

The Power of Thought Leadership

Thought leadership is now an established part of the B2B marketing toolkit, yet according to our research not everyone is getting it right.

We surveyed **224 senior executives** from around the world to find out what audiences really think about this form of communication, and what advice they have for the marketing professionals who create it.

The audience's perspective



Decision-making

76% say that it can help them make **better business decisions**



Information

84% agree that **good** thought leadership **improves their knowledge** of a particular topic



Perception

78% agree that, if they read **intelligent** thought leadership, they are **more likely to trust** or listen to that company in the future

73% agree that **bad** thought leadership **damages** a brand's reputation

The top 5 reasons audiences say thought leadership fails to hit its mark

- 1 | Reports are **too long**
- 2 | The conclusions are too **predictable**
- 3 | The writing is **too dry** or bland
- 4 | There's **too much** of it
- 5 | It's too **commercial** or sales-y

How to get it right

'Make it insightful, readable and digital'



Make it visual

Good **infographics** are a **concise** way of getting a message across, and the executives we surveyed love them.

! **Infographics** are one of the top three preferred types of thought leadership among audiences



Make it relevant

Cross-sector content is often too **diluted**, and the **real factors** driving opinion become blurred as a result. Slice and dice insights to make it **sector-specific**.

73% of business leaders tell us they want content that is **specific** to their **sector**

'Create sector and region-specific content based on future market trends'



Keep it brief

Time-strapped audience want **shorter articles**, not lengthy reports.

! Audiences say that overly long reports are the **biggest weakness** in thought leadership

'Brevity is best'

'It should be balanced, authoritative and succinct'



Have an opinion

Good thought leadership gives an **evidence-based** point of view on the topics that keep clients awake at night.

63% agree that the best thought leadership is genuinely **provocative**.



Use real-life examples

Audiences want stories that resonate with them - not abstract theories. Case studies are a great way to achieve this.

! **Case studies** are one of the top three preferred types of thought leadership among audiences

'Focus on the real-life needs of your readers'



Read more insights and access the full findings on our website: www.longitudereseach.com

If you'd like one of the Longitude Research team to present the results of this study to you and your organisation, please get in touch: enquiries@longitudereseach.com | +44 (0)203 841 4770