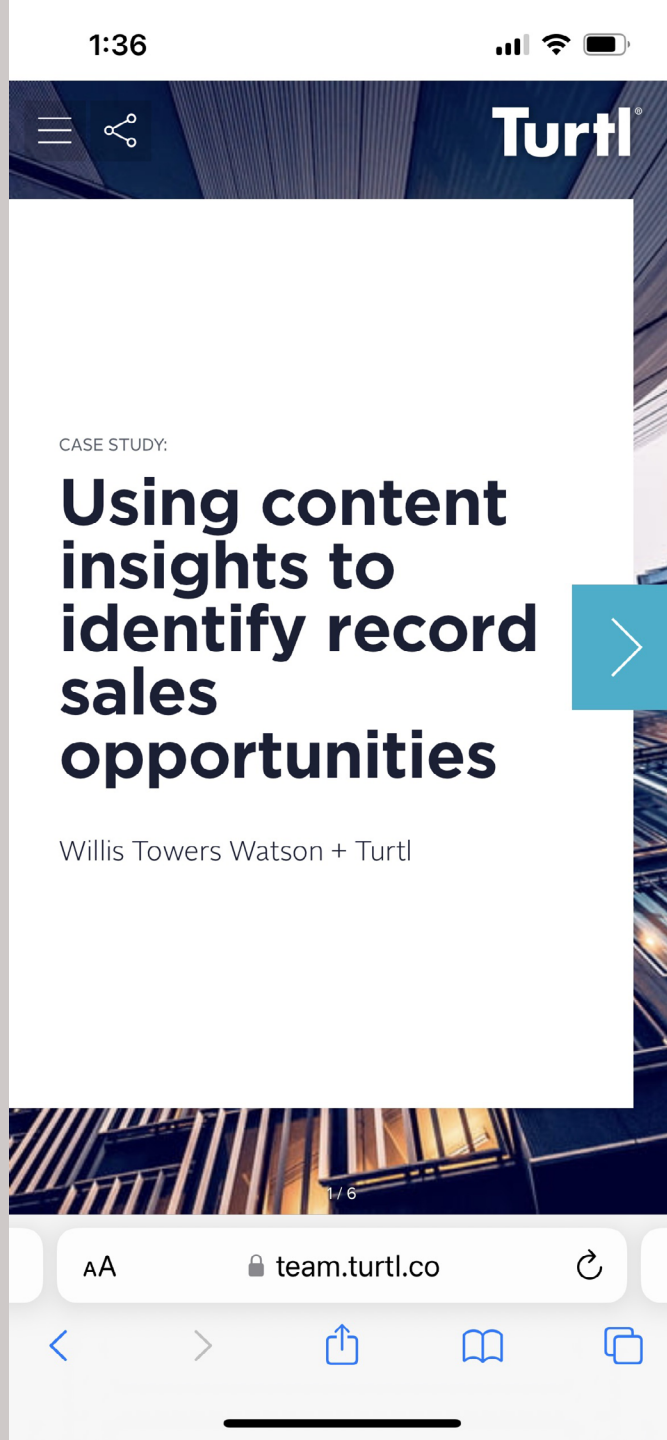
Sales cycles are often prolonged so it's crucial for the business to develop a deep understanding of prospect and client engagement.



We produced **a record level of sales opportunities** whilst also learning that we have **incredibly engaged prospects in geographical regions we have yet to even focus on. Information like this is invaluable across our sales function.**

Michael Buckle, Managing Director - Natural Resource





THOUGHT LEADERSHIP MASTERCLASS

Measuring campaign effectiveness

Thought leadership can be notoriously tricky to measure. While marketers have become hooked on the short-term metrics derived from digital marketing activity, assessing the wider benefits of longer-term brand building marketing efforts, such as thought leadership, is still a major challenge and sticking point.

There is no quick and simple way to evaluate the impact of thought leadership, nor is there a one-size-fits-all approach, but that doesn't mean companies should shy away from doing it altogether.



Download the report

Fill out the form below to download

First name



Last name



Email



Job title



Company



Industry



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How many tears have you shed because you couldn't include the perfect video or GIF in your eBook or white paper?



How many times have you wished you could know whether or not that downloaded PDF actually resonated?



How many times have you bothered the (already stressed) designer with one more copy adjustment in that PDF?



How often has sales asked to quickly adjust an eBook or white paper so they could send it to that major account?



And how many times have they just gone ahead and done it themselves (incorrectly 😊) without asking first?



How many of us have abandoned a PDF on our phone because we didn't want to deal with pinching and panning?

Turtl

Turtl Support
support@turtl.co

Analytics

Stories

Templates

Themes

Users

Help Center

Last 30 days

All Workspaces

All sources

All devices

All countries

All labels

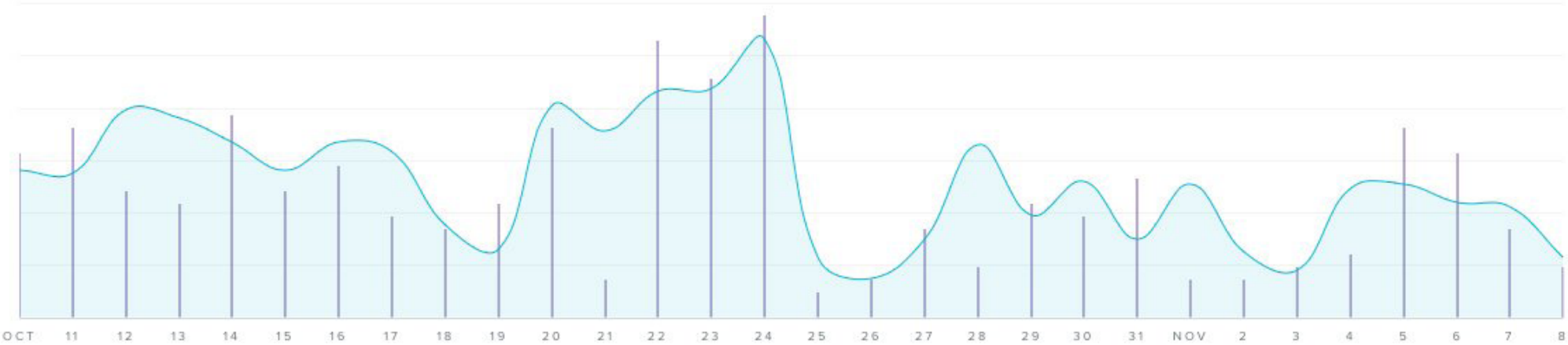
All UTM sources

All UTM mediums

All UTM campaigns

OVERVIEW

Reads Sign-ups



READS

1,569

READERS

1,131

SIGN-UPS

290

SHARES

621

AVERAGE READ TIME

19m 13s

BOUNCE RATE

12%

READS BY SOURCE

Direct28.11%

Slack6.76%

turtl.co6.69%

Other58.44%

READS BY DEVICE

Desktop45.95%

Mobile27.92%

Tablet26.13%

READS BY LOCATION

United States29.13%

United Kingdom28.62%

France19.5%

Other22.75%

HOW DO WE MEASURE SUCCESS?

MEASURE WHAT MATTERS – SELECT THE RIGHT METRICS AND KPIs BASED ON YOUR GOALS

**“ ANECDOTAL DATA ABOUT HOW
TL CONTENT IS USED CAN BE AS
COMPELLING.**

EFFECTIVE THOUGHT LEADERSHIP

1. Aligns with your business goals, delivers ROO
2. Demonstrates original thinking, has a unique POV
3. Shows you understand your clients' challenges and know how to solve them
4. Engages audiences through creative execution and omnichannel experiences



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ADDITIONAL RESOURCES

BIT.LY/3RJC2ZO