

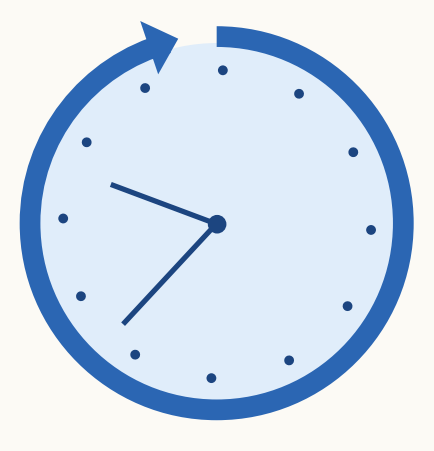


# Seize the untapped potential of Thought Leadership.

The power and benefits of finding your voice on LinkedIn.

Research commissioned by Edelman and LinkedIn proves **Thought Leadership content significantly influences brand perception and buying behaviors**, as business Decision-Makers spend meaningful time consuming Thought Leadership content.

## The Value of Thought Leadership



**Engagement**  
**48%**  
of Decision-Makers spend an hour or more per week engaged with Thought Leadership



**Sales Impact**  
**49%**  
of Decision-Makers say that Thought Leadership can be effective at influencing their purchasing decisions



**Brand Impact**  
**89%**  
of Decision-Makers say Thought Leadership has enhanced their perceptions of an organization

## The Opportunity to Improve Thought Leadership



**Improve Quality**  
**Only 15%**  
of Decision-Makers rate the quality of the Thought Leadership as excellent



**Add Insights**  
**Only 29%**  
of Decision-Makers say they gain valuable insights more than half the time



**Measure Success**  
**Only 26%**  
of Thought Leadership producers tie their efforts to sales and business wins

## Overarching Trends & Learnings

Thought Leadership is a **powerful way to connect with Decision-Makers**

While almost half of Decision-Makers are engaged with Thought Leadership, there is relatively **little high-quality content** being produced

When done well, Thought Leadership **positively impacts brand perception and sales**

Marketers have yet to **develop processes to measure the ROI of thought leadership** on business opportunities



## Key Recommendations for Your Thought Leadership Strategy



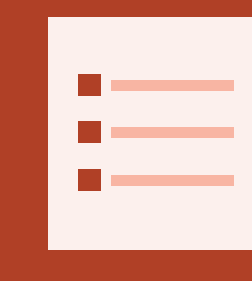
**Set a Vision**  
Decision-makers want to know where their industry is going



**Capitalize on White Space**  
Find opportunities where your brand can own and lead timely conversations



**Be Relevant**  
Map your content directly to customer needs



**Be Concise**  
Busy professionals overwhelmingly prefer brevity



**Earn Trust**  
Deliver reliable and timely information to become a trusted source, increasing engagement



**Measure Progress**  
Thought Leadership cannot be appropriately valued without attribution

## Read the Full Report

Over the past three years, Edelman has collaborated with LinkedIn to investigate the power and impact inherent in publishing quality Thought Leadership content. This year's study confirms that **Decision-Makers are spending meaningful time consuming Thought Leadership content** and well-made content has the potential to **significantly influence brand perception and buying behaviors**.

[Read the full report](#)

For personalized consultation on your Thought Leadership strategy, reach out to your LinkedIn account team.

#InItTogether