



The Value of a Thought Partner in B2B Thought Leadership Marketing



The Value of Thought Leadership



B2B companies whose offerings are either intangible or complex—or both—rely on thought leadership marketing to communicate ideas that educate and inform target buyers while positioning themselves as voices of **authority** and **credibility**. Doing so enables them to differentiate themselves from competitors, charge premium prices, and turn interest into revenue.

The key to effective thought leadership marketing is **great content** that engages prospects and clients and inspires them to want to learn more about the company behind the message.

What Is a Thought Partner?



A thought partner can be a valuable member of a thought leadership marketing team. A **thought partner** works with companies to help develop their ideas as well as the thought leadership publications designed to communicate those ideas to target executives.

A good thought partner:

- > Pushes SMEs' thinking to strengthen their arguments
- > Identifies holes in a point of view's logic and how to fill them
- > Does the heavy lifting in content development so SMEs can focus on their "real" jobs
- > Makes content development as painless as possible for SMEs
- > Provides valuable external perspectives and insights
- > Brings thought leadership development best practices
- > Has good knowledge of, and experience with, the subject matter that's the focus of the content being developed
- > Helps translate internal language into the language of the target audience

How a Thought Partner Can Help

A thought partner supports content-development efforts on two key fronts:



Research

Uncovering and deeply analyzing rich source material to help you **develop** strong, fact-based points of view on topics that are critical to your clients and prospects.



Writing

Working with a your subject matter experts to **articulate** their points of view in the form of written publications such as books, research reports, white papers and bylined articles.

How a Thought Partner Can Help

Developing a **compelling point of view**—or, more broadly, superior thought leadership content—generally involves some type of research.

- > It may be an industry survey that explores the prevalence of a particular business problem and the impact the problem is having on companies.
- > It may be a series of qualitative interviews with business executives to understand how their organizations have solved a business problem and the benefits they've subsequently experienced.
- > Or it may be a comprehensive literature search that uncovers critical data others have already generated on an issue that can support a particular point of view.

A good thought partner brings extensive research design, execution and analysis skills that help companies ensure their ideas and thought leadership content are based on fact, not merely opinion; are highly defensible; include the necessary **"proof points"** to convince prospects of the veracity of a company's ideas; and attract the attention of key media outlets such as top-tier business and management journals.

How a Thought Partner Can Help



One of the most important skills in thought leadership marketing is the ability to communicate an idea in a jargon-free, informative and interesting way. The most effective thought leadership content is of the **highest caliber**, meeting the demanding standards of estimable publications such as *The Wall Street Journal* and *Harvard Business Review*.

But that requires more than simply “putting pen to paper,” crafting good prose as traditional freelance writers do. Thought partners work with your **subject matter experts** to translate what’s in their heads into ideas that are engaging and clear to their target audience.

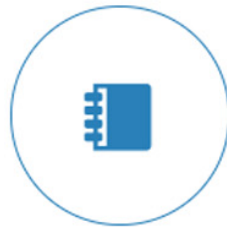
As part of that process, a thought partner helps build the structure of a written piece’s argument to first ensure the logic is solid and the content **substantive**. If additional development is needed, the thought partner can work with experts to fill logic and content gaps and ensure the argument is structurally sound. Only after the foundation of the piece is in place does the thought partner actually write the final copy.

The Big Picture

A Thought Partner Helps You



Develop compelling thought
leadership marketing
content



Create top-notch books,
white papers, magazines and
other publications



Design and execute
comprehensive research
studies



Get articles published in
prestigious magazines and
journals

The Big Picture

Which Enables You To



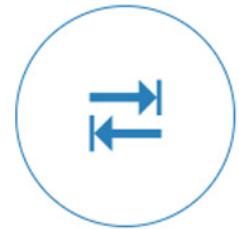
Demonstrate you can help solve your clients' business problems



Establish your authority, credibility and eminence in your chosen markets



Engage clients and prospects with the power of your ideas



Differentiate your company and its offerings

The End Result



As the business environment continues to become ever-more competitive, it's more critical than ever for B2B companies to distinguish themselves in the marketplace. Thought leadership is a proven way for companies to rise above the noise and establish themselves as a voice of authority.

A strong thought partner can be a valuable member of any company's thought leadership team, working collaboratively with the company's experts to develop superior content that **gets the firm noticed, generates leads, and converts leads to sales.**

Want to Learn More?



Alterra Group has vast experience as a thought partner helping dozens of large, midsize and small companies—including many well-known and influential global organizations—create superior thought leadership marketing content that **delivers results**. Learn more how we can do the same for you.

- > **Visit** us at alterra-group.com

- > **Review** our content for insights that may be of interest to you, including:
 - [White papers](#) > Deep insights on fueling demand with thought leadership marketing
 - [Blog](#) > Short takes on getting the most from thought leadership marketing

- > **Contact us** to discuss how we can help with your thought leadership marketing program
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