


**Profiting
from
Thought
Leadership**

MARCH 1, 2023

Innovative Approaches to Digital Publishing

ALAN ALPER, SIMON LORD, JASON MLICKI

Agenda

- ▶ Why to think more broadly in your publishing tactics
 - ▶ The evolution of digital publishing experiences
 - ▶ Best practices for better digital experiences
 - ▶ Q+A
- 

About the presenters



Alan Alper
COO



Jason Mlicki
Principal



Simon Lord
Director of Marketing



Comprehensive thought leadership consulting for B2B and professional services firms.



Thought leadership development and lead generation for professional services and B2B SaaS firms.



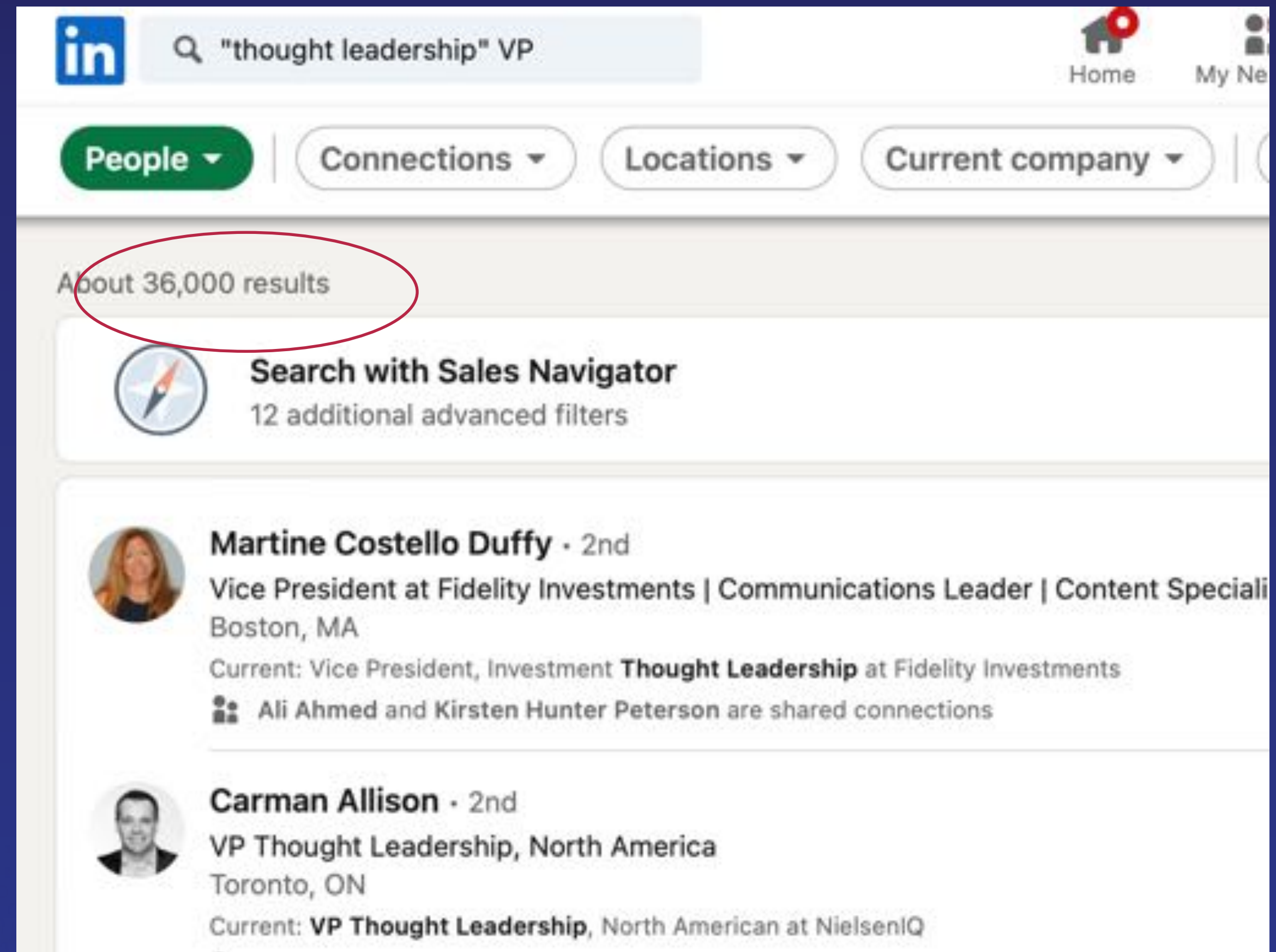
Create beautiful digital documents, proven to increase reader engagement.

**Thought leadership was
once the province of
management consultants**



Today, every B2B company wants to be a thought leader

- Even tight-lipped lawyers, PE partners want it
- So do firms that make, move, measure, fund, manage money, insure, digitize and market things
- And in high places



Thought leadership

≠

content marketing

*Thought leadership
marketing*

≠

thought leadership

Thought leadership

=

competitive strategy ...

... for B2B companies that
win on the basis of having
superior expertise

Why your customers need thought leadership

Q: What is the most significant factor in increasing the importance of consuming high-quality thought leadership in the last 5 years?

- ▶ Digital complexity **34%**
- ▶ Competitive complexity **19%**
- ▶ Customer complexity **17%**
- ▶ Investor complexity **17%**

Your customers need your best thinking on solving their problems

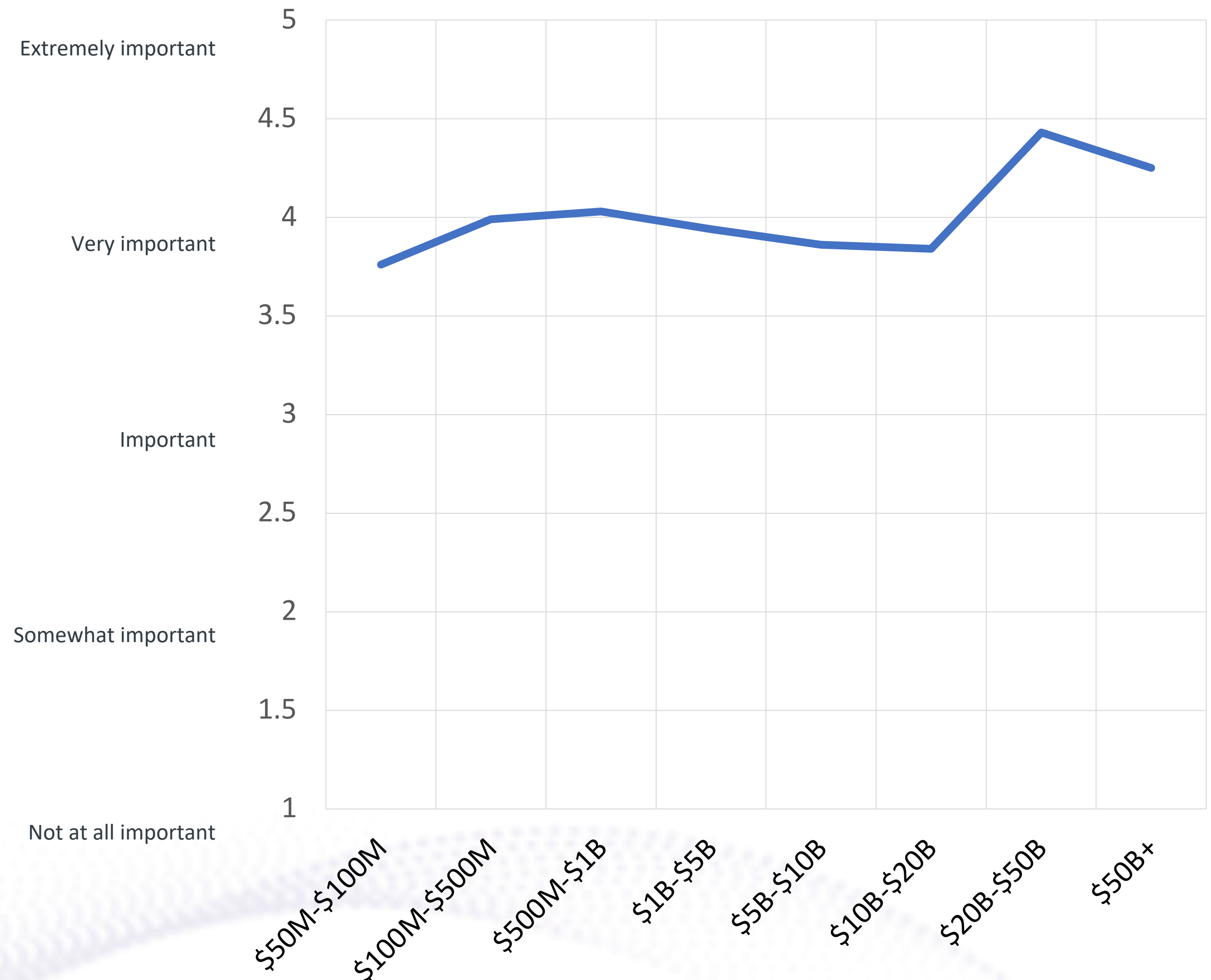
▶ 68%

- say thought leadership is **extremely** or **very important** for addressing their pressing business problems

▶ 74%

- say it's become *more* important in the last five years

The bigger they are, the more they want thought leadership



Buday TLP, Phronesis Partners, Rattleback "State of Thought Leadership" 2022 study
Importance rated on 1-5 scale,
n = 5,826 Largely North American executives surveyed in summer 2022

Why to think more broadly in your publishing tactics

ALAN ALPER, BUDAY THOUGHT LEADERSHIP PARTNERS



The Progression

- Long-form PDFs >
- HTML >
- Static Infographics >
- Motion Infographics >
- Interactives >
- Videos >
- Transmedia >
- Next up? ...



Our study revealed ...

- Many orgs still struggle to master the new tools & techniques of modern storytelling. For instance:
 - What to study, what containers to use, where to publish and why.
 - When and where to use more visual and aural forms of TL storytelling, which consumers tend to prefer.
 - How, when & where to build long-form content – from research reports to books – to deliver bold, blockbuster ideas.



The image shows the cover of a report titled "Rethinking Thought Leadership: What Customers Want, and How B2B Firms Can Deliver It". The cover features a dark blue background with a glowing green lightbulb icon that has a brain inside it, held in a person's hand. The text on the cover includes the title, subtitle, a summary of the research, and logos for the authors: Deloitte Thought Leadership Partners, Rattleback, and McKinsey & Company. The date "February 2023" is also visible.

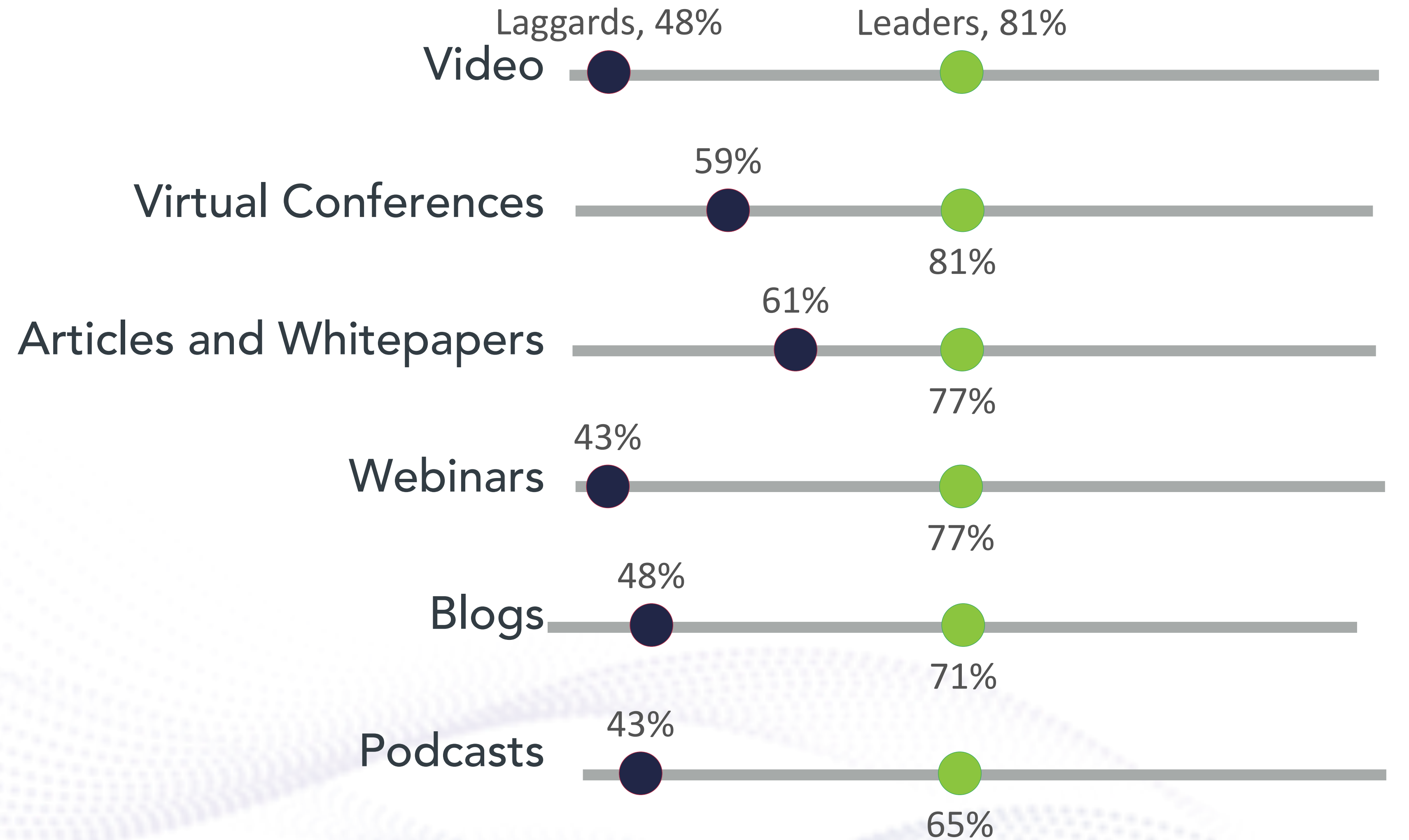
Rethinking Thought Leadership
What Customers Want, and How B2B Firms Can Deliver It

Our latest research reveals what executives really want from thought leadership – and what that means for those who produce it

Deloitte Thought Leadership Partners Rattleback. MCKINSEY & COMPANY

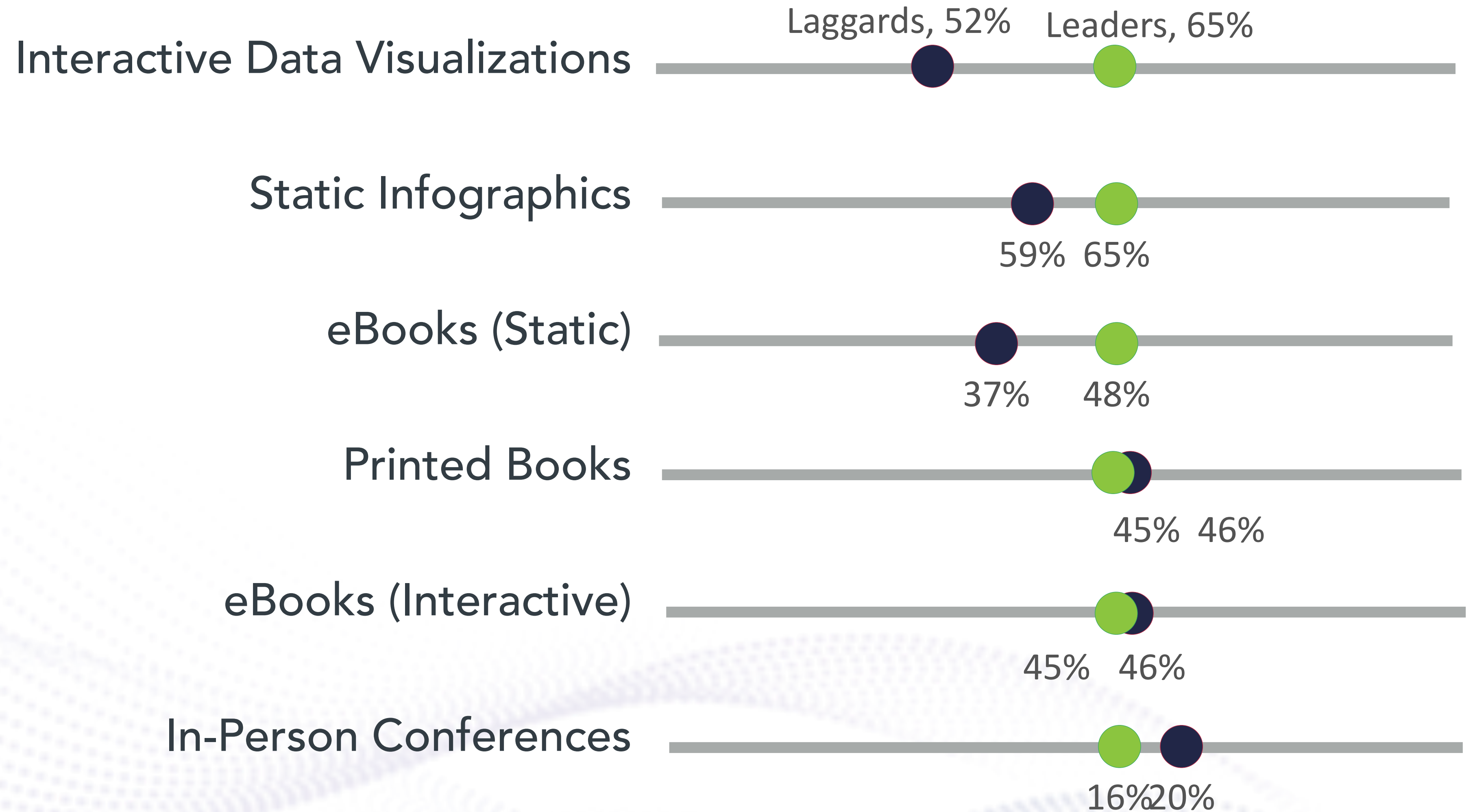
February 2023

Leaders are more focused on digital and multimedia publishing



% of firms using this publishing tactic frequently (4) or always (5)

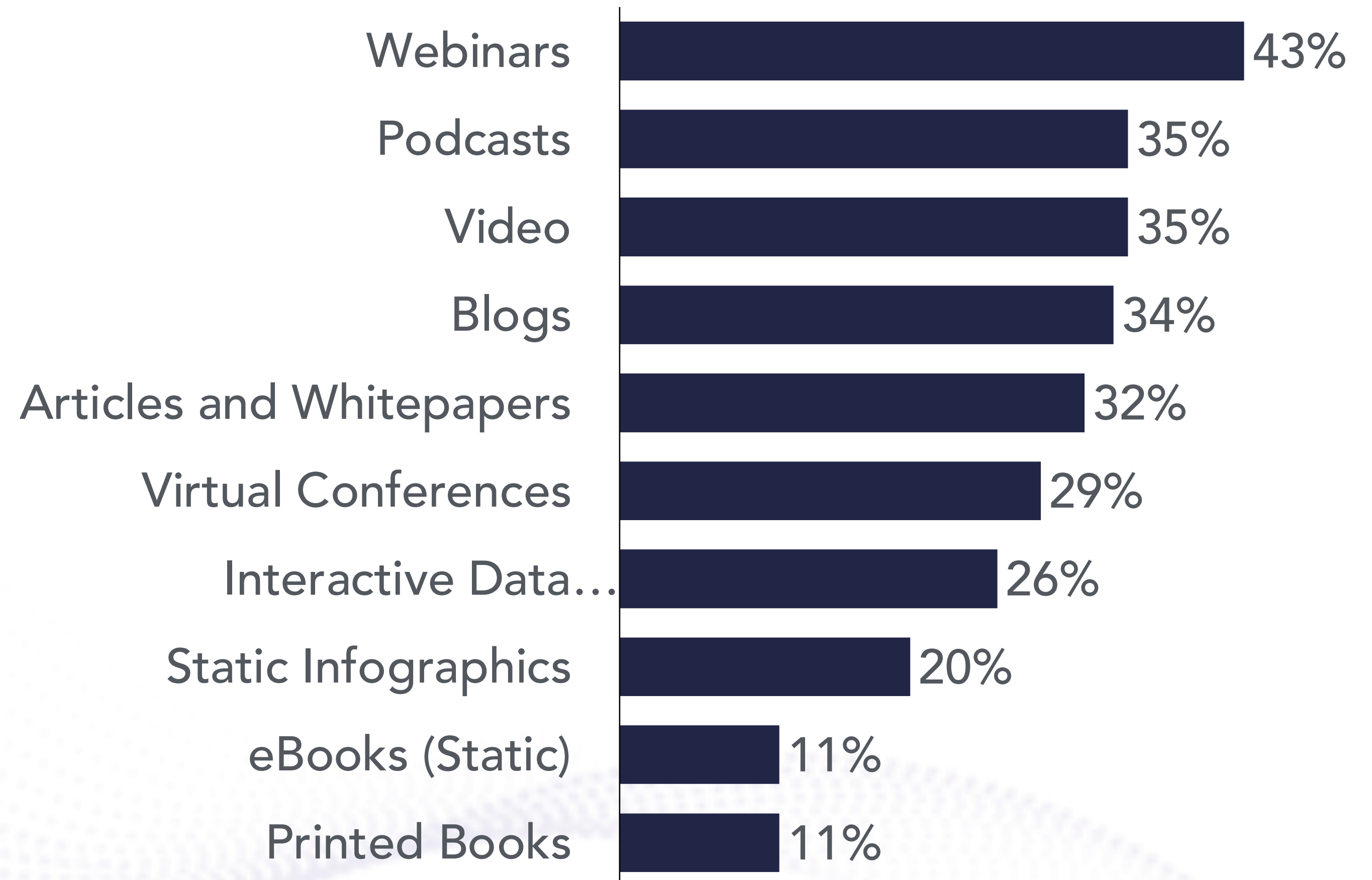
Many are leaning away from long-form content



% of firms using this publishing tactic frequently (4) or always (5)

"Consumers" agree ... multimedia content is critical

- ▶ Executives want to "lean back."



% of executives that rated this content format #1, #2, or #3 as their preferred way to consume content.

“I like short clips. If there's something they're really trying to explain in long-form ... a short video clip in there to give you a quick demo ... I like that. Kind of an augmentation, not a replacement.”
— CIO, Automotive Company, 8/2022

A Practitioner Turned Pundit's PoV

- *It's not an "either/or" – it's an "and"!*
- Your target audience is varied with greater informational needs and preferences; clients want and expect more
 - The Web has moved transmedia experiences mainstream
 - Gen Z and Y expect hot TL content forms; some Baby Boomers too!
 - They want to be part of the experience (i.e., polling)
- Leading producers create short-form transmedia content derived from long-form reports and white papers
 - Witness the explosion in
 - YouTube videos: 800 million +
 - Podcasts: 4 million + on a variety of platforms
 - Data visualization: ??? (see the *NYT*)!
- Our advice: Pick the best container for the content at hand.
 - Facts, figures and evidence should be your go-to regardless of the format selected!



The Future of Infectious Disease

- An award-winning compendium of essays on COVID-19 implications on *our* future wellness.
<https://cognizantcfow.turtl.co/story/the-future-of-infectious-disease/page/1>
- Created in Turtle, an HMTL5 content management system that supports dynamic content, audio, video, polling.
- Extremely WYSISWYG!
- Informative metrics



The evolution of digital publishing experiences

JASON MLICKI, RATTLEBACK



From the classic PDF download...

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The 8th Edition State of Marketing Report

Insights on changing trends, priorities, and challenges defining the profession according to 6,000 global marketers and trillions of outbound marketing messages.

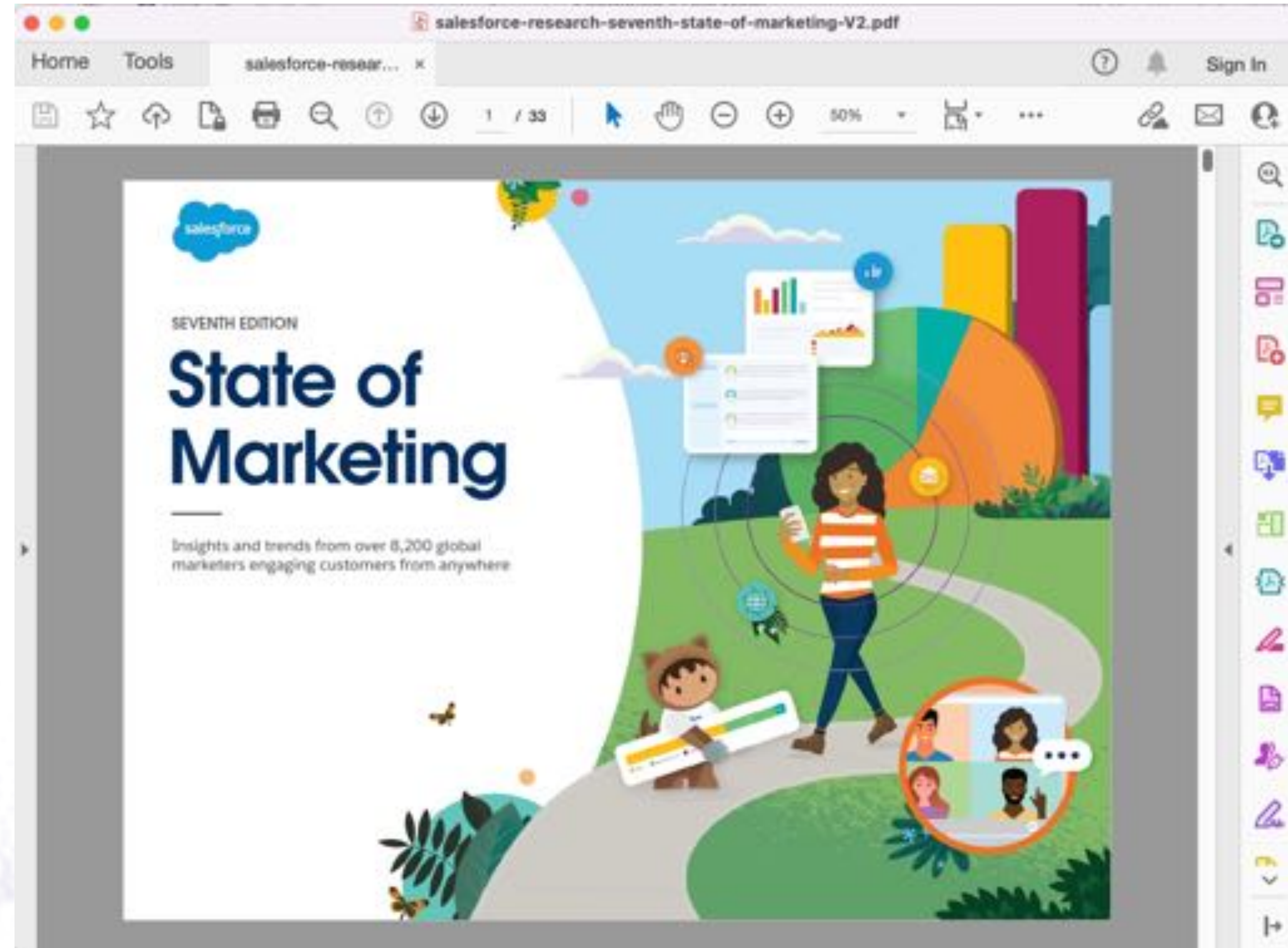
Explore key insights below and submit the form to see the full report.

Looking for the complete State of Marketing report? Fill out the form below.

First name Jason	Last name Micki
Job Title CxO / General Manager	Email jrmicki@rattleback.com
Company Rattleback	Employees 1 - 15 employees
Mobile	Country/Region United States

By registering, you agree to the processing of your personal data by Salesforce as described in the Privacy Statement.

[GET THE REPORT](#)



To the "please go away" flipbook...



Multi-device, static digital reports



Gen Z is **empathetic to the complexity and diversity of human identity**. Its tendency to have a more fluid notion of sexual attraction means it is **reluctant to label** sexuality, compared to older generations. It is **deconstructing** binary gender norms by showing sensitivity to gender-nonconforming people and by also neutralising the gendering of emotions, e.g. ambition (male) or vulnerability (female). This approach heightens Gen Z's **awareness of human vulnerability** for themselves, and for others.



75%

of Gen Z say their race, gender or sexuality cannot be easily categorized

Source: NTA (2021)

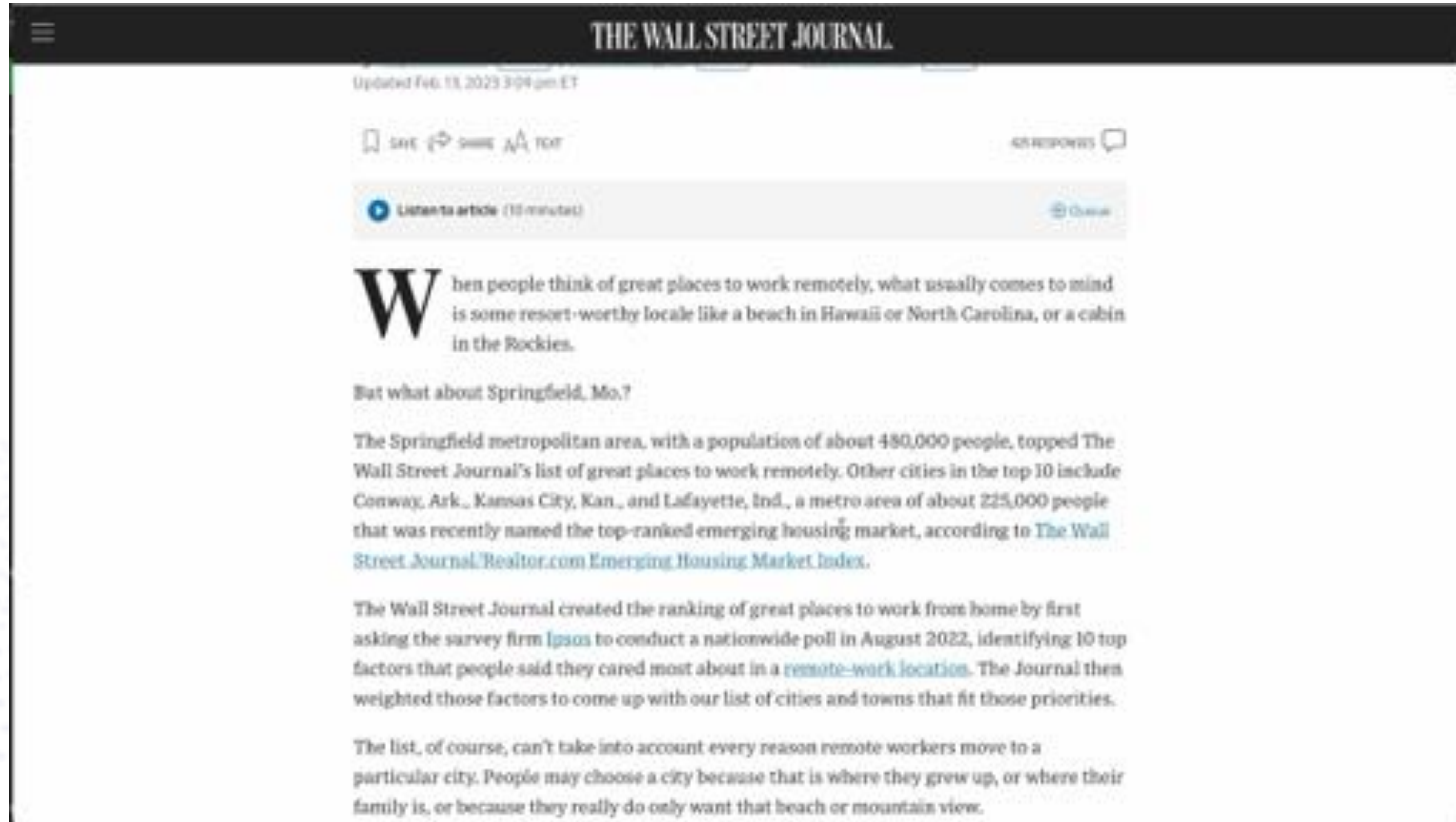


60%

of Gen Z say their identity spans race, cultures or languages

Source: NTA (2021)

Custom, bi-directional digital experiences



Custom, multimedia interactive experiences

McKinsey Quarterly Sign In | Subscribe

Into the metaverse

Although the metaverse is still evolving, most early adopters can already define it—and many more consumers anticipate spending a lot of time there.

US consumer understanding of the metaverse, % of respondents

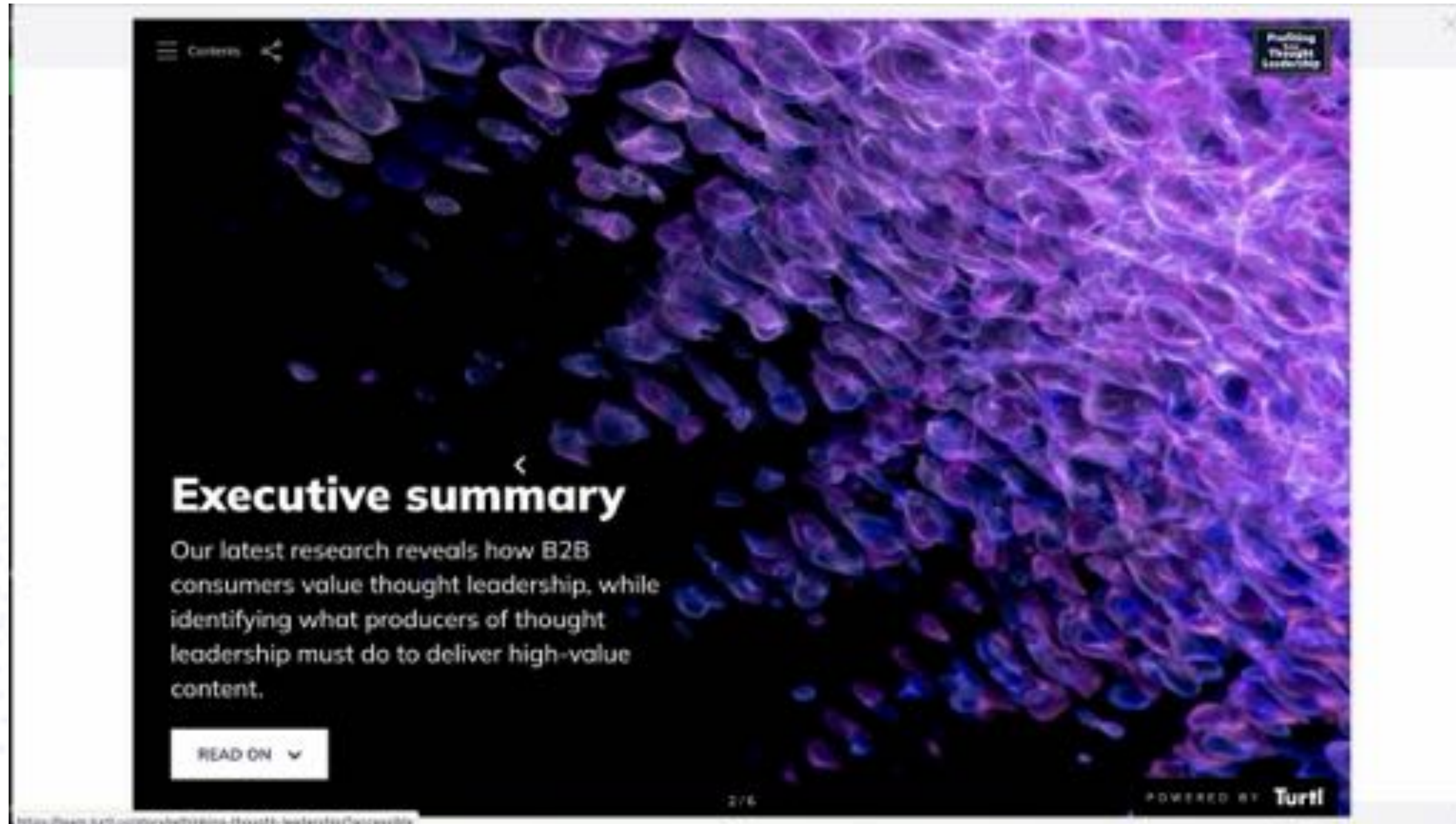
77% Know the metaverse as a virtual world or can describe it with one or multiple defining characteristics

Expectations of time spent in metaverse in 5 years, by generation, hours per day

Generation	Hours per day
Gen Z	~10
Millennials	~10
Gen X	~8
Baby boomers	1.8

Article: Probing reality and myth in the metaverse

Interactive, personalized, content creation software



Best practices for better digital experiences

SIMON LORD, TURTL



1. Create a coherent narrative

The image shows a digital content player interface. On the left is a 'Contents' sidebar with a search icon and a list of six items:

- 1 Content Psychology 101
What goes on in the heads of our readers?
- 2 What happens when we read?
Our brains do some pretty amazing gymnastics whe...
- 3 Open and closed minds
Providing an oasis of calm for busy minds
- 4 The medium is the message
Find out why DNA is spending millions of colors on ...
- 5 Interactive content experiences
Some words, better mediums, drastically improved re...
- 6 Thank you for reading
Content Psychology 101

The main content area features a background image of a person reading a magazine on a table with a hat. The text overlay reads:

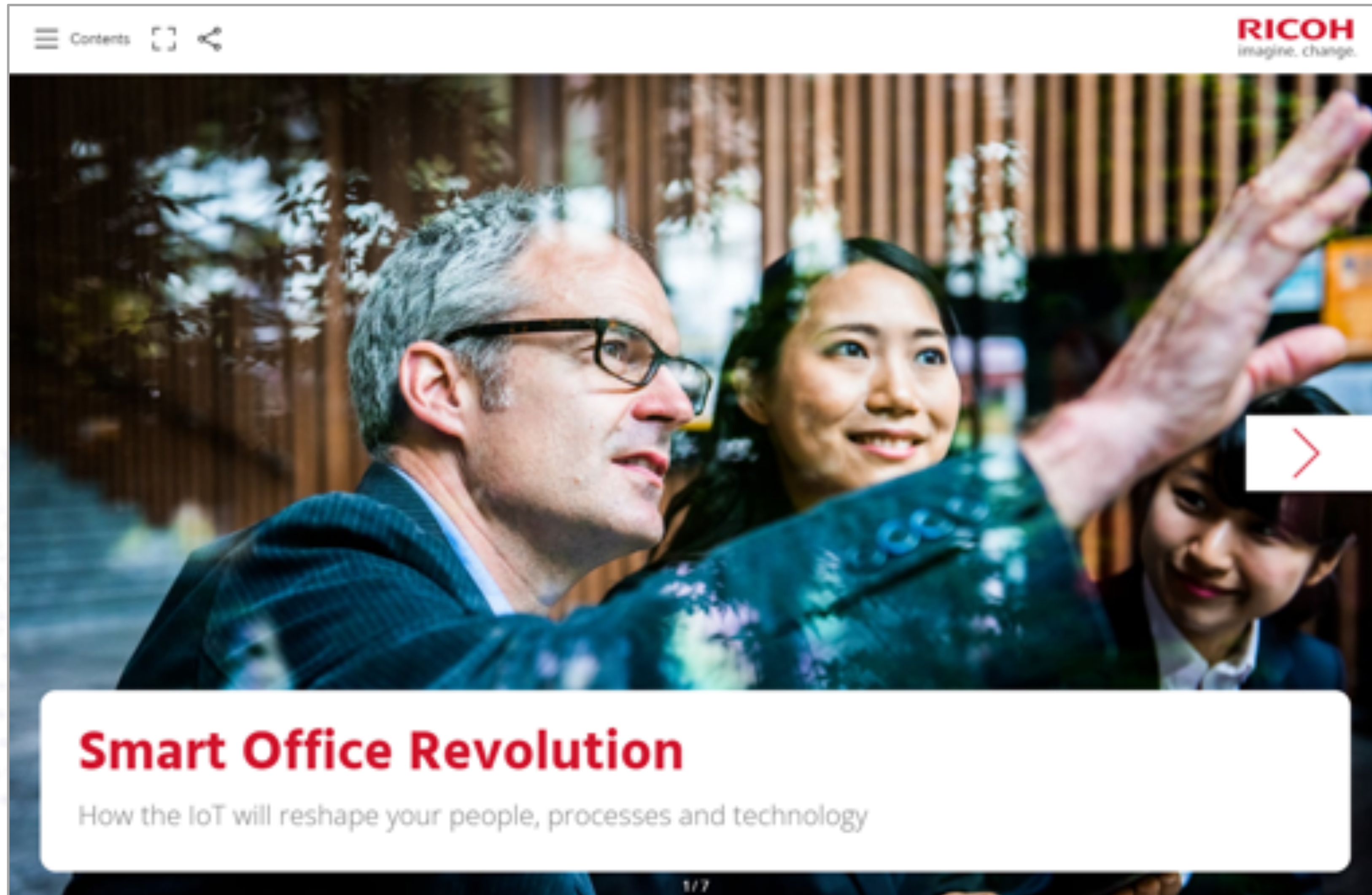
What happens when we read?

Our brains do some pretty amazing gymnastics when we sit down to read

[Read on](#) ▼

At the bottom left, there are options for 'Available offline' and 'Download PDF'. The 'Turtl' logo is in the top right corner.

2. Use images to hook the reader in



Contents

RICOH
imagine. change.

Smart Office Revolution

How the IoT will reshape your people, processes and technology

1/7

<https://csdemo.turtl.co/story/smart-office-revolution-or-ricoh-or-thought-leadership/page/1>

3. Make your content easy to navigate



4. Experiment with personalization

People engage with your content when it is personalized

+32%

interaction from personalization



People explore more of your content when it is personalized

+34%

engagement from personalization



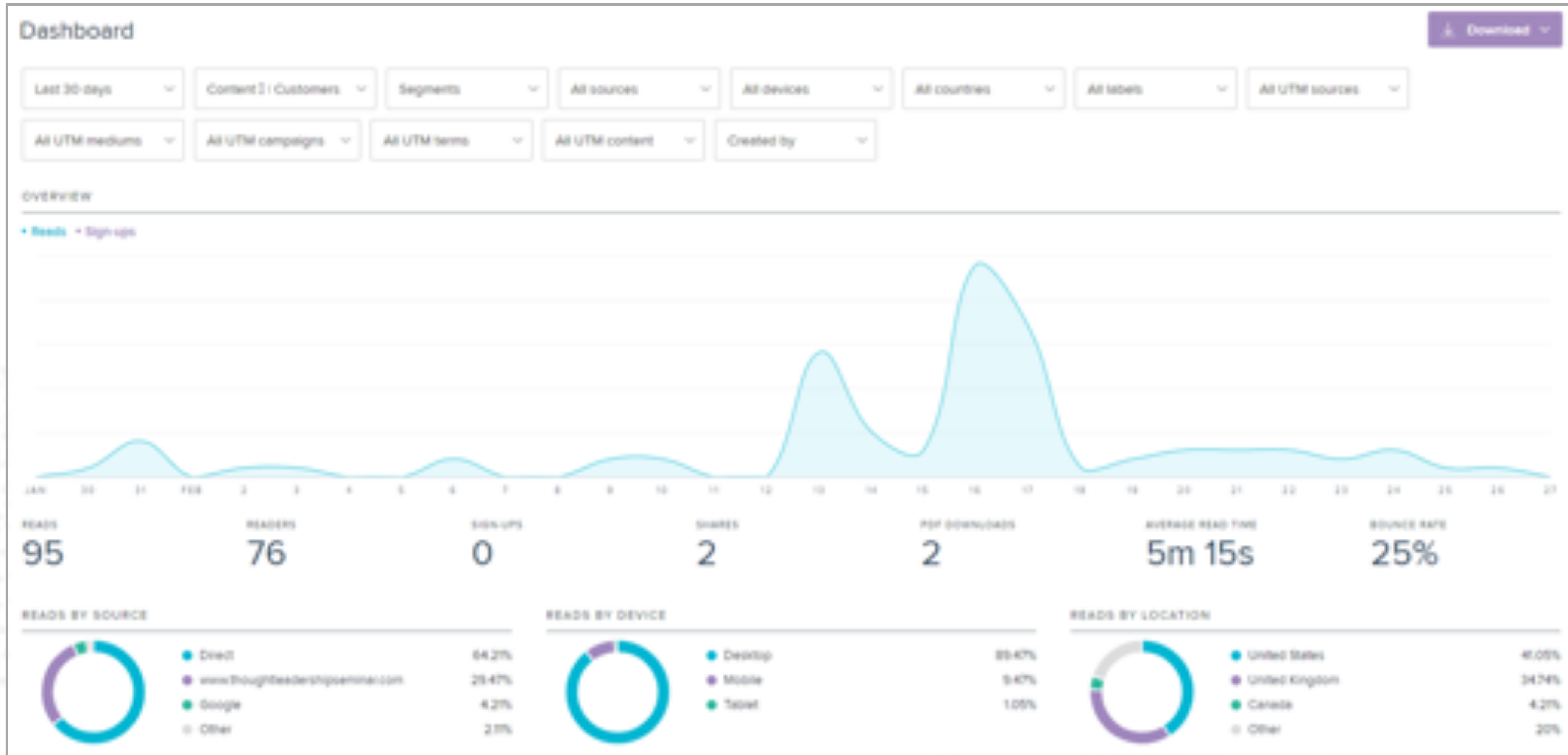
Personalization has a major impact on gaining attention

-49%

bounce rate from personalization



5. Use analytics to optimise and iterate



Questions

Appendix

RESEARCH METHODOLOGY



How the Best B2B Companies Compete on Thought Leadership

A 2022 Research Study

Producers of Thought Leadership

- ▶ 163 answered 25 questions
- ▶ Geographically diverse: 47% N.A.; 15% EU; 34% APAC
- ▶ Asked about the content of firms in:
 - Management consultants
 - IT services and cloud computing
 - Tech
 - Law and accounting
 - Financial services (investment banking, venture capital, private equity)

Consumers of Thought Leadership

- ▶ 152 answered 22 questions (51% N.A.; 17% UK; 31% APAC); 5,800+ answered 5 "omnibus" questions (99% US)
- ▶ Across sectors: 26% banking/insurance; 16% retail/CPG; 21% tech; 16% auto/industrial mfg.; 9% media/telecom; 13% other
- ▶ Asked about the content from firms in:
 - Management consultants
 - IT services and cloud computing
 - Tech
 - Law and accounting
 - Financial services (investment banking, venture capital, private equity)

About the research team



Bob Buday
Founder and CEO



Jason Mlicki
Principal



Binayak Chodhury
Partner



Comprehensive thought leadership consulting for B2B and professional services firms.



Thought leadership development and lead generation for professional services and B2B SaaS firms.



Global research and analytics firm.