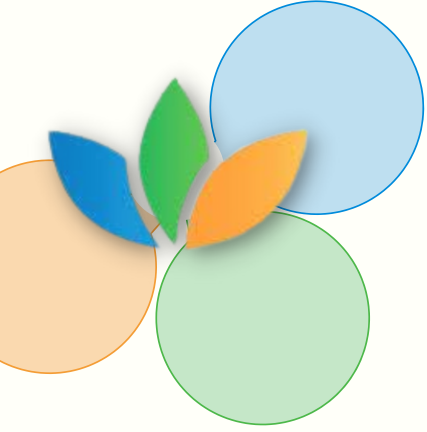




Why Invest in Thought Leadership

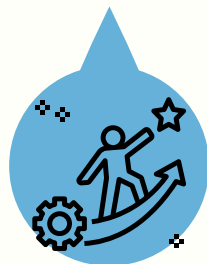


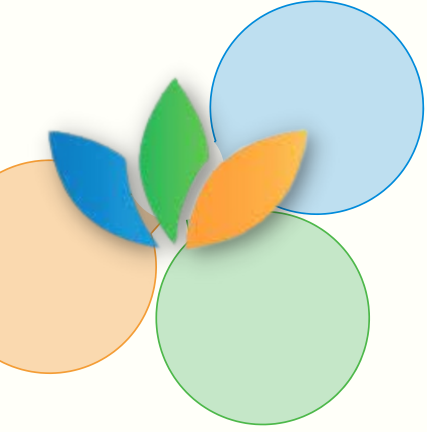


1

What Makes You a Thought Leader?

A thought leader is someone who has **immersed themselves in an industry**, and over a period of years built a **deep understanding of the industry's issues** – its challenges, current solutions, key players, customer and vendor ecosystem, future trends – and is **willing to contribute their knowledge back** to the industry.





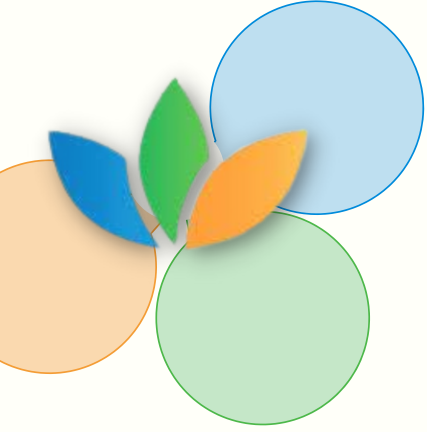
2

Why be a thought leader?

Giving back to the industry by sharing your insights provides **important benefits** that accrue to you and to your company:

- Greater **visibility**
- Increased **influence**
- Access to industry leaders and customers
- Ability to impact the **industry's future** direction



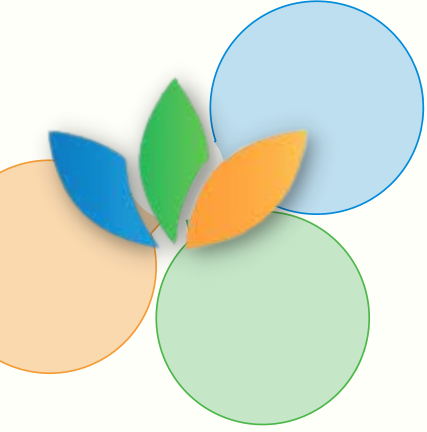


3

Why use LinkedIn to share thought leadership?

More than half of all professionals and executives in the world use LinkedIn. Your connections can see when you publish a blog post on LinkedIn, and when they engage with your blog, it becomes visible to their networks. You can **reach even more people** when you pay to insert your blog posts into the news feed of the exact people you want to reach.





4

Make thought leadership easy with ProResource

Thought leadership consumed in social media needs to be designed for social media. Let **our experts do the writing** for you.

It's your ideas, in your voice, but you spend just **an hour per blog post**.

Talk to your writer over the phone about the topic for **20 minutes**. She organizes your thoughts, drafts the post, works with you to edit and revise, then gets the post published and promoted.



Want help?
Schedule a call today!



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