

Guide for Creating Thought Leadership Content

Here's how to develop content that positions an organization as an industry leader.

1. **Select topic categories** to focus on when creating content as consistency in the subjects being covered is important for building a long-term connection with an audience.
2. **Publish consistently** as it'll take numerous interactions with your content before a person associates your organization with a particular subject area. A long-term commitment to publishing content gives you multiple opportunities to demonstrate that your content is reliable, trustworthy, and helpful.
3. **Reference your customer personas** to better personalize your organization's content address the challenges, interests, and goals of your customer base.
4. **Offer the best answers** to your customer's most important questions with content. This is a more realistic approach as compared to coming up with a unique perspective on a topic every time, which is another impactful approach.
5. **Covering a topic in-depth** is one approach to coming up with the best answer on a subject, which might mean producing a lengthy article or video. However, don't create lengthier resources for the sake of it as it depends on the topic and context.
6. **Add updated information** to a topic, especially one that's already been widely covered, as it's another way to provide the best answer to an important question. This might mean including updated data or new findings to better support a perspective.
7. **Provide original and exclusive data and insights** that can't be accessed elsewhere to offer the best answer to a customer question. Exclusive information may consist of insights from subject matter experts at your company or data from a customer survey.
8. **Contribute a unique perspective** when possible to share your organization's unique opinion of a subject that adds value to the customer, not just different for the sake of it.
9. **Support your perspective** with evidence, experience, and/or examples. Thought leadership happens at the intersection of opinion, experience, and analysis.
10. **Discuss timely topics and industry trends** that are relevant to the organization, as they can bring a company's insights to the forefront of the conversation.
11. **Simplify complex topics** to more clearly communicate the key points being stressed and to reach a wider audience interested in learning why the topic is important. Avoid jargon.
12. **Address the tension** related to a topic as content that gets people talking is sometimes controversial as it refutes traditional wisdom, explores both sides of a touchy subject, or describes a taboo topic. The goal isn't to gain attention at any cost but to encourage constructive discussions on the aspects of important topics that get overlooked.

13. **Become an early adopter** by being one of the first firms to use a marketing channel or content format in an impactful way, known as the first-mover advantage. Whether embracing a newly released feature of a social network or reimagining the use of an existing content format like an infographic, the novelty is what gets people talking.
14. **Always optimize content** to match your customer preferences and the feature sets of the channel it's distributed on to ensure the company's ideas reach a vast audience.