



6 BEST PRACTICES FOR THOUGHT LEADERSHIP CONTENT MARKETING



Getting noticed is getting harder



The good news is that high quality thought leadership content gets disproportionately more visibility



The challenges of B2B technology companies in being successful with thought leadership marketing are many

- 01 Lack of leadership buy in
- 02 Lack of content strategy
- 03 Poor quality of content
- 04 Lack of strategy for content distribution
- 05 Lack of accepted metrics beyond lead generation

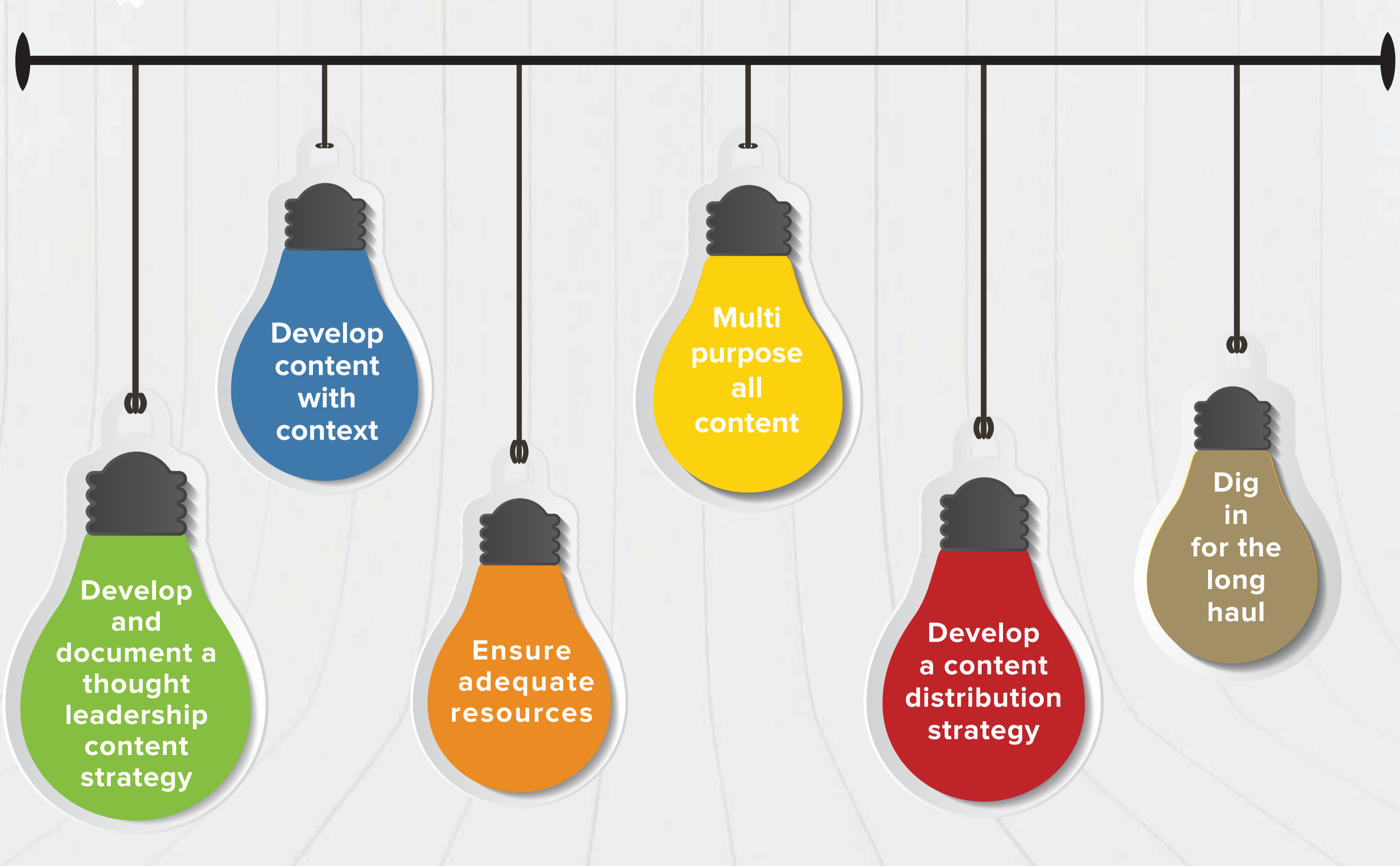
in reality,

“Thought leadership is one component of a content marketing strategy focused on adding value and engaging your audience in topics that are of interest to your customers while building relationships within key stakeholders.”

Guy Mansueto, VP of Portfolio Marketing, IBM Watson Health



6 best practices for success with thought leadership content marketing



Source: Damo Consulting white paper Thought leadership: winning the battle for attention in B2B technology marketing

To know more, [download this white paper](#)

About Damo Consulting

Damo Consulting is a healthcare growth advisory firm offering market growth strategy, content marketing solutions and thought leadership services to healthcare technology companies and enterprises. We offer research and market intelligence, and managed marketing services to help execute on growth strategies.

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* Source: HubSpot Marketing Statistics