

Unlocking Influence

A Data-Driven Approach to Thought Leadership

Tech + Content



Brendan Turner
SVP of Digital Experience

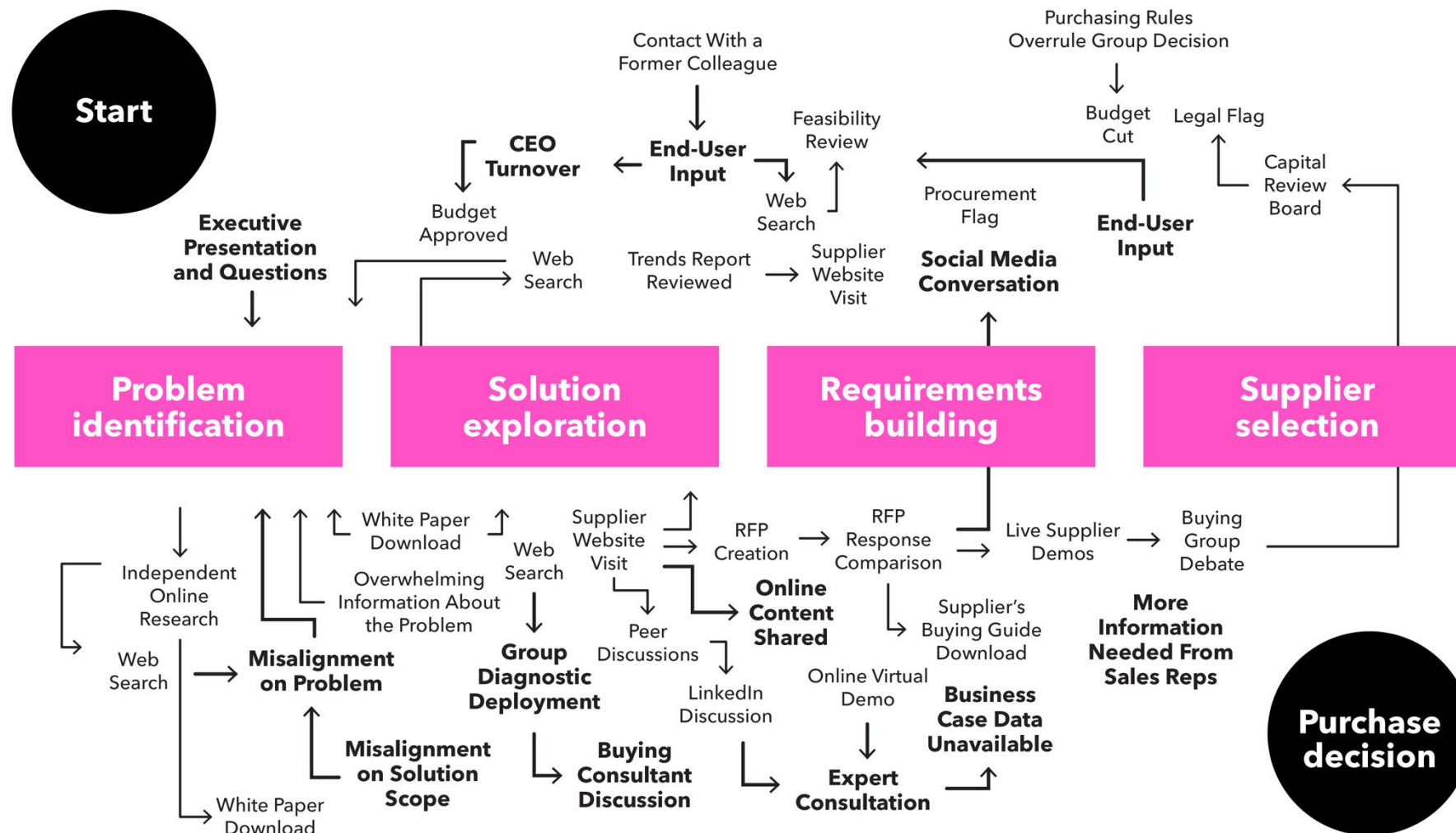


Laura Marzec
Content Director

Content is everywhere.
But thought leaders are rare.

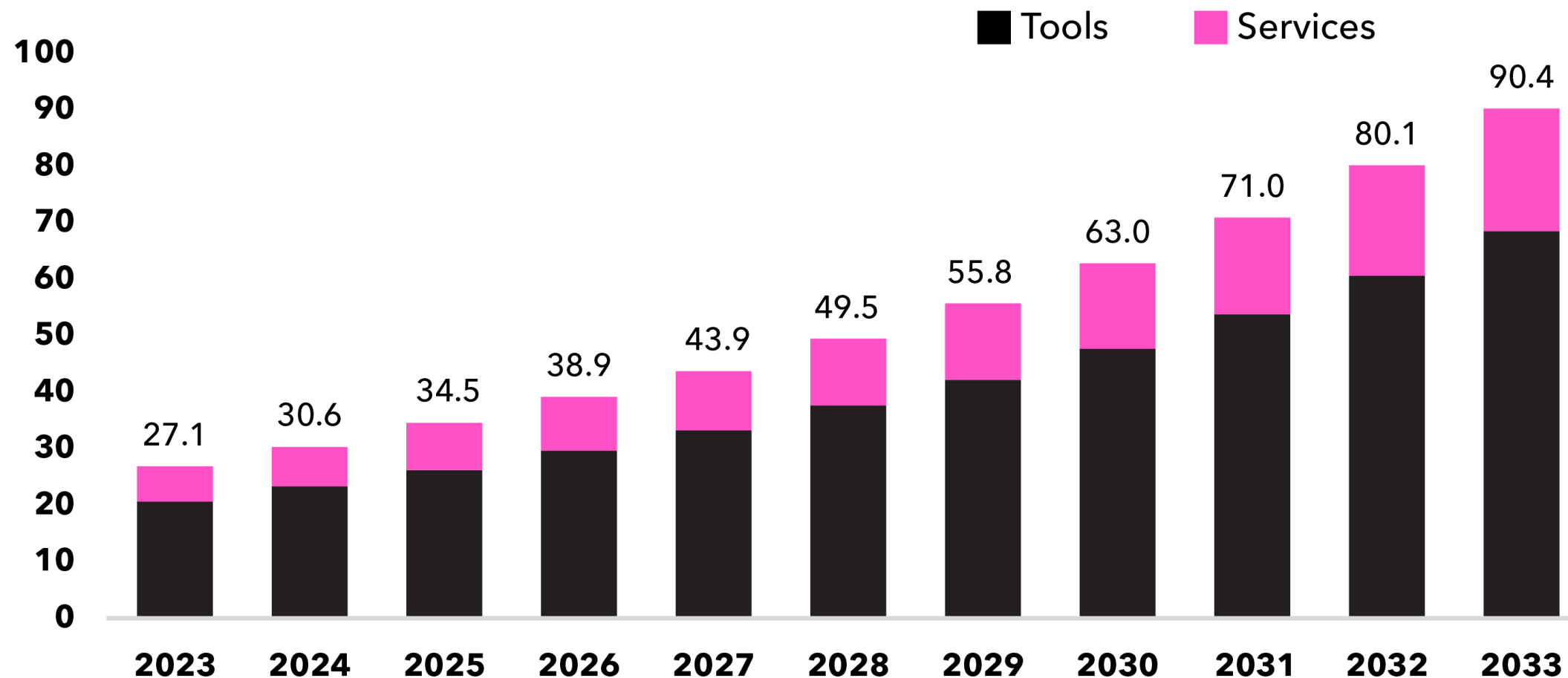
Longer buying cycles—more touchpoints

B2B Buying Journey



Global Digital Content Creation Market

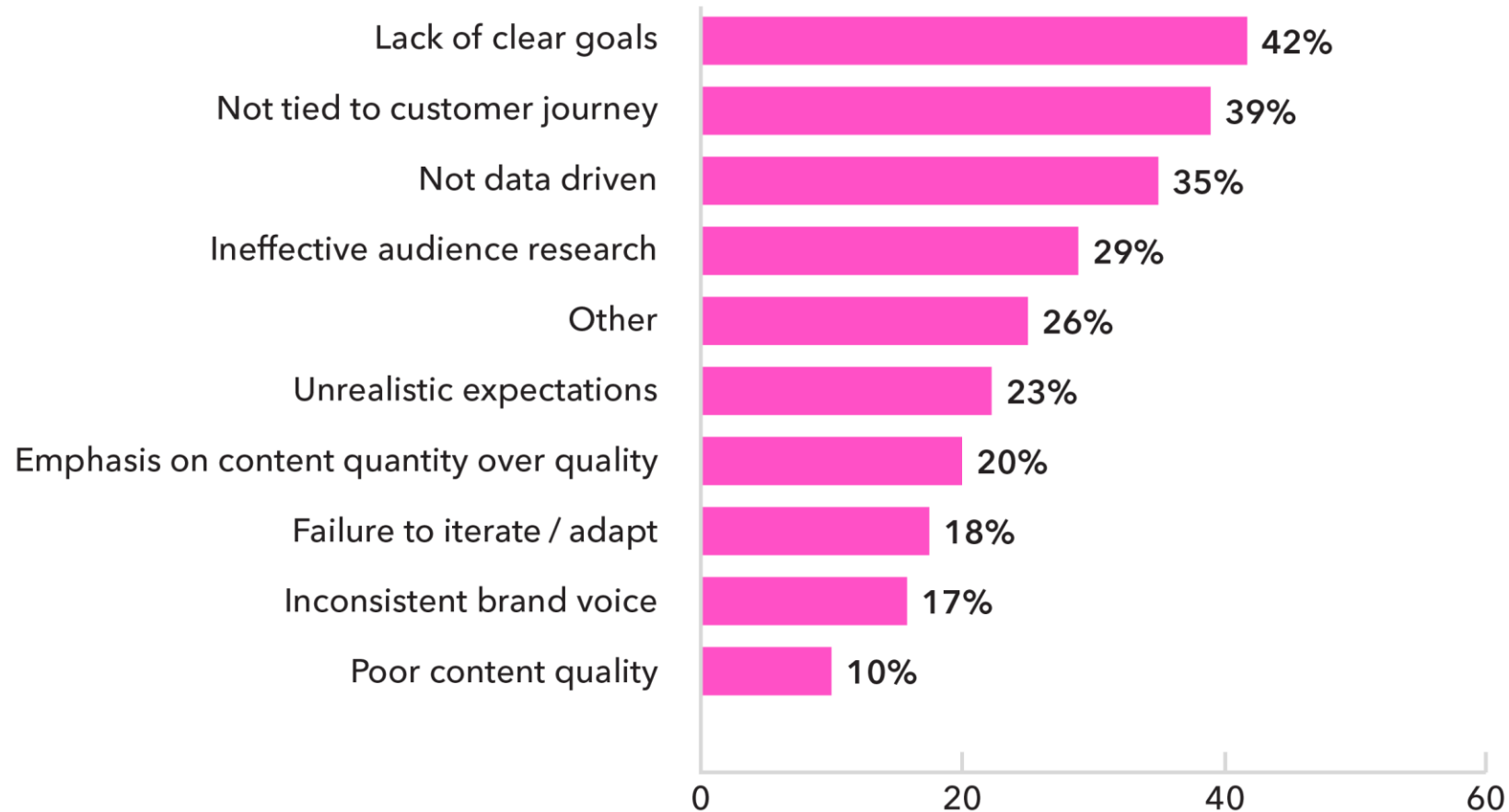
Size, by Component, 2024-2033 (USD Billion)



Only 29% consider their current content strategies to be “very” or “extremely” effective.

- B2B Content Marketing Benchmarks, Budgets, and Trends

Why B2B content strategies aren't as effective as they could be



Q: Why is your content strategy not as effective as it could be? (Select all that apply.)

Base: B2B marketers who indicated their content strategy was moderately, not very or not at all effective.

Source: 15th Annual Content Marketing Survey: Content Marketing Institute / MarketingProfs

52% of B2B marketers plan to produce more thought leadership content in 2025.

- B2B Content Marketing Benchmarks, Budgets, and Trends

Its effects are *undeniable.*

78%

Market share growth

76%

Revenue growth

76%

Profit growth

Thought Leadership impact on business growth, according to B2B decision makers

- MX Thought Leadership Research

To win, we need to validate

1

What to track

2

How to measure it

3

What to do with our
learnings

So, **what traits** do
successful thought leaders
have in common?

We found five.

patagonia

Climate change • Climate change refers to long-term shifts in temperatures and...



NEWTOK

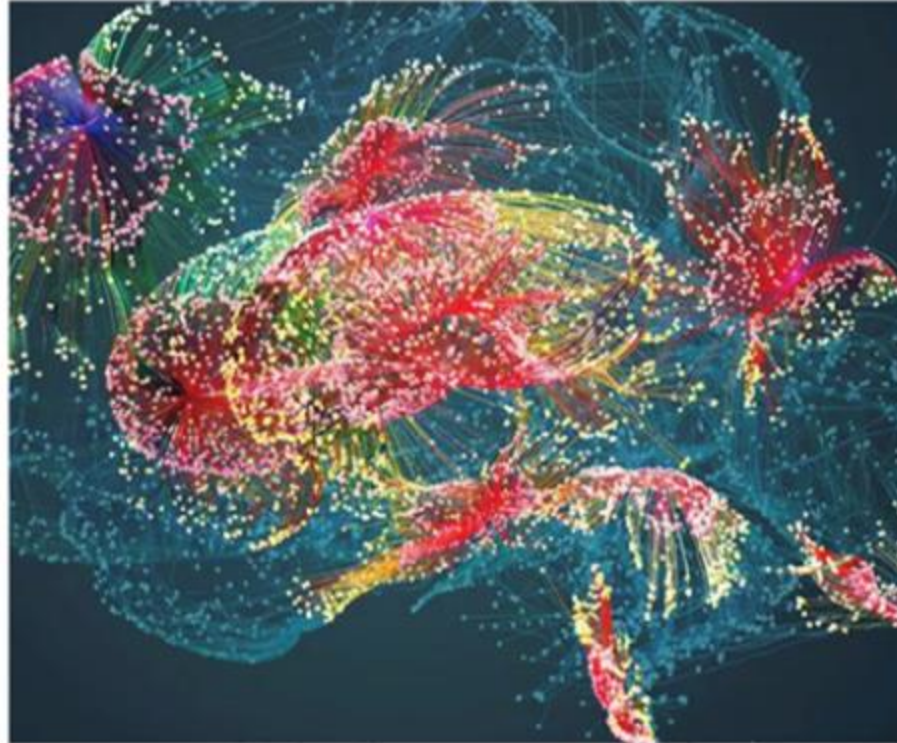


THE WATER IS RISING

patagonia
FILMS

 YouTube

Authority

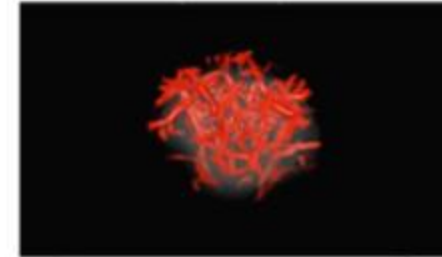


8 innovations in neuroscience and brain research at Mayo Clinic

RESEARCH Advancing ultrasound microvessel imaging and AI to improve cancer detection

Aileen Sotelo

October 13, 2023



Ultrasound — a technology that uses sound waves to produce an image — is commonly used to monitor the development of a fetus as it grows inside its mother. But ultrasound imaging also can be used to investigate suspicious masses of tissue and vessels that may be cancerous.

HEALTHCARE DELIVERY Meet 3 new innovators in healthcare delivery

Vincent Jacobelli

September 3, 2024



Robert Jacobelli, M.D., is a Mayo Clinic physician and a leader in the field of healthcare delivery.

Healthcare is evolving rapidly, demanding solutions to complex challenges. The Mayo Clinic Robert D. and Patricia E. Row Center for the Science of Health-Care Delivery is at the forefront of getting a new generation of clinical scientists to address these needs and improve patient care.

Expertise and Foresight



The Furrow

Sep/Oct 2024

HOW WEEDS ARE CHANGING

THE MIGHTY MOTH ♦ WHISKEY TO REMEMBER ♦ TAKING CORN HIGHER

About *The Furrow*

The Furrow was first established by John Deere Company in 1895 as "A Journal for the American Farmer." The goal of the magazine remains the same - to tell stories that people enjoy reading and provide them with knowledge that they can apply in their operations.

Meet *The Furrow* Team

Back Issues

[See All >](#)



Summer 2024 Issue



April 2024 Issue



March 2024 Issue



February 2024 Issue

Trust

The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

Visibility



2024

Social Media Trends Report + Expert Panel

Create a winning social media strategy tailored for success in the year ahead with our exclusive look into how people engage across social personally and professionally.

[Download the Report](#)

Content Leadership

Authority

Expertise and foresight

Trust

Visibility

Content leadership

Audience Behavior

Authority

Brand Authority
Domain Authority
Content Quality
Keyword and SEO Leadership
Branded Search Volume

Expertise + Foresight

Search Ranking by
Target Topics
Industry Citations
Audience Engagement
Content Quality
Keyword and SEO Leadership
Innovation

Trust

Website Trustworthiness
Content Engagement and Sharing
Net Promoter Score
Customer Feedback
and Reviews
Brand Sentiment Analysis

Visibility

Site Visits & Traffic
Content Distribution and
Engagement
Social Media Mentions,
Connections and Followers
Share of Voice
Media Citations

Content Leadership

Content Cadence and Volume
Content Channel and Format Mix
Content Quality and Credibility
Content Organization/UX

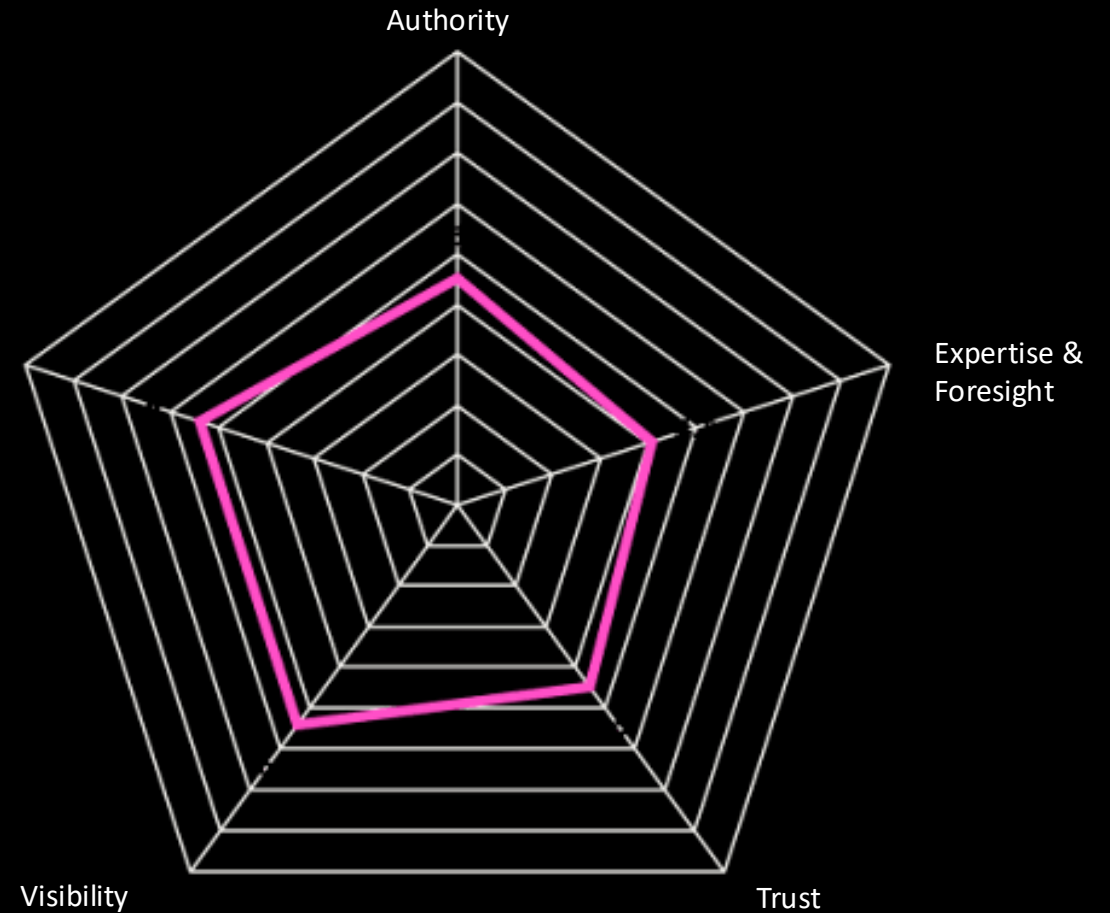
Audience Perception

Your target audience

Primary, Secondary and
Influencers

By Industry / Job Titles
N = 250

Content
Leadership



Content

Maturity of Strategy

Content Volume

Content Types / Formats

Organization

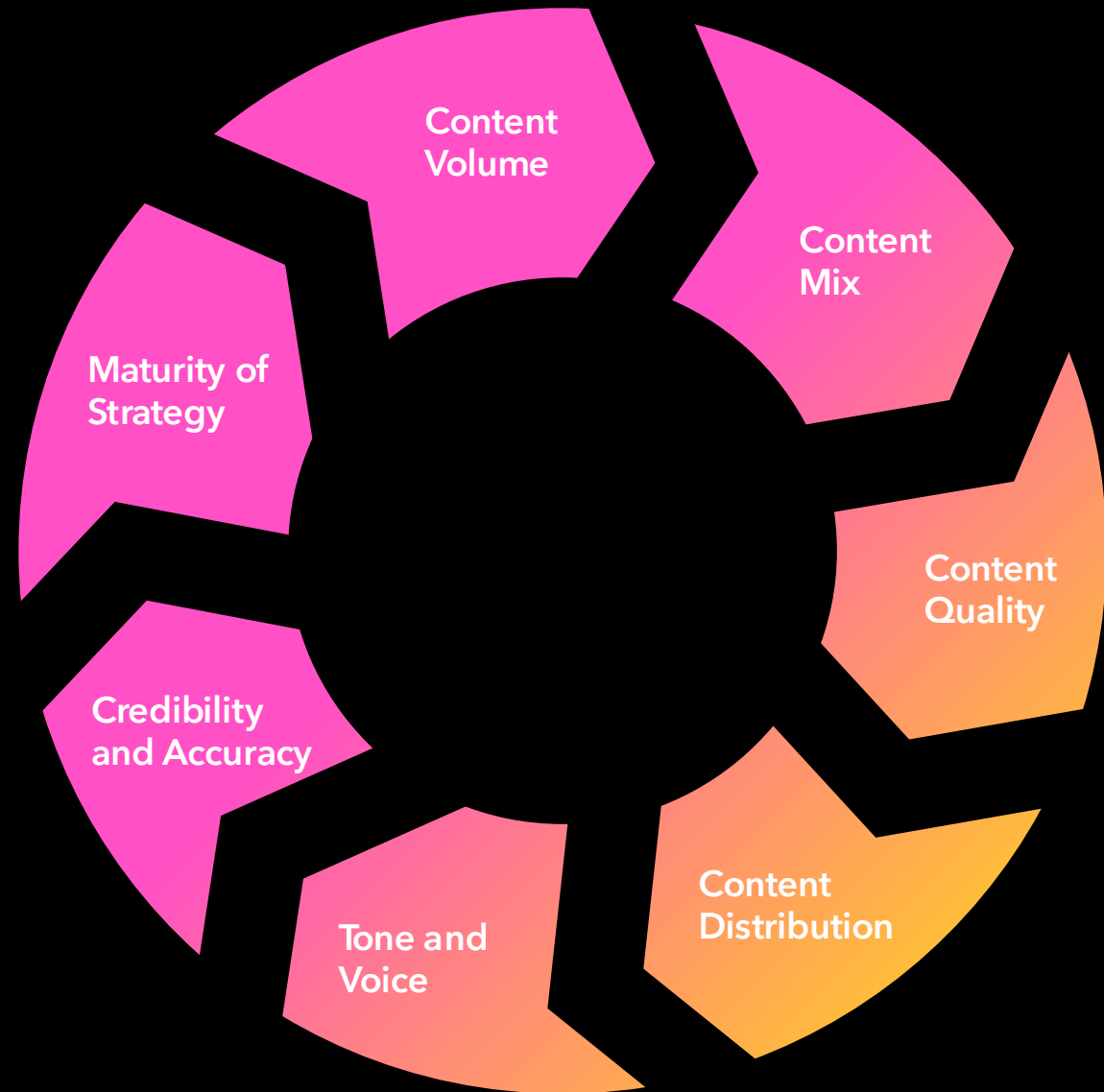
Distribution

Content Mix

Quality

Credibility / Accuracy

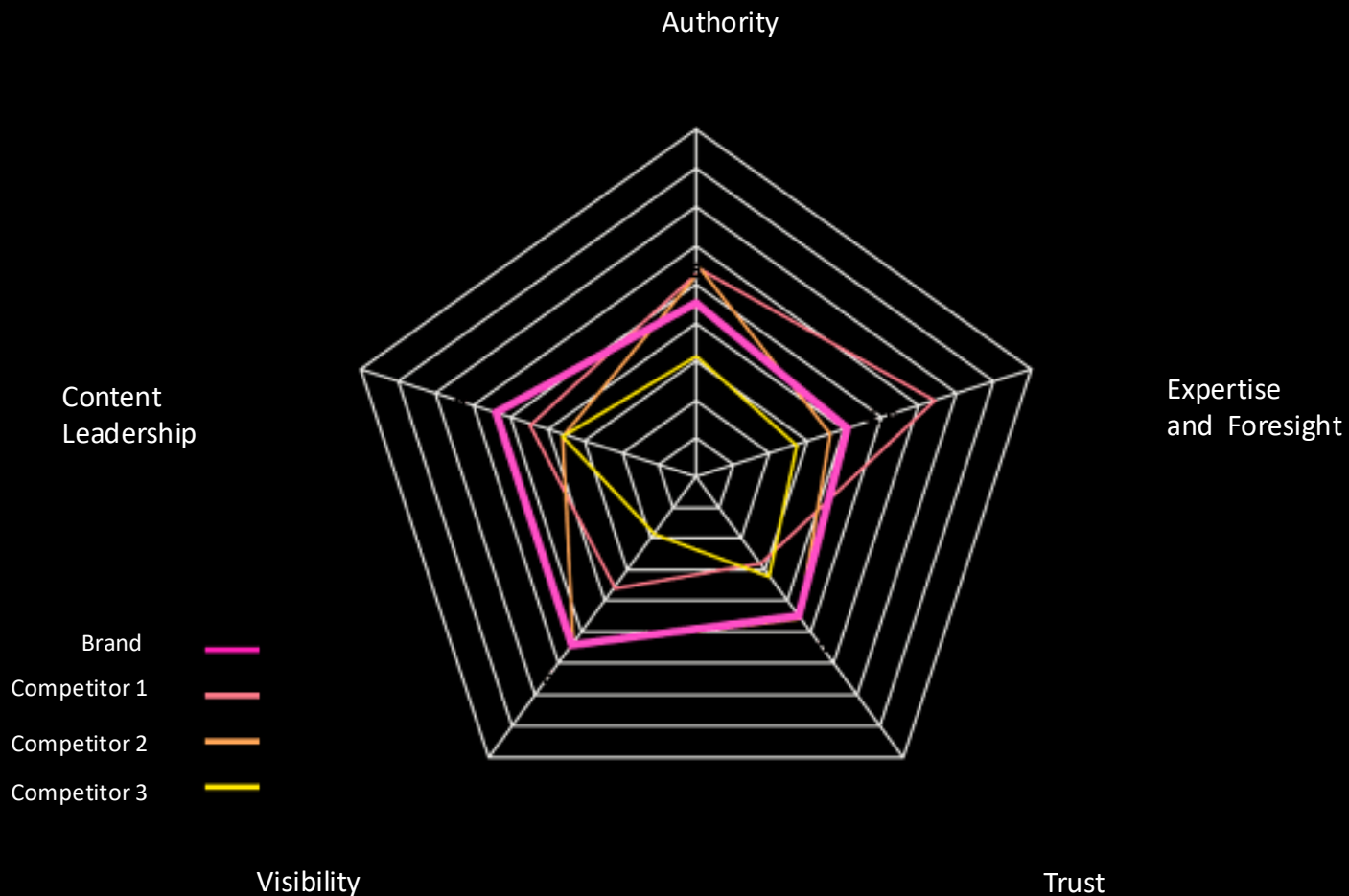
Tone and Voice



Behavior
+
Perception
+
Content



Behavior + Perception + Content



Impacting the Strategy

Prioritize resources to improve on the right pillars

Optimize against team size, budget and short-long term initiatives

Strengthen your competitive position over time

Monitor your progress year over year as an annual benchmark

Influence isn't instant.

B2B Like It Oughta Be.