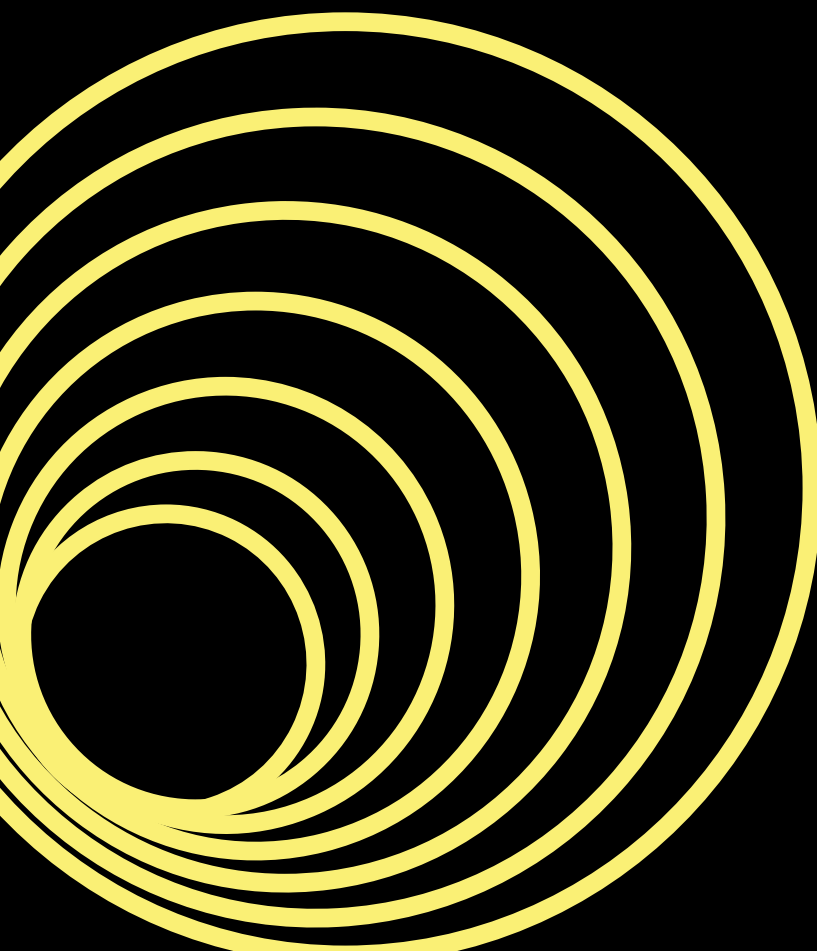


# Unlocking thought leadership's secret superpower



Your thought leadership program should be doing more to build your business. Here's how to get started.

## Read this PJA paper to learn more about

- The one thing buyers want most from thought leadership
- The demand superpower great thought leadership can unlock
- Three steps to building a durable thought leadership franchise

# Your buyers are awash in thought leadership – are they finding what they’re looking for?

71%

of business decision makers surveyed said less than half of the thought leadership they read includes valuable insights.

29%

of CEOs rate their own company’s thought leadership “very good” or “excellent.”

To make things worse, measurement challenges mean that too often there’s no effective feedback loop for thought leadership. Fewer than 40% of marketers are able to quantify the business impact of thought leadership content they publish.

**Clearly there’s something missing from today’s thought leadership.**

# Is this the best way to inspire great thought leadership?

Marketers often set goals for thought leadership that sound, well, “thought leaderly.” Here are some of the most common examples, as reported in recent research:

“Be a leading voice in our industry”

“Improve our reputation and influence”

“Build brand awareness”

These goals all sound positive – what brand wouldn’t want to be a leading voice in their industry? What they also have in common is that they’re aiming too low. And their links to business metrics are usually not well understood or documented. (If your goals for thought leadership are tighter than these, tied to business measures, and regularly measured, we’d love to hear how it’s working for you – let’s talk!)

Objectives alone – even less vague ones – won’t inspire a vision for the kind of thought leadership content that will be most valuable for your audience.

**For this kind of insight, you’d have to find out what buyers want. (You do ask, don’t you?)**

# We asked your buyers, and they know what they want.

62%

said the most effective thing  
vendor thought leadership could  
do is to show them a new way to  
solve an established problem

Turns out business buyers aren't wondering if your voice is leading the industry, or how smart your experts are. They do care deeply about the success of their own businesses, though. In partnership with Aberdeen, PJA conducted research with marketers in a mix of B2B industries to dig into this idea. The results provide actionable clarity about what B2B marketers want out of thought leadership.

For many B2B brands, innovation helps drive the value proposition. If that's true for you, you can use this insight as a key to unlock new ideas for stories your thought leadership should be telling.

**Your buyer will be grateful. And there's more good news.**

# Unlocking thought leaderships' hidden power.

Buyers are hungry for previously-unknown insights that suggest new ways to solve their real problems. Meet their real-world challenges. Capitalize on their best opportunities. Those are gaps you can fill. And when you do, our PJA/Aberdeen research shows that they'll be grateful – and even better, they'll be much more likely to buy from you. That's your bonus for creating the kind of thought leadership buyers prefer.

This connection – the ability to inspire consideration for your brand by answering a question buyers already knew – is thought leadership's secret superpower. Unlocking it starts with making your thought leadership goals specific. Ambitious. In a word, extraordinary.

65%

of business decision makers surveyed said they are more likely to do business with a vendor who challenges the way they currently do business.

51%

say if a vendor helps to clarify a business need, they're very likely to include them in their consideration set.

# Start getting more out of your thought leadership.

## Three keys to better thought leadership

### GET REAL

Shift your perspective from expertise to commercial insight that delivers new ideas for attacking real problems to increase relevance and usefulness. Use expert voices from inside and outside your company. Customers and accomplished external experts will deepen your pool of ideas and build the credibility of your content.

### LIGHTEN UP

Research and PJA campaign results show a growing preference for shorter-form content. Publishing easy-to-consume content more frequently will increase chances your content is read and understood. Delivering considerate content today will make your brand more welcome in the future, too.

### BUILD YOUR FRANCHISE

Create a content brand that projects authentic expertise and clearly signals “what this is and who it’s for.” You’ll boost credibility with readers and outside authors alike.

Make contributing easy for experts by interviewing them and drafting content for their review. Bring them together to discuss topics they’re passionate about. (Turn the discussion into an eBook and social graphics while you’re at it.) And give them credit for contributing.

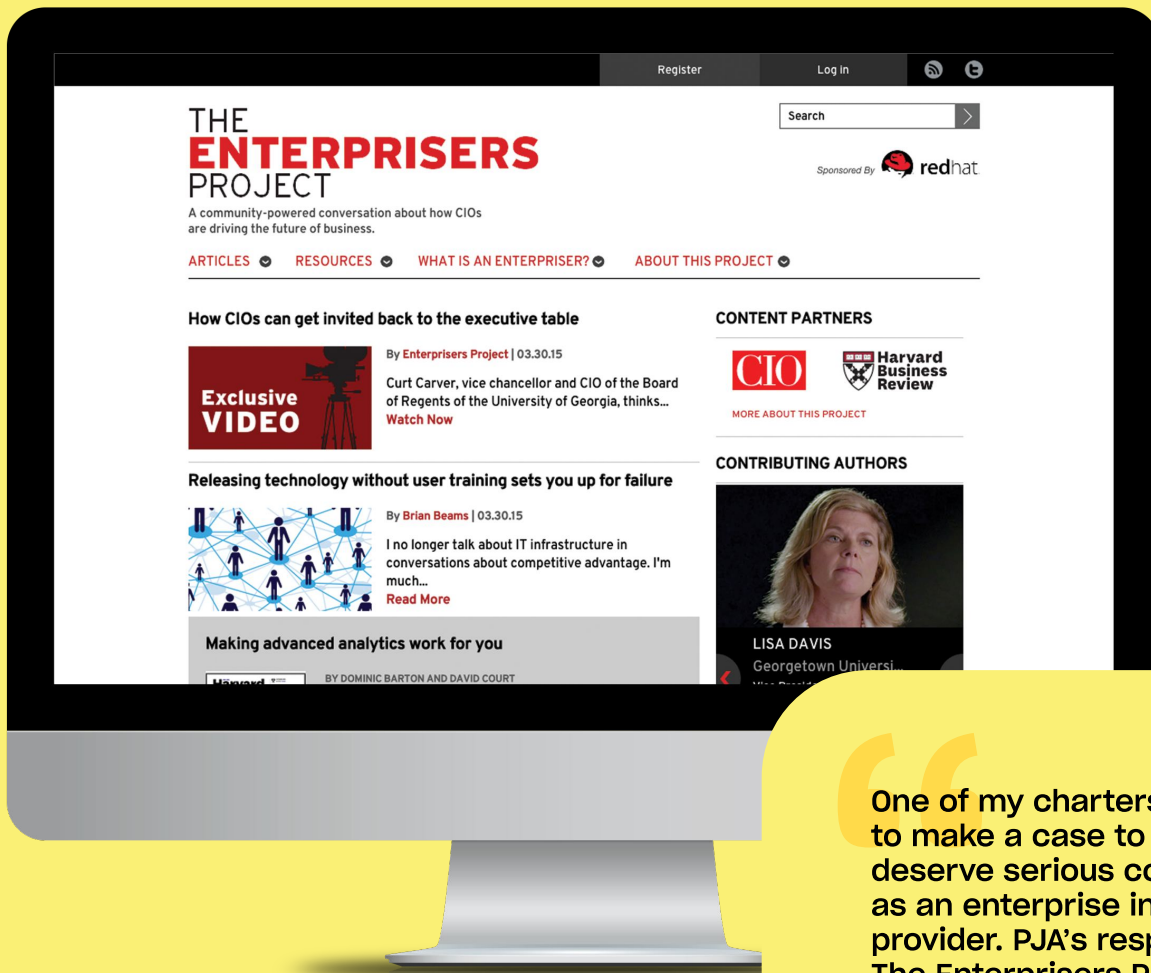


# Hey, we're not just making this up.

At PJA, we've got 30 years of experience helping innovative brands break through to buyers looking to solve the problems that hold them back. We create thought leadership programs that are an essential element of an objective-based marketing approach.

Read on for examples of successful thought leadership programs PJA created with industry leaders Red Hat, Tableau, and Quest Diagnostics.

To discuss a thought leadership program or learn more about PJA's work with complex brands like yours, reach out to Greg Straface, SVP, Business Development at [gstraface@agencypja.com](mailto:gstraface@agencypja.com) or 781.330.9133.



“One of my charters at Red Hat is to make a case to CIOs that we deserve serious consideration as an enterprise infrastructure provider. PJA’s response was The Enterprisers Project, which has been a breakthrough program for us.”

Jackie Yeane  
Former CMO, Red Hat



# The Enterprisers Project

PJA created The Enterprisers Project to help transformation-minded F500 CIOs find new ways to succeed. Over the program’s ten-year run, more than 110 leading CIOs collaborated on content and conversations that engaged a broad audience of CIOs who were open to change, helping to establish the project as a page one organic search champ and a key driver of net-new senior IT engagement on redhat.com.

**Advancing the mission of affordable, accessible care**  
 Dr Pat Alagia examines how stronger lab collaboration can help health systems deliver value-based care.



**Exploring a new model for university-affiliated medical centers**  
 Read a case study in collaboration between UMass Memorial Health Care and Quest Diagnostics.



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 Dr Yuri Fesko explains how developing clear clinical pathways is key to providing precision medicine.



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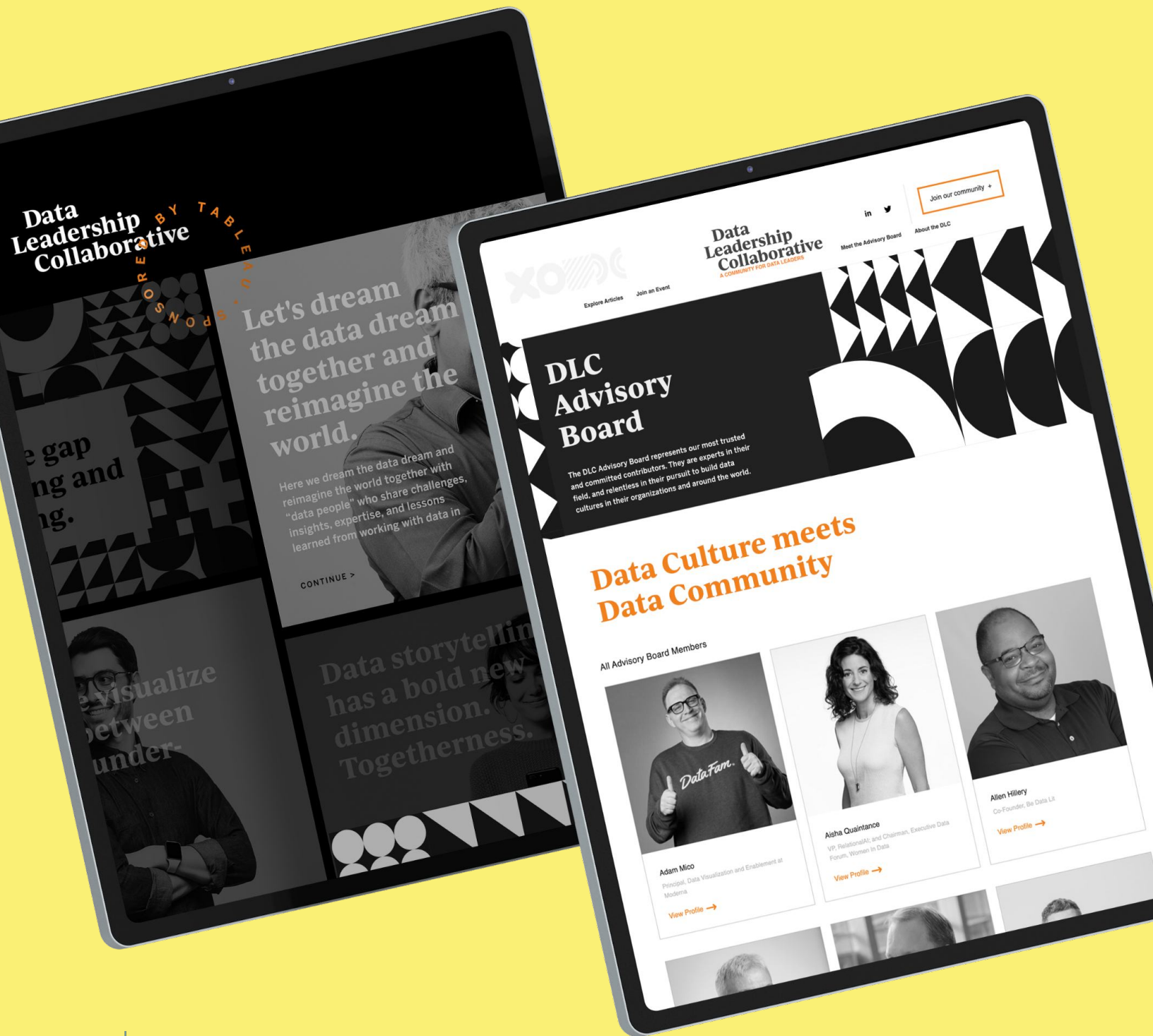


*"I need to make the right decision for every patient. I can't just be close. I have to be right. And the way I decide how to treat is by using diagnostic tools."*  
 Dr Pat Alagia



# ThoughtLab

PJA partnered with Quest to create ThoughtLab, a thought leadership content brand that positions internal thought leaders as “collaborative catalysts” for health system leaders. PJA repackaged expert articles into account-based demand generation and sales enablement materials and playbooks. Working together, marketing and sales teams drove substantial pipeline growth within large health systems.



# Data Leadership Collaborative

PJA developed The Data Leadership Collaborative (DLC) to help Tableau support data leaders charged with growing data-led company culture. The DLC has become a key platform for experienced Chief Data Officers to share, learn, and collaborate, and a career resource for aspiring data leaders.

At PJA, we help you sell your amazing things to the world's toughest buyers.



Ready to talk?

Reach out to Greg Straface,  
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