

Ready to do business



# Take Steps Now for the Future of Your Brand

## Building trust now is key to business recovery

# 89%

of B2B decision-makers say that **high-quality thought leadership** elevates their perception of an organization’s capability — as well as their trust in that organization.

Source: Edelman and LinkedIn, 2020 B2B Thought Leadership Impact Study

# 59%

of B2B decision-makers say that thought leadership is a more trustworthy way to assess capability than other marketing materials.

### A strong content marketing strategy is about having a long-term plan to drive growth for your business

It’s important to boost:

Share of voice



Brand awareness



Trust in your business



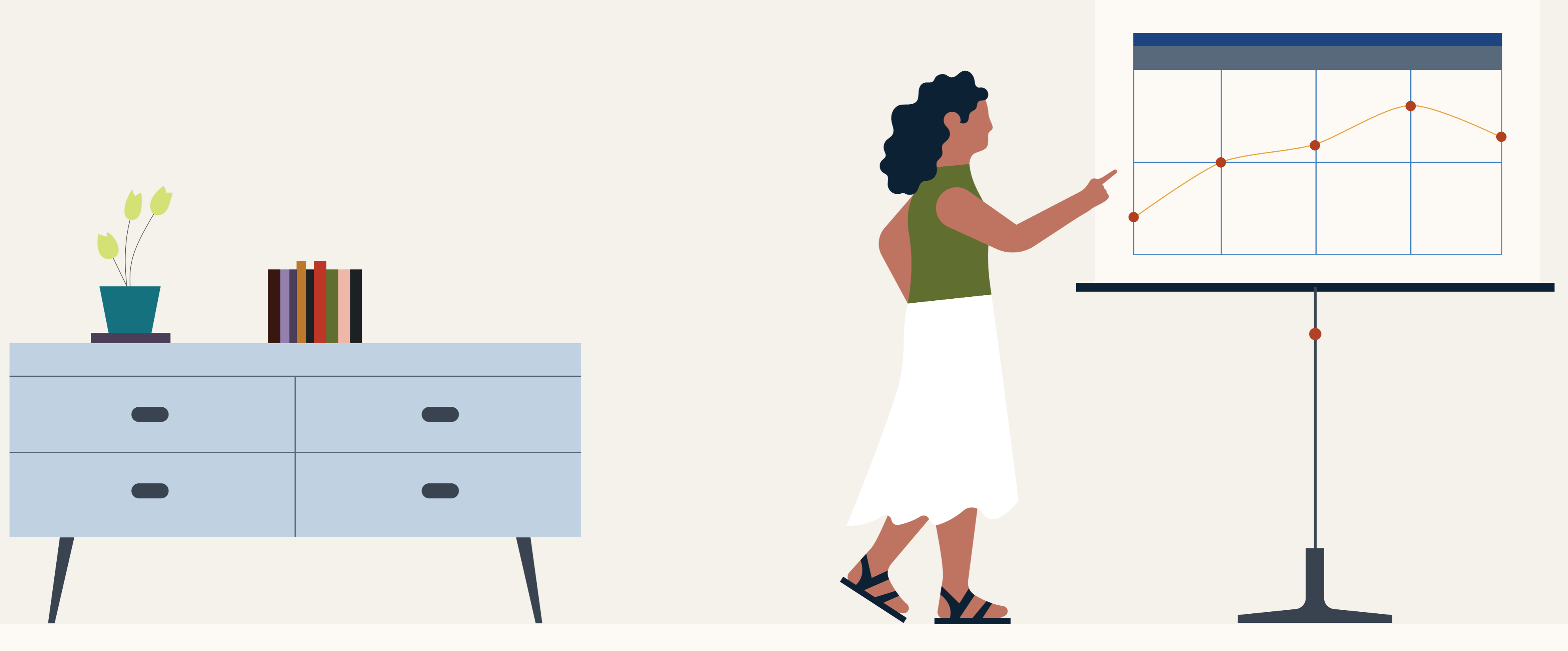
## Why is content marketing fundamental to your strategy?



Content marketing first rose in popularity with the need to be discoverable in search, engaging on social, and trusted enough to create affinity and loyalty. These are tactics every business should apply given that in the face of an oncoming recession, trust will be the deciding factor in business recovery and growth.



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EMEA Lead, Content Marketing Consulting, LinkedIn



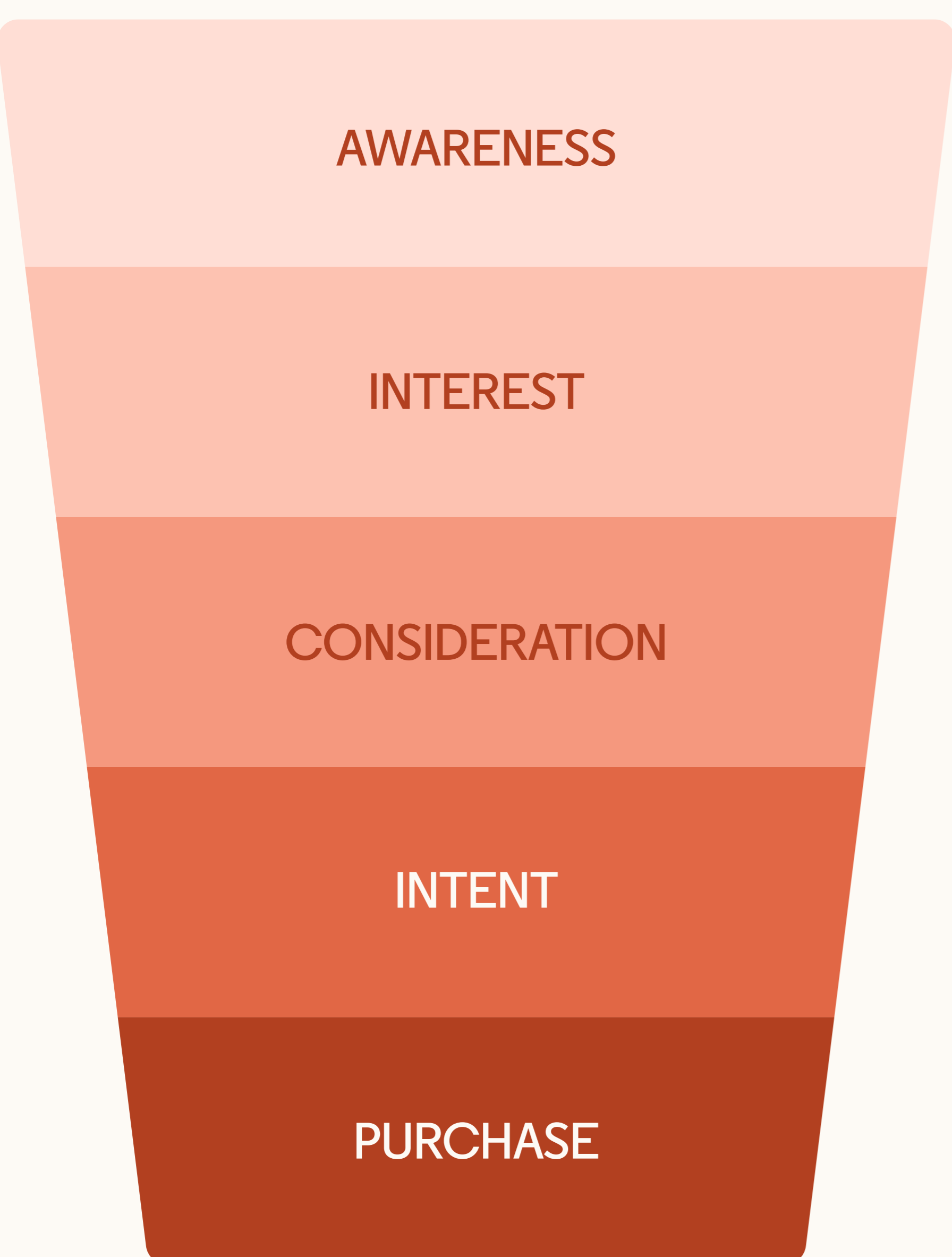
## Think how your audience’s needs have changed



Social media use has **increased 21%** worldwide since the start of the pandemic, making it the natural channel to expand the reach of your blog posts and other content.

Source: Statista, 2020

## Full funnel content marketing is about solving needs at every stage of the buyer’s journey



As prospects move closer to a purchase decision, their needs evolve and your content should too — continuing to build trust and nurturing them towards a sale.

### Know why – and how – you’re executing your strategy

- Do you want to raise brand awareness?
- Drive higher quality leads?
- Establish your organization as a thought-leader in your industry?
- Better engage prospective buyers?
- How about just offering help?

## Juice your content for all it’s worth and power your demand engine

- 1 Start with a single piece of content (Big Rock)
- 2 Create smaller bite-size derivative content assets



## 3 lessons on how to advertise in a recession

Focus on brand advertising over short-term sales activation

Demonstrate humanity and generosity in your behavior. Ask “How can we help?”

Feature humanity, generosity, emotions, and humor in your messaging



Source: Peter Field, “Advertising in Recession — Long, Short, or Dark? A Guide to Advertising Best Practice in Recession,” B2B Institute, 2020

## Ready to do business

Reach buyers, drive engagement, and build trust with your key audience on LinkedIn.

[Learn more](#)

