



# Best Practices Series: *Thought Leadership*

Thought Leader describes a company recognized by its peers and competitors for its innovative insights. As many technology companies have come to realize, thought leadership is an increasingly vital driver of business success.

What differentiates you as a thought leader from your competitors is recognition from the outside world that you deeply understand your business, your customers, and the market in which you operate. To develop this level of recognition, many companies create thought leadership programs to enhance their credibility, position their leaders as industry visionaries, and differentiate their technologies and services from competitors.

Whether you want to increase awareness to a broader audience, influence a highly targeted group of analysts or drive increased traffic to your website, the following best practices can help ensure a well-planned and well-executed thought leadership program.

## **Think Outside the Box**

One of the reasons many companies fail to be consistently identified above the market crowd is they repeatedly deliver the same, safe messaging. To get noticed, companies must tell customers and prospects something they don't already know. By developing topics that take a creative slant on a customer problem or solve an industry issue in an unprecedented way, a company can increase its market awareness.

## **Highlight Competitor Weaknesses**

No matter who your competitors are, there's a strong likelihood that your technology capitalizes on weaknesses they've missed. By highlighting competitor deficiencies and shortcomings in a balanced approach, you can distinguish your corporate strengths and how they are superior to meeting customer needs.

## **Cultivate a Unique Voice**

Every company has a distinctive way of communicating with clients, prospects, partners and the media. Whatever your company's style, a conscious effort should be made to develop and hone that voice—and then deliver it consistently across all forms of communication.

## **Get the Message Out**

Deliver your insights through as many avenues of communication as possible. This includes traditional approaches such as white papers, case studies, newsletters, articles and corporate presentations, but blogs, webinars and podcasts are also well suited to thought leadership communication. Make it easy for customers to find your ideas and how they apply to solving key issues.

## **Aggressively Promote**

Get your thought leadership communications into the hands of anyone who might care about them. Use email marketing to entice prospects to download a white paper. Submit articles to a wide variety of online magazines read by your industry. Make it easy for partners to subscribe to your newsletter. The more aggressively you promote your messages, the quicker you'll be seen as experts in these areas.

## **Commit to a Strategic Imperative**

It's commonly assumed that the size of a company is proportionate to its thought leadership, but this isn't true. In fact, ideas and insight, if cultivated correctly, can accelerate any sized company to the forefront of recognition. No matter what size your company is, you can achieve a successful knowledge program by a committed effort on the part of everyone involved.

## **Work with a Professional Writing Team**

Whether or not your leadership team can deliver consistent, insightful messages, utilizing the help of a professional writing team with experience in thought leadership support can accelerate your efforts. A seasoned writing team can help with strategic planning, topic development, message consistency, and the use of powerful storytelling to get your company noticed.

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## ***Are you ready to enhance your Thought Leadership Program?***

Learn how you can develop thought leadership throughout your organization. Gleaning from the insights of experts, the experiences of successful companies, and the latest research on important topics, McLellan Creative's team of technology marketing writers can help you develop thought leadership strategies that will bring you recognition from prospects, customers and the media.

The McLellan Creative Writing Team creates winning marketing collateral for some of the world's most successful technology companies. Our team of writers, project managers, copy editors and researchers can help you simplify the process of developing marketing collateral that engages your prospects and guides them through the sales cycle

**Let's Talk! Contact McLellan Creative today to start planning your marketing collateral program.**

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