



I Paint With Words, LLC

# 5 TIPS

**to help you create B2B thought leadership that connects with your target audience**



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# 01

## Understand Your Audience

Identify the pain points and goals for each prospect. Understand the purchasing process. Evaluate the prevailing power dynamic if you know decisions will be made by a committee.

This knowledge will help you tailor your content and communication style to resonate with end users.

# 02

## Create Quality Content

One of the many ways to distinguish your company's thought leadership is to give something of value. Solve a problem. Provide tips to boost productivity. Offer a unique perspective.

To do this, you must carry out market research, understand industry trends, and analyze key issues.

# 03

## Engage With Your Audience

Ask your audience what knowledge they need. Actively listen and respond. Offer educational webinars. Start a peer-to-peer network. Conduct surveys. Jointly create use studies.

Treat your thought leadership program as an ongoing conversation with your target audience.

# 04

## **Vary Your Formats**

**Understand how your audience consumes information and react accordingly. Create apps. Sponsor white papers. Produce short videos. Gamify your content.**

**Activate your audience with visually appealing content that grabs their attention and keeps it thereafter.**

# 05

## Explain Your Why

Your thought leadership must reflect your passion, philosophy, and purpose. Whatever the form, your content should reveal your guiding principles, priorities, and values.

Thought leadership is a powerful form of marketing when it empowers your audience to move forward.



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# REACH OUT

**for more tips to help you design and  
implement a high-impact, high-ROI  
thought leadership program**



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