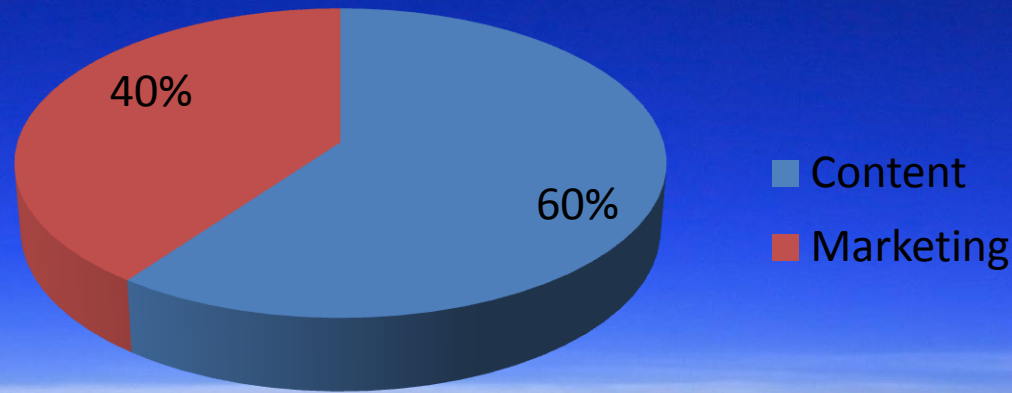


Discover Your Inner Pundit

How to be a Thought Leader

Top consulting companies spend 20% of their marketing budget on thought leadership



They average 30 leads per month

The Bloom Group

“The difference between content marketing and thought leadership is that you’re not just trying to further knowledge – you’re trying to further a discussion that leads to action.”

- Joel Kurtzman, created the term “Thought Leader”

Author, Wharton School Advisor, Editorial Board of MIT’S Sloan
Management Review, Former Editor-in-Chief of the Harvard Business Review

THOUGHT LEADERSHIP IS...

Business jargon for an entity that is recognized for having innovative ideas.

- **Wikipedia**

Aggregating followers around ideas to educate, influence and inspire.

- **Jeanine Moss**

Information

Knowledge Management

**Thought
Leadership**

Intellectual Capital

Content marketing

**PLANNED
PARENTHOOD®**

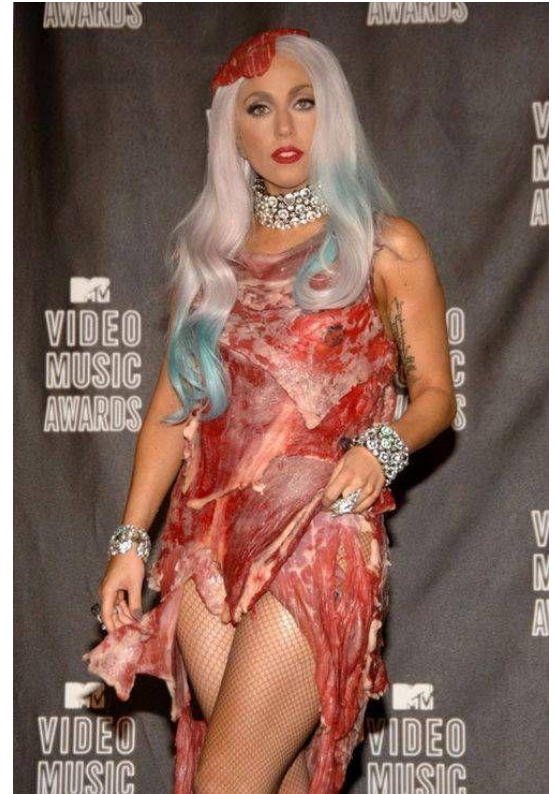


[OccupyWallStreet](#)

The revolution
continues [worldwide!](#)



More saving. More doing.™



COLUMBIA UNIVERSITY



PROGRAM

1. PUNDITRY
3. TOOLS OF THE TRADE
4. GOALS AND RESULTS
5. THOUGHT LEADERSHIP PROJECT



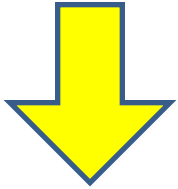
NYC



TIPPING POINT IN THOUGHT LEADERSHIP

- **EC = MC (every company is a media company)**
- **Democratization and fragmentation of media**
- **Need for differentiation**
- **The “FaceBook” Generation**
- **Feed the media beast**

WHO CARES ABOUT CONTENT?



- Consumers
- Google SEO rankings
- Journalists
- Consumer marketers
- B2B marketers
- Inbound marketers

COMMON TRAITS OF PUNDITS

- Subject matter expert
- Vision for future outcomes
- Builds on strengths
- Offers point-of-view
- Delivers value
- Data driven
- Explains – again and again

SHARES SOMETHING MOST PEOPLE DON'T ALREADY KNOW

- **Establishes credibility**
- **Engages your audience**
- **Establishes a relationship**
- **Reinforces your unique value**
- **Leads to action**

BUILDS TRUST, LOYALTY, ADVOCACY

THOUGHT LEADERSHIP: PROMOTING IDEAS & ENHANCING BRANDS



Brandi Boatner
Strategic Communications Professional
IBM Global Business Services

See Separate PDF of Brandi
Boatner's Slides



Discover your
Inner Pundit

PICK A PARTNER:

1. What are you really good at?
3. What makes you so good at it?
4. What do you know about it, that most of us don't?
5. How would we benefit if we knew more about it or you?

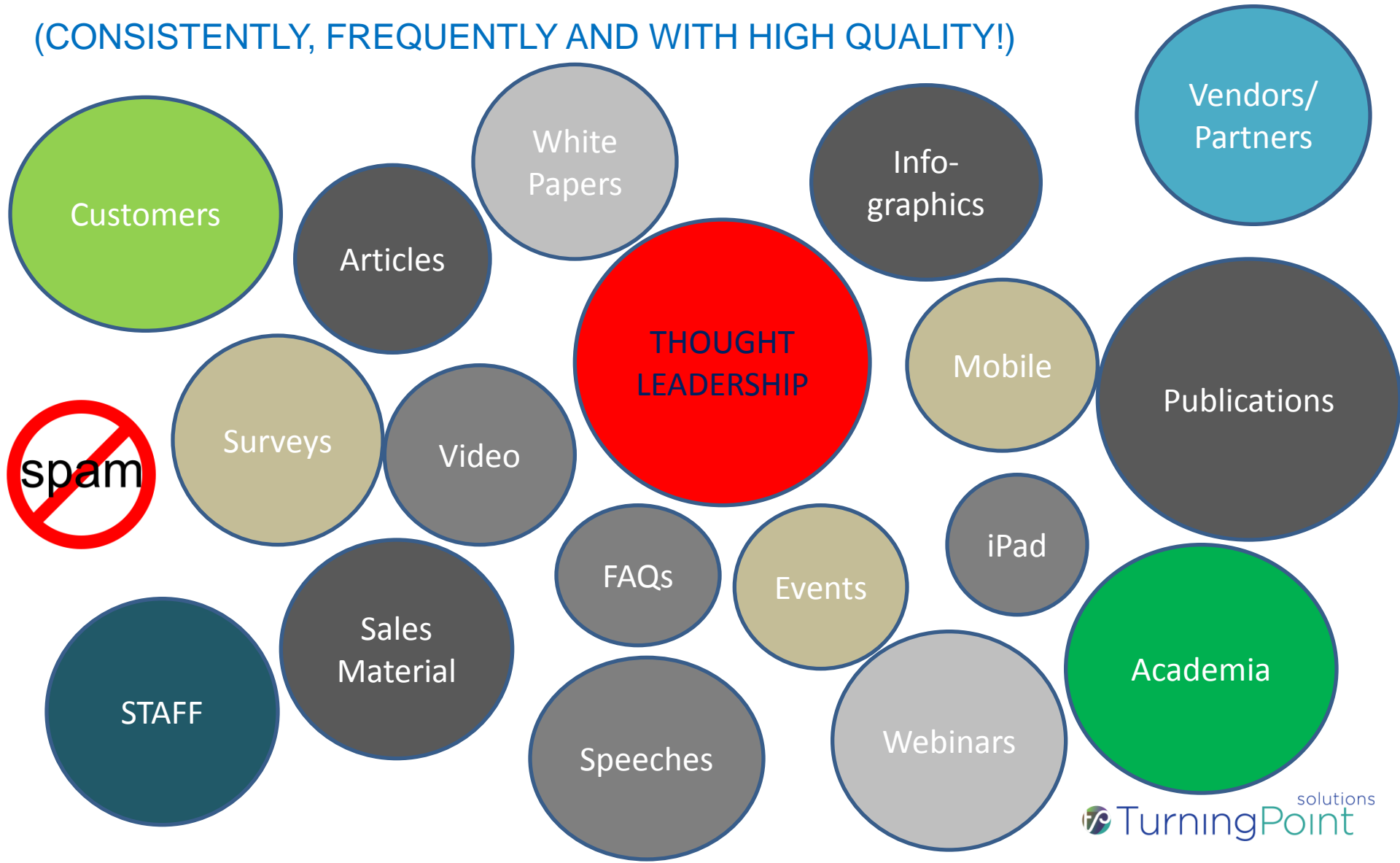
LARRY LIGHT, VISIONARY CHIEF MARKETING OFFICER

"We don't need one big execution of a big idea. We need one big idea that can be used in a multidimensional, multilayered and multifaceted way."

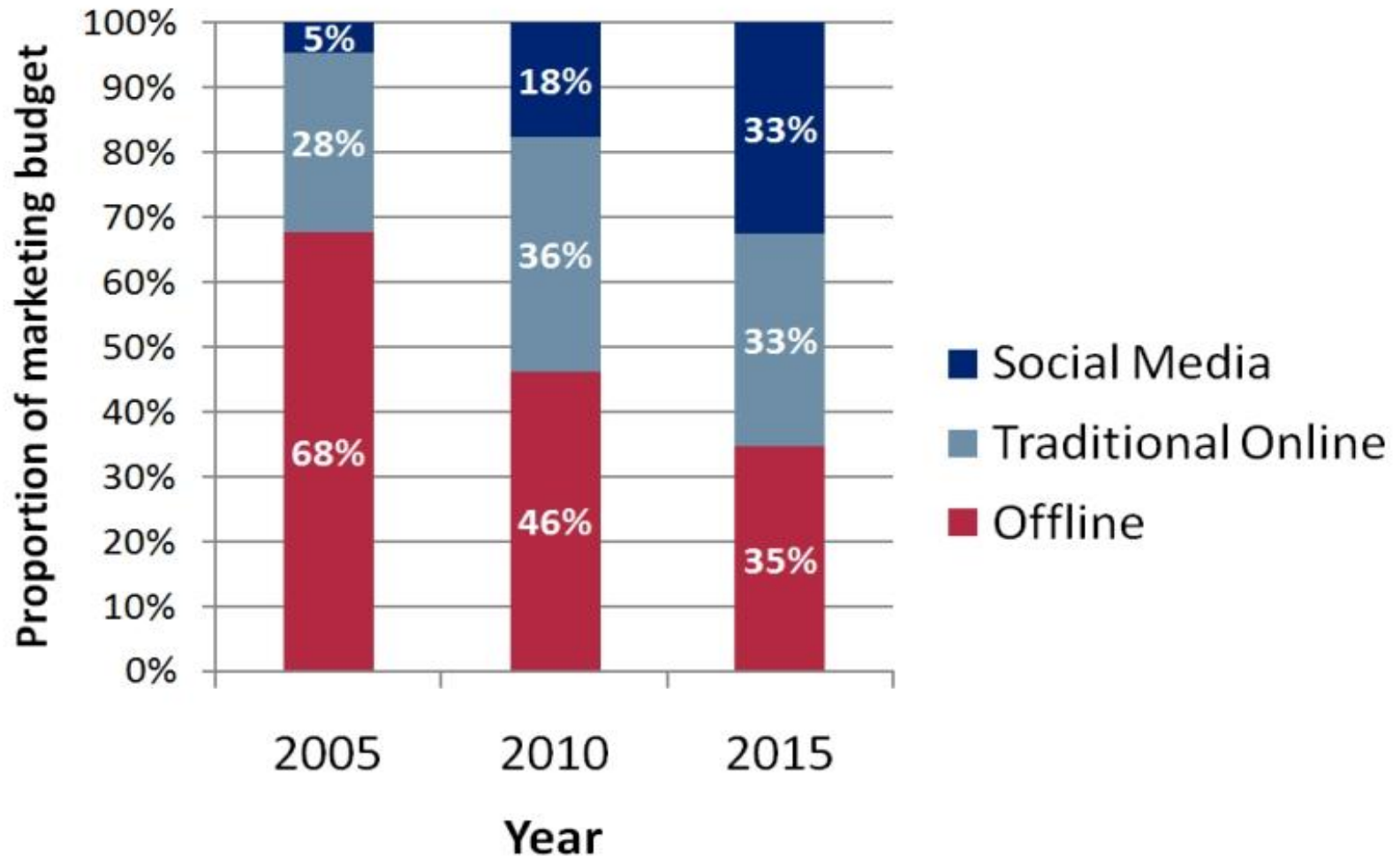
80% OF SUCCESS IS SHOWING UP

- Woody Allen

(CONSISTENTLY, FREQUENTLY AND WITH HIGH QUALITY!)



SOCIAL MEDIA IS GAINING ON ONLINE AND OFFLINE TACTICS



The Bloom Group

Branding and marketing solutions that capitalize on change

THOUGHT LEADERSHIP FORMATS USED TO LOOK LIKE...

Images of NYT OpEd, Davos, Books



1 **NEW** DEFINITION IS ADDED ON **URBAN**

1,600+ **READS ON Scribd.**

13,000+ **HOURS MUSIC** STREAMING ON **PANDORA**

12,000+ **NEW ADS** POSTED ON **craigslist**

370,000+ **MINUTES VOICE CALLS ON skype**

98,000+ **TWEETS**

20,000+ **NEW POSTS ON tumblr.**

THE **LARGEST** SOCIAL READING PUBLISHING COMPANY!

320+ **NEW** **twitter** ACCOUNTS

100+ **NEW** **Linked in** ACCOUNTS

13,000+ **iPhone** APPLICATIONS DOWNLOADED

1 **NEW** ARTICLE IS PUBLISHED

QUESTIONS ASKED ON THE INTERNET...

100+ **Answers.com**
40+ **YAHOO! ANSWERS**

6,600+ **NEW** PICTURES ARE UPLOADED ON **flickr**

25+ **HOURS TOTAL DURATION**

600+ **NEW** **VIDEOS**

50+ **WORDPRESS** DOWNLOADS

70+ **DOMAINS** REGISTERED

60+ **NEW** **BLOGS**

168 **MILLION** **EMAILS** ARE SENT

694,445 **SEARCH** QUERIES

1,700+ **Firefox** DOWNLOADS

695,000+ **facebook** STATUS UPDATES

1,500+ **BLOG** POSTS

79,364 **WALL** POSTS

125+ **PLUGINS** DOWNLOADED

510,040 **COMMENTS**

Google

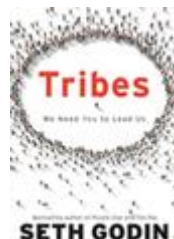
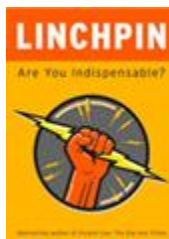
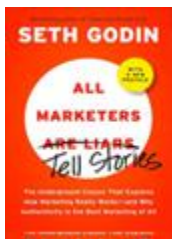
Google Search

IT'S EASIER THAN EVER BEFORE

- Seth Godin

- Access to ideas
- Access to tools
- Access to markets

The hard part is high quality content.



(click on my head)



THOUGHT LEADERSHIP GOALS

BRAND REPUTATION

AWARENESS OF EXPERTISE

HIGHER AND FASTER CLOSE RATES

HIGHER FEES

**TALENT ATTRACTION AND
RETENTION**

MEASURING RESULTS



Alex Lirtsman
Partner | Digital Strategist
Ready Set Rocket

SEE SEPARATE PDF OF ALEX LIRTSMAN'S SLIDES

REMEMBER THOSE BOOTS ON THE GROUND?

THE THOUGHT LEADERSHIP PROJECT

- Blog
- LinkedIn
- Facebook
- Twitter
- Google+
- Hootsuite
- Inbound marketing tools



RESULTS (6 weeks)

- Free research
- Free technology
- Re-kindled relationships
- New connections
- Two new speaking engagements
- One new client
- Joel Kurtzman and Seth Godin

Total Hours: 115!

HOW TO BE A THOUGHT LEADER?

- Share what you know and love
- Identify an audience that is passionate about your idea
- Specify the outcomes you wish to achieve
- Mix traditional and social channels
- Manage with technology
- Measure results (and optimize)

**Thought Leadership isn't
about telling people what
to think ... it's about
telling them what to think
about.**

Questions?
