

# Thought Leadership



## Business Case

# Executive Summary

The VantagePoint Content Marketing Machine is constantly creating content, excellent content, for their prospects and current customers. Most of this outstanding content can be categorized as **sales enablement**.

Some of the content drives new business; other collateral is effective for upselling the current VantagePoint customers; still other pieces help Google bots identify VantagePoint as THE EXPERT for the AI-based Trading Software sector.

Beyond the sales focus, the content as a whole, can be categorized as being incredibly valuable for the VantagePoint **Brand**. BUT there is so much more that can be accomplished with the addition of content that is focused on Thought Leadership.

The Forbes logo, featuring the word "Forbes" in a bold, serif font with a registered trademark symbol.

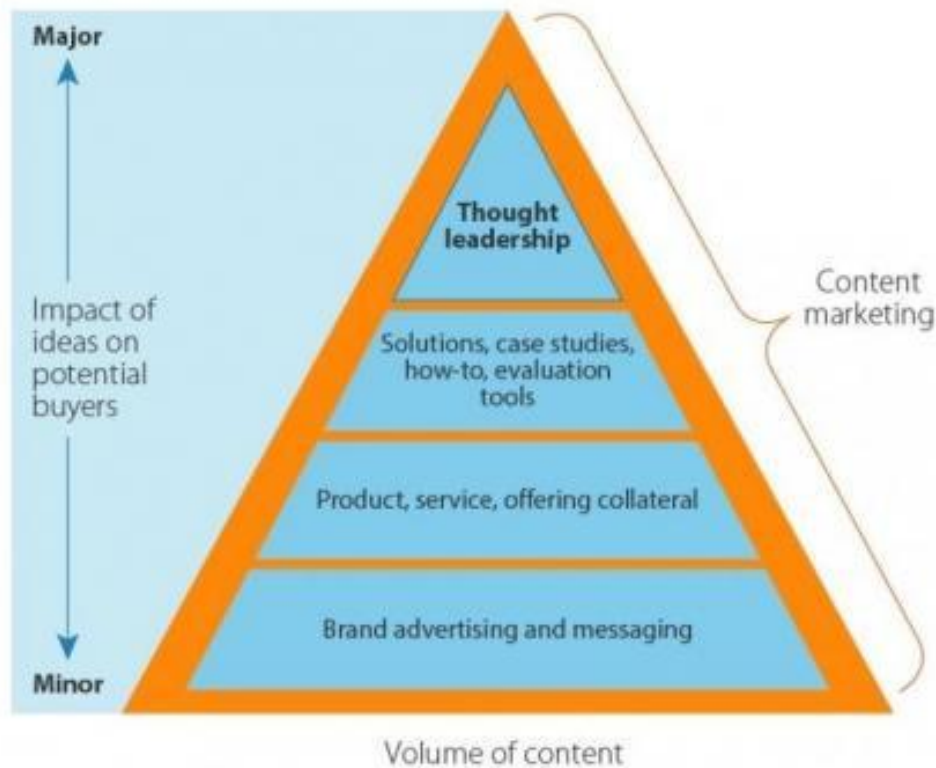
*"Thought Leadership isn't just a marketing tool - it's the best way to push the future toward the world we want to live in."* Annie Dean and Anna Auerbach, cofounders and co-CEOs of [Werk](#)

Thought Leadership sits at the top of the Content Marketing hierarchy. And for good reason. It has always been the most challenging content to generate. Although the effort is great, so are the rewards. Good Thought Leadership creates strong name recognition and branding; great Thought Leadership rises to the level of "household name" status.



April 2013 "Nurture Thought Leadership To Nurture Your Brand"

### Thought Leadership Sits At The Pinnacle Of Content Marketing



## Creating Thought Leadership That Drives Real Results

5 ideas for creating thought leadership content that drives sales

1. **Conduct and share research**
2. **Entertain and delight**
3. **Interview the product team**
4. **Invite customers to participate**
5. **Remove the curtain between thought leaders and customers**

*For marketers, Thought Leadership allows us to define the category of our solution. Branding on today's digital age is all about being associated with "the questions" our buyers are asking. [MarketingProf's](#)*

## Visual Representation

- Potential VantagePoint prospect questions
- Search: Online Investing
- [www.AnswerThePublic.com](http://www.AnswerThePublic.com)
- Choose a category; a topic; a question; a controversy
- Be visionary; enlightening; extraordinary;



## Process

- Partner closely with the Executive Team and Product Management leadership to build, execute, and iterate on the go-to-market strategy around Thought Leadership
- Engage directly with current and prospective customers, internal teams, and industry leaders to develop a deep understanding of industry trends, challenges, and pain points
- Monitor competitive landscapes, market trends, and win/loss details to inform Thought Leadership messaging
- Maintain and iterate on the messaging framework that is used by customer-facing teams
- Integrate Thought Leadership messaging into foundational product messaging to be used in web copy, webinars, sales materials, demand generation assets, and more
- Lead collaboration with internal and external creative resources to ensure quality and on-time delivery of multi-channel Thought Leadership assets
- Work closely with the product management team to develop easy-to-consume Thought Leadership assets
- Conduct customer interviews on Thought Leadership topics to capture content for case studies and video testimonials
- Work closely with the Demand Generation team to track and analyze the effectiveness of different Thought Leadership messages using multivariate testing

## Conclusion

*In essence, Thought Leadership is about providing genuine **value** to your customers without even a hint of self-promotion -- showing them that you're the number 1 expert in your field -- somebody who is 100% worthy of their trust. [Entrepreneur](#)*

The VantagePoint Content Marketing Machine is creating great content that is driving revenue and building the company's brand both online and in the traditional media. Almost exclusively, however the content can be categorized as sales enablement. With the addition of Thought Leadership focused content, the VantagePoint brand will grow and so will the company's revenue.