



From Thought Leadership to Revenue Implementation Checklist

Our *From Thought Leadership To Revenue* framework is designed to help clients plan and execute thought leadership led marketing programmes that deliver pipeline and sales. Based on our experience of implementing such programmes, we've identified a number of key questions to consider at each stage. While not an exhaustive list we hope this provides a useful set of prompts for anybody attempting to implement such a programme.

Framework



Insight



- Do you understand the hot topics that are being debated and discussed by your target audience via social forums, in the media and at conferences and events?
- Do you understand the forces driving change in your customers' markets, so that you're able to predict the challenges they will be facing tomorrow, not just the ones they're focused on today?
- Is the insight that you have in a form that can be easily shared and communicated across your organisation, rather than being buried in documents, spreadsheets and peoples' heads?
- Do you have a good understanding of how your target customers make decisions, what the typical buying cycle is and who the key influencers are during the process?
- Do you understand the different business priorities of the various influencers within your target customers?



Point of View



- Can you articulate a clear set of viewpoints about the challenges and opportunities your customers face, which you can substantiate with supporting evidence?
- Are you able to offer your customers actionable advice about what they should do in relation to the challenges and opportunities they face?
- Are your viewpoints understood and agreed by the key stakeholders within your business?
- Is your point of view distinctive and insightful, rather than a rehash of what everyone else in your industry is talking about?
- Can you join the dots from the topics you are talking about through your point of view and the propositions that you offer to customers?

Content



- Does your content have a strong unifying theme which associates you strongly with an issue relevant to your target audiences?
- Do you have, or are you planning to develop, some unique intellectual property, which you can use to substantiate and raise awareness of your point of view?
- Do you have content which is framed in different ways to appeal to the different influencer groups within your target audience?
- Does your content plan cover a variety of content formats designed to appeal to people at different stages of the buying cycle?
- Is your content plan focused on building depth around one or two core themes to help firmly establish your expertise in those areas?
- Are you thinking smart in terms of your content sourcing, and exploring opportunities to engage your employees, suppliers, partners, customers, and other third parties?

Enablement



- Are your customer-facing employees able to articulate your insights and your points of view?
- Are your sales teams equipped with the skills, knowledge and tools they need to be able to follow up on opportunities created through your thought leadership led marketing?
- Are the sales methodologies and frameworks used within your organisation consistent with a thought leadership led approach?
- Do you have mechanisms in place to enable your wider employee population to engage in your thought leadership programmes and contribute ideas and suggestions?
- Are you engaging with your HR colleagues to ensure that your investments in thought leadership are leveraged to help attract and retain talented employees?

Communication



- Do you have a good understanding of where your target audiences go to find information, share ideas and debate hot topics?
- Is your communications effectively segmented so that you are targeting each audience with content relevant to their specific needs?
- Does your communications plan utilise an appropriate mix of tools to enable you to reach your different target audiences with the right content at the right point in their buying cycle?
- Are you using appropriate inbound techniques to enable your content to be easily found by people who are interested in your chosen topic?
- Is all of your communications designed to encourage a two-way dialogue between you and your prospective customer?

Engagement to Pipeline



- Do you have a clear view of the journey (or journeys) that will take your target customer from initial passive interest in your insights or opinions, through to an in-depth engagement with your company?
- Do you have clear calls to action in place at each stage, which build increased engagement without asking for too much commitment too quickly?
- Do you have criteria defined which enable you to identify which stage of the buying cycle someone is at when they first engage with you?
- Are you able to build trust and credibility by delivering something of value at each stage of the journey?
- Do you have strategies in place to cultivate relationships with people that may be interested in your ideas but are not yet ready to take action?

About OneGTM

OneGTM specialises in helping clients in the technology and telecoms sectors to create and execute go-to-market programmes that deliver profitable growth. Our services range from market research and strategic planning, through to channel enablement and demand generation.

We have extensive senior-level channel experience within the team so we understand what it takes to build a successful partnering capability. We have delivered successful results for a wide variety of clients, including the likes of Symantec, Cable & Wireless, Experian, Vodafone, Sanyo and AboveNet.

For more practical advice on how to implement a thought leadership led marketing approach, which delivers pipeline and sales, please download our free guide *From Thought Leadership To Revenue*, or contact us by emailing info@onegtm.com or calling us on **0844 504 6549**.



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