



Become a

# B2B Thought Leader with Contributed Content

Are you looking to become a B2B thought leader in your industry? Do you need a cost-effective way to:

- ◆ Build your public profile
- ◆ Develop a strong personal brand
- ◆ Gain credibility among your industry peers
- ◆ Cultivate trust with your target audience
- ◆ Generate publicity for your company and product?

You can do it all with contributed content. Learn how you can become a top contributor to industry-leading publications, even if you've never written an article in your life.

“

*Contributed content is an essential element in the demand generation mix for technology companies vying for new prospects in today's competitive landscape, as more prospects prefer to research a product and company prior to talking to a salesperson. It plays an important role in the development of a thought leader's personal brand.*

**Susan Thomas**, CEO of  
**10Fold Communications**



The purpose of building thought leadership is to cultivate credibility, trust, and ultimately, loyalty to your brand. It is a title given to you by your target audience when you become recognized as an expert in your industry and the representative of your company.

This white paper focuses on building thought leadership specifically through the publication of contributed content.

## Understanding Thought Leadership

Building a brand as a thought leader in your marketplace offers many advantages, ranging from higher earnings to public visibility and, occasionally, business celebrity status. It's not easy to achieve, however, and usually requires spending several years in an industry to establish yourself as an expert. This doesn't happen in a vacuum, either—you'll need to dedicate a fair number of hours each week to making connections, networking, speaking at public events, posting on social media, and speaking to the press.



## What is Contributed Content?

Contributed content is helpful material created to appeal directly to your target audience. It's published and distributed by magazines, trade journals, and industry news websites. The most common forms of contributed content are digital or print articles, video clips, and podcasts. These usually take an advisory or explanatory approach and avoid sales-oriented commentary completely.

## Who Publishes Contributed Content?

The information era gave birth to publications covering every aspect of the economy. Many are niche publications that make money from advertising, which only works if the right people see it. To attract their target audience, publications need content, and they need to get it without the cost of multiple staff reporters chasing down news and stories. Some publications that accept contributed content include:

- ◇ Entrepreneur
- ◇ Forbes
- ◇ Fast Company
- ◇ Digital Journal
- ◇ Wired
- ◇ Tech Trends

A [survey](#) of industry-specific publications showed 86% were planning to increase the amount of contributed content on their sites, and 92% of editors preferred contributed content from industry experts and leaders rather than journalists.



## Statistics Worth Noting

---

Statistics [on Thought Leadership Impact](#) show:

**58%**

Of decision-makers read content from thought leaders in their industry.

**83%**

Of B2B purchasing decisions happen before buyers engage with providers.

**88%**

Say thought leadership content improves perception of an organization.

**71%**

Use it to keep up with trends in their sector.

**48%**

Agree that it influences purchasing decisions.

**47%**

Discover new products and offerings that might help their organization.

**71%**

Say it generates new ideas for their organization.

**57%**

Agree it builds awareness for a new or little-known brand.

**46%**

Believe it can help repair the reputation of a company.

**64%**

Trust thought leadership content more than marketing materials.

**63%**

Accept thought leadership content as proof of understanding specific challenges.

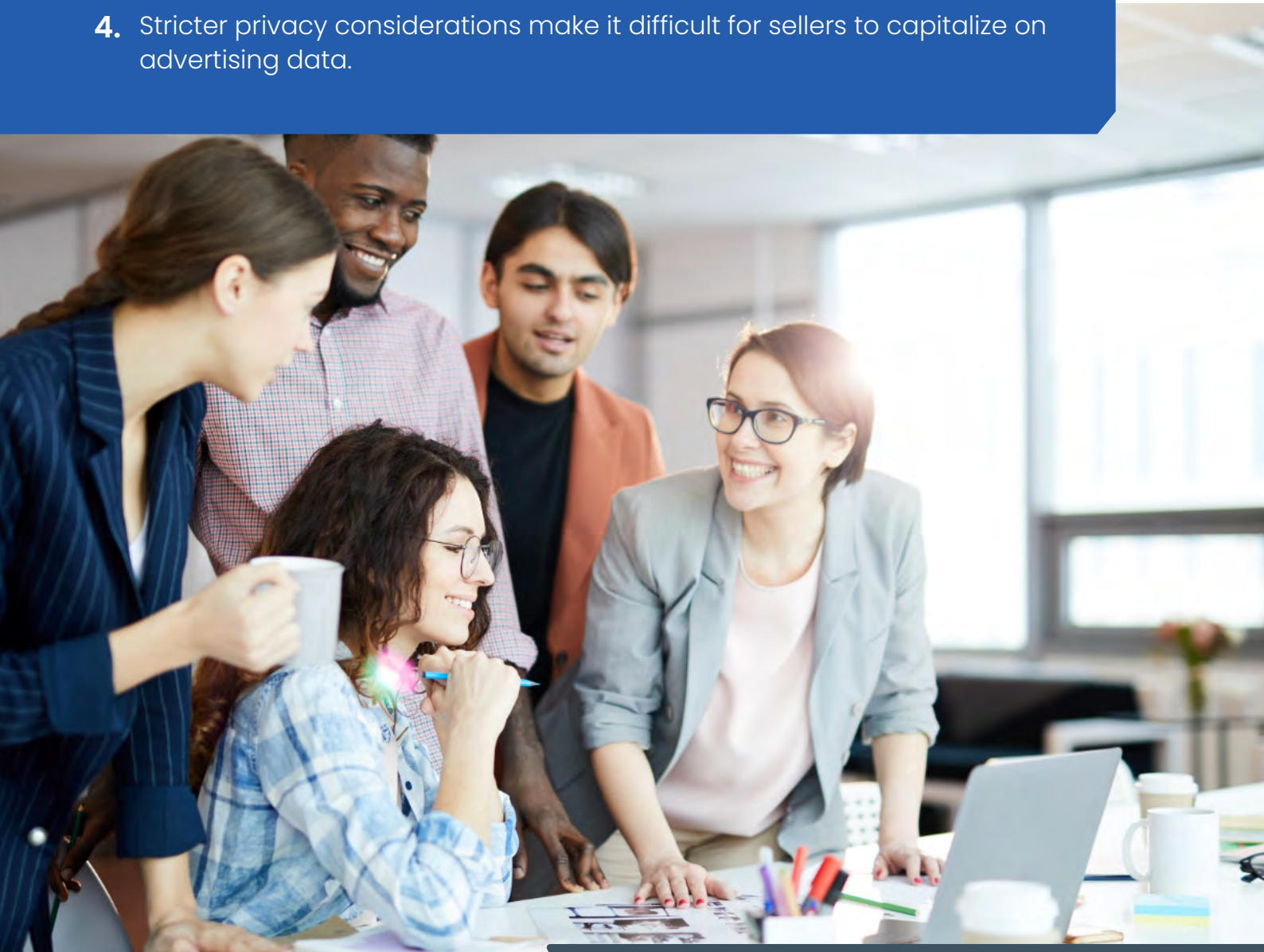
These statistics mean it's important for large and small companies to develop thought leadership if they want to boost brand awareness, enhance their reputation both online and in the physical world, and increase the number of B2B buyers purchasing from them.



## Why Now is the Time

There are many reasons why contributed content is now having a heyday:

1. Newsrooms have declined, forcing publications to look elsewhere for content.
2. Advertising is becoming less effective due to more successful initiatives such as account-based marketing (ABM) and improved customer experience (CX).
3. Internet access makes it easy to research solutions online.
4. Stricter privacy considerations make it difficult for sellers to capitalize on advertising data.



## How Contributed Content Generates Credibility

- ***It increases visibility.*** By placing the thought leader and their opinions front and center of an authoritative industry publication, companies can improve the visibility of their special expertise.
- ***It accelerates market influence.*** The more often an expert is seen in public and heard expressing an opinion, the more likely they are to be believed and respected. This improves their status in the marketplace and increases the influence they have over related decisions.
- ***It educates the audience.*** Editors are advocates for their audience, so they want to provide content that's helpful to readers. Providing an educational resource positions you as a trustworthy source of information.

## How Contributed Content Boosts Reputation

Thought leadership plays an increasingly important role in building a company's reputation, by:

**1** Positioning you as a leader

**2** Enabling the company to stand out

**3** Creating brand equity

**4** Driving speaking engagements and public appearances

**5** Building your personal brand

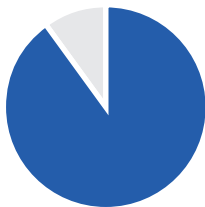


## How Contributed Content Supports Marketing

- ◆ Answers questions your target audience is asking
- ◆ Uncovers your prospects' needs and raises their awareness of the problem
- ◆ Optimizes marketing spend by narrowly targeting the right audience
- ◆ Provides you with marketing collateral to use across all your media outlets
- ◆ Promotes your products and services to a wider audience
- ◆ Generates inbound leads for your sales team to follow up
- ◆ Fuels inbound and outbound content links that raise your ranking in search

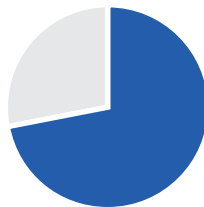
## How Contributed Content Builds Trust in Your Brand

[Edelman's 2020 Thought Leadership Impact Study](#) shows 86% of B2B decision-makers agree that thought leadership increased their trust in an organization by:



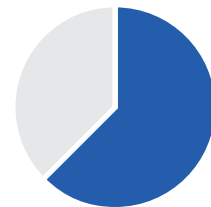
**90%**

Delivering real value by addressing timely topics



**72%**

Increasing engagement through easy-to-absorb content



**47%**

Making information simpler to find



## How Contributed Content Supports Marketing

Real publicity for a company is [public communication about the brand or its offering](#)<sup>1</sup>, using non-paid media sources. Contributed content achieves this by:

- ◇ Generating media interest
- ◇ Developing brand affinity
- ◇ Tying back to PR activities

Get started with contributed content today. Develop your personal brand and public reputation, create content you can use across your media outlets, and establish yourself as a thought leader in your industry.





[Book a free consultation](#) with me, and let's discuss how we can improve your personal brand and enhance your authority and visibility in your industry.



*Tracey Stepanchuk is a professional ghostwriter with 20+ years' experience writing B2B copy. She specializes in crafting high-quality content for business leaders in the technology and healthcare environments. Her work has been published in Forbes, Hotel Executive, PharmaExecutive, FastCompany, CMS Wire, TechTrends, Silicon Review, CIO Review, Hospitality, ProductCraft, and other industry-leading publications.*

<http://traceystep.com>

© Copyright 2022 Tracey Stepanchuk

## Sources:

[https://cdn2.hubspot.net/hub/313892/file-2384118256-pdf/Downloads/Influence\\_and\\_Co\\_The\\_State\\_of\\_Contributed\\_Content.Whitepaper.01.22.pdf](https://cdn2.hubspot.net/hub/313892/file-2384118256-pdf/Downloads/Influence_and_Co_The_State_of_Contributed_Content.Whitepaper.01.22.pdf)

<https://www.edelman.com/research/2019-b2b-thought-leadership-impact-study>

<https://www.gartner.ca/en/sales/insights/b2b-buying-journey>

<https://www.pewresearch.org/fact-tank/2020/04/07/decade-long-decline-in-newsroom-employment-hit-midcareer-workers-the-hardest/>

<https://www.justice.gov/file/1035477/download>

<https://hingemarketing.com/library/article/the-visible-expert-study-research-summary>

<https://thesiliconreview.com/>

<https://developers.google.com/search/docs/advanced/guidelines/duplicate-content>

<https://developers.google.com/search/docs/advanced/crawling/consolidate-duplicate-urls>

<https://foundationinc.co/lab/psychology-sharing-content-online/>

<https://lp.outbrain.com/increase-sales-native-ads/>

<https://marcussheridan.com/>

<https://seochatter.com/cross-linking-seo/>

<https://www.feedough.com/what-is-publicity-characteristics-types-examples/>

<https://medium.com/@blazej.kupec/how-journalists-find-stories-and-write-articles-2174e902591c>

[https://www.5wpr.com/new/wp-content/uploads/pdf/5W\\_consumer\\_culture\\_report\\_2020final.pdf](https://www.5wpr.com/new/wp-content/uploads/pdf/5W_consumer_culture_report_2020final.pdf)

<https://blog.hubspot.com/marketing/online-presence>

<https://brandjournalists.com/featured/what-is-brand-journalism/>

<https://www.linkedin.com/pulse/20140812000800-214909437-why-journalism-is-driving-content-marketing/>

<https://www.forbes.com/sites/forbesagencycouncil/2019/10/22/public-relations-and-content-marketing-which-is-right-for-your-business/>

<https://muckrack.com/media-pitching-guide#section-write>

<https://techjury.net/blog/blogs-published-per-day/>

<https://www.linkedin.com/in/marcussheridan/>

Need more info? [Click here](#) to buy my full book.

