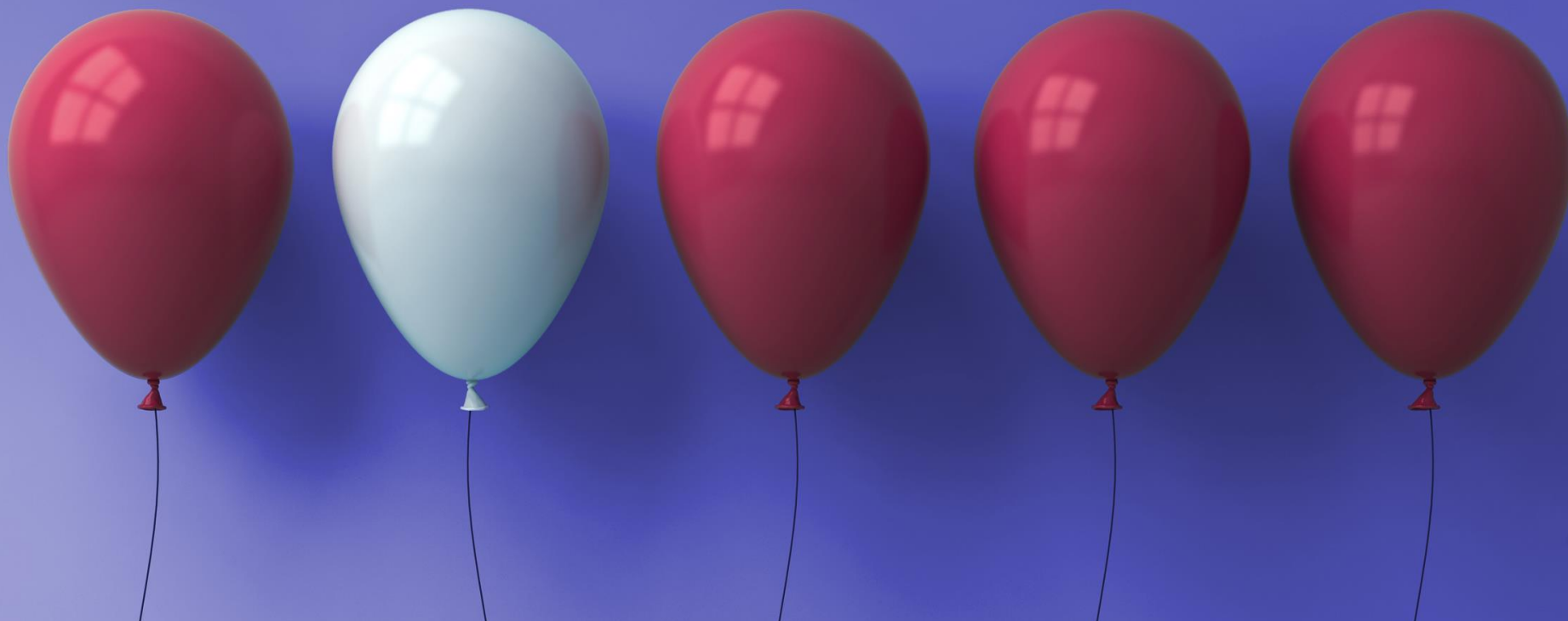


# Thought Leadership and Marketing Effectiveness





Thought Leadership and Marketing Effectiveness

## Your challenge | Our solution

Professional services firms are investing increasing amounts of time and money in thought leadership and other types of content—yet many pieces fall short of the mark in terms of what your target audience needs and wants.

Our goal is to ensure that you get the maximum possible return from your investment in thought leadership and other forms of content.

We speak to senior executives—your target audience—to understand what they want to know more about, and what they expect from thought leadership and other forms of content.

In everything we do, we apply this lens: **How could this be even more helpful to your target audience in building awareness, understanding, and trust?**



## How we can help

We work with senior partners wanting to optimise marketing content for their sector or service line, leaders of thought leadership, and teams working on a specific campaign or piece of content. We offer:

- **access to our White Space website**, providing easy access to competitor thought leadership as well as guidance on how to create high-impact content
- **analysis of website content**, delivering recommendations to improve effectiveness at key points of the buying journey and differentiate your firm from competitors
- **feedback on thought leadership** to maximise impact, leveraging our tried-and-tested methodology as well as our experience reviewing over 1,000 pieces each year
- **training sessions and webinars** to build capability, share competitor analysis, and align key stakeholders
- **white space analysis** to identify thought leadership opportunities that will differentiate you from the competition.



## White Space

White Space is a web-based service, available through a global licence, that provides:

- **an easy-to-search database of competitor content**, making competitor analysis easy
- **monthly emails alerting you to new content matching your preferences**—useful for subject matter experts as well as marketing professionals
- **biannual quality ratings** enabling you to track the progress of your thought leadership efforts and learn from competitors
- **thought leadership research** with both users and creators of thought leadership, designed to help you deliver even better thought leadership
- **blogs** providing guidance on creating and managing thought leadership
- **examples of high-quality thought leadership** to provide inspiration.

“ *White Space is incredibly helpful. We use it every time we're due to start writing about a new topic to see what's already out there to ensure we're producing the most effective, impactful thought leadership.* – **Global Head of Research, technology firm**



## Analysis of website content

We analyse website content intended to market a sector or service, delivering recommendations to improve effectiveness at key points of the buying journey and differentiate your firm from competitors:

- **Underpinned by our research** with buyers of consulting services—our recommendations reflect the needs and preferences of your target audience.
- **Methodology** for assessing the effectiveness of websites at three key stages of the buying journey, providing benchmarked scores and qualitative feedback.
- **Comprehensive approach** considering promotion and access to content; effectiveness of thought leadership, case studies, and service descriptions; and what is done to encourage an ongoing conversation.
- **Actionable recommendations** enabling you to present your sector or service in the best possible light.

“ *This is very helpful and insightful. Many thanks for being so thorough and candid with your remarks. Gives me the ‘ammo’ I need to get our internal team focusing on what will make most impact at this point in the evolution of our strategies and offers.* – **Managing Director, Research, technology firm**



## Feedback on thought leadership

We provide feedback on thought leadership to help you maximise impact:

- **Underpinned by our research** with buyers of consulting services—our recommendations reflect the needs and preferences of your target audience.
- **Tried-and-tested methodology** for assessing the quality of thought leadership, enabling us to assess content in a structured and objective way.
- **Over 1,000 pieces of content reviewed each year**, ensuring we have a deep and broad knowledge of the landscape in which you are competing.
- All reviews include a **benchmarked score** for four components of quality as well as **actionable feedback**.
- Reviews can be carried out **pre publication** (to maximise impact) and **post publication** (to identify opportunities and build capability).

“ *We’re delighted we achieved such a good result. Your comments were helpful and insightful as always. Thanks for these examples which will give us some useful points on best practice.* – **Head of Global Center of Excellence for Sustainability Services, Big Four firm**



## Training sessions and webinars

We provide training sessions and webinars to build capability, share competitor analysis, and align key stakeholders:

- **Tailored** to your objectives and your audience.
- **Leveraging our research** with clients of consulting firms and creators of thought leadership, and our analysis of more than 1,000 pieces of thought leadership each year.
- **Flexible delivery approaches**—in person or via webinar and from traditional presentation with questions and answers to hands-on workshop style.

“ *Really great feedback on the session from those who attended! Thank you for all your support on this stream of activity. Now we just need to put it all into practice.* – **Head of Content, accounting firm**

“ *I would like to thank you for the excellent presentation and session from Source last week to the assembled Global Marketing leadership team. The session was very interactive and went extremely well, and thank you again for all the work you put into the analysis. The improvement feedback on multiple fronts only motivates us to do more.* – **Chief Marketing Officer, technology firm**



## White space analysis

We carry out analysis to identify thought leadership opportunities that will differentiate you from the competition:

- **Understanding the competitive landscape:** We provide an overview of competitive approaches to big topics such as digital and offer our view about the crowded areas and the opportunities, enabling you to decide where to focus.
- **Optimising your concept:** You tell us about the concept for your next piece of thought leadership and, leveraging our extensive experience of what makes good thought leadership combined with analysis of relevant competitor content, we offer recommendations to maximise your return on investment.



*Thanks so much for putting this together. It was a very helpful exercise! It should be required reading for any deals marketer or communicator.* – **Head, Marketing Communications, Global Deal Advisory, Big Four firm**





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## Case study: Building capability

Since 2015, we have worked with both the US and global thought leadership teams for a large consulting and accountancy firm.

In order to improve specific pieces of content and build capability, we continue to:

- provide feedback on concepts for new pieces of thought leadership
- review new thought leadership prior to publication to maximise impact
- analyse samples of thought leadership post publication to identify overarching opportunities for the teams
- deliver targeted training via webinars
- provide easy access to competitor thought leadership as well as guidance on how to create high-impact content, through our White Space platform.

“

*The publication you so kindly helped us pull together won us praises from all four corners of the globe. It was a tremendous success. – Director, High Growth Markets, Big Four firm*





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## Case study: Marketing of growth service line

As the newly appointed head of a high-priority service line, our client wanted to ensure that it was being marketed effectively.

Applying our understanding of consulting buyer needs and preferences, we analysed the effectiveness of competitor thought leadership, case studies, and service descriptions in supporting executives at different stages of the buying journey.

Combining this analysis with our client's unique priorities, we provided recommendations which are currently being acted upon to deliver effective and differentiating content.



Contact us

**For more details on how we  
might be able to help,  
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