

11 tips for generating content ideas that demonstrate thought leadership

Matthew Stibbe Articulate Marketing

28 September 2022



Agenda

What is thought leadership and why does it matter

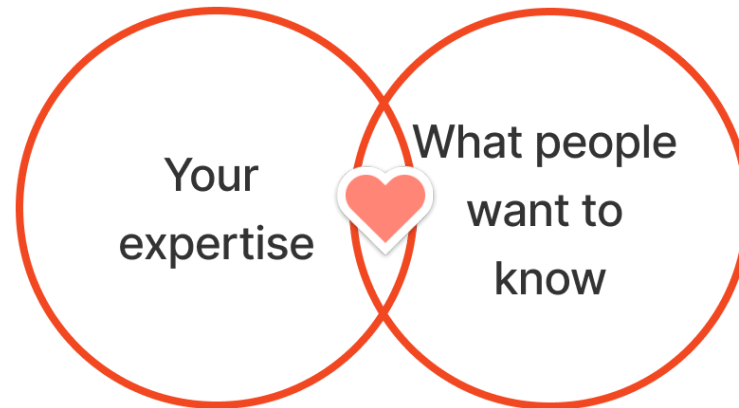
How to ideate thought leadership content



What is thought leadership and why does it matter?



What is thought leadership?



Wow Company Benchpress Report





September 23, 2022
House of Cards
[Read](#)

September 16, 2022
Attentive
[Read](#)

September 9, 2022
Labor Day
[Read](#)

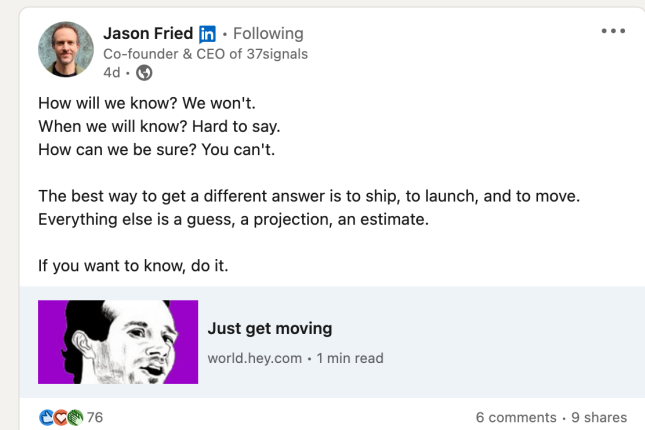
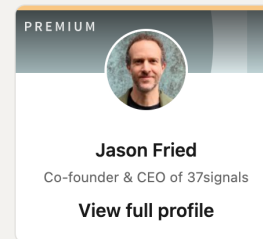
COLLEGE TUITION COSTS VS. INFLATION
INDEXED TO 1913

September 2, 2022
Malignant

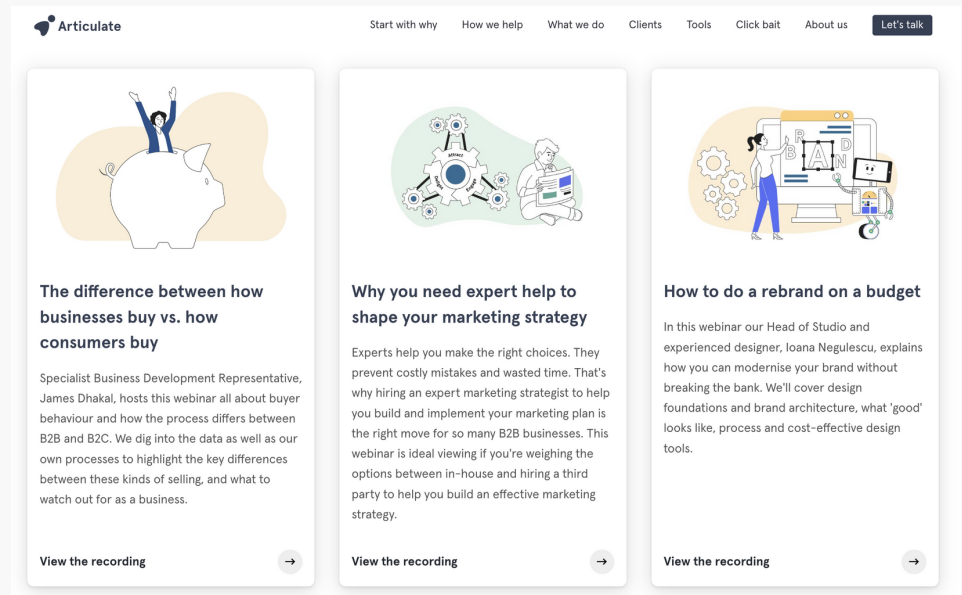
Scott Galloway's No Mercy / No Malice emails

Jason Fried's LinkedIn posts

And blogs, books, podcasts and Inc column
(How does he find time to run Basecamp?)




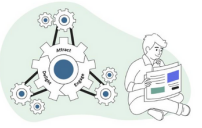
Articulate Marketing's webinar series




The screenshot displays the Articulate Marketing website's webinar series page. At the top, the Articulate logo is on the left, and a navigation menu includes 'Start with why', 'How we help', 'What we do', 'Clients', 'Tools', 'Click bait', 'About us', and a 'Let's talk' button. Below the navigation are three webinar cards, each with an illustration, a title, a short description, and a 'View the recording' link with a right-pointing arrow.

Articulate Start with why How we help What we do Clients Tools Click bait About us **Let's talk**


The difference between how businesses buy vs. how consumers buy
Specialist Business Development Representative, James Dhakal, hosts this webinar all about buyer behaviour and how the process differs between B2B and B2C. We dig into the data as well as our own processes to highlight the key differences between these kinds of selling, and what to watch out for as a business.
[View the recording](#) →


Why you need expert help to shape your marketing strategy
Experts help you make the right choices. They prevent costly mistakes and wasted time. That's why hiring an expert marketing strategist to help you build and implement your marketing plan is the right move for so many B2B businesses. This webinar is ideal viewing if you're weighing the options between in-house and hiring a third party to help you build an effective marketing strategy.
[View the recording](#) →


How to do a rebrand on a budget
In this webinar our Head of Studio and experienced designer, Ioana Negulescu, explains how you can modernise your brand without breaking the bank. We'll cover design foundations and brand architecture, what 'good' looks like, process and cost-effective design tools.
[View the recording](#) →



Good quality content has never been more important

Tidal wave of crappy content

(4-7m new blog posts a day)

Crisis of trust

Google helpful content update



Google Helpful Content Guidelines

- Do you have an existing or intended audience for your business or site that would find the content useful if they came directly to you?
- Does your content clearly demonstrate first-hand expertise and a depth of knowledge (for example, expertise that comes from having actually used a product or service, or visiting a place)?
- Does your site have a primary purpose or focus?
- After reading your content, will someone leave feeling they've learned enough about a topic to help achieve their goal?
- Will someone reading your content leave feeling like they've had a satisfying experience?



Why it matters

Trusted advisor

Defend margins

Differentiation and positioning

Improve marketing

Value before commitment

Accelerate sales



How to ideate thought leadership content



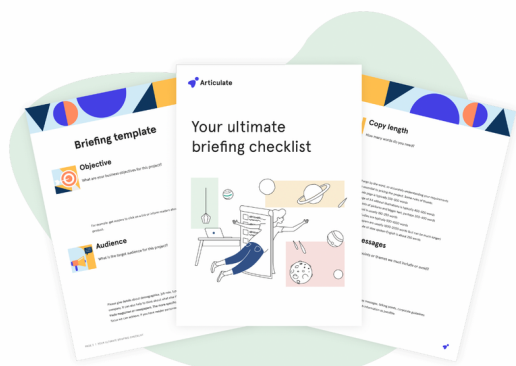
Inventory your expertise

Internal processes and documents

Subject matter experts

Common client conversations

The wider team are experts too



1 submission = 1 tree 🌳

Fill in this form and - thanks to Ecologi - we'll plant a tree on your behalf (yes, really).

First name* Last name

Business email*

Get regular email epiphanies from our blog

Get notified when we publish new webinars

We are committed to your privacy. Articulate uses the information you give us to contact you about our relevant content, products and services. You can unsubscribe from these communications at any time. For more information, see our [Privacy Policy](#).

Submit (and plant your tree)



Customers and the sales team

Common sales objections

FAQs

'Jobs to be done'

[Clayton Christensen et. al. HBR 2016](#)



Know Your Customers' "Jobs to Be

Done"

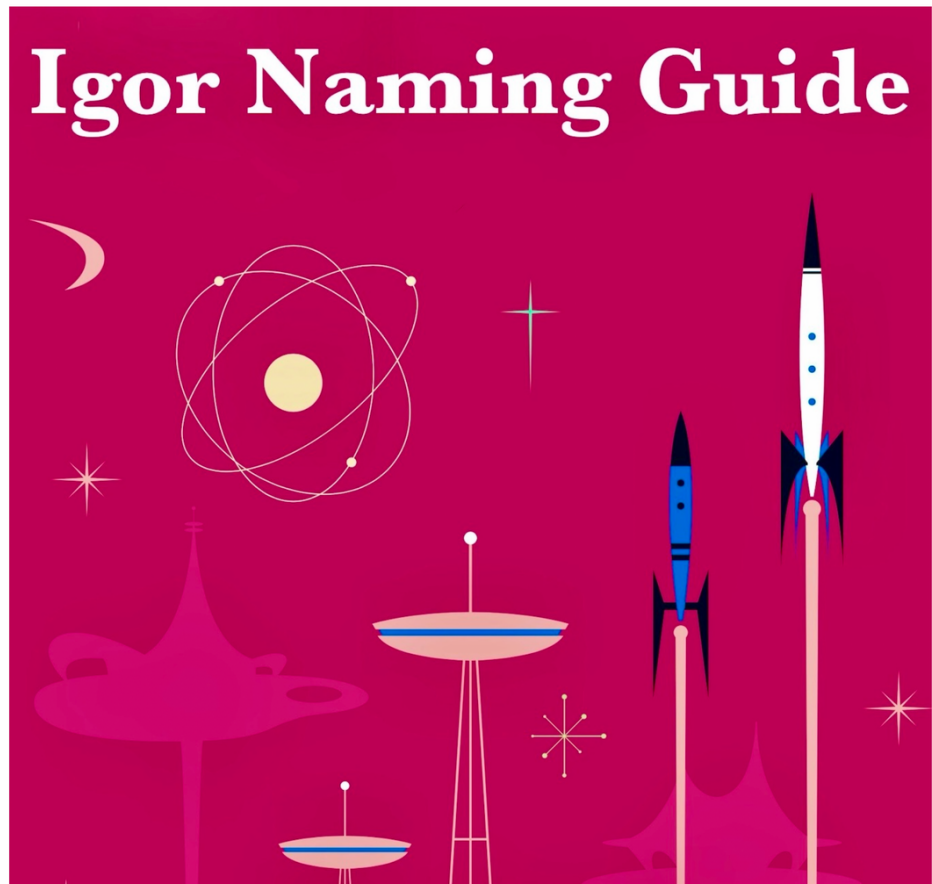
hbr.org



What is the hardest thing you do?

The solutions you have for the hardest things you do will be a source of expertise and insight.

You're not giving away the 'secret sauce', you're advertising the fact that you have got one.



Ask the internet

Quora

Answer the Public

Ahrefs

Buzzsumo

Google 'People also asked'

Quora



Search Quora



Matthew Stibbe

CEO | Marketer | Pilot | Wine writer

277 followers · 471 following

Marketing. I'm CEO at Articulate Marketing. We specialise in growth-driven marketing and websites for mainly technology companies. Clients include Microsoft, Symantec and a clutch of smaller but highl...

[\(more\)](#)

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71 Answers

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Matthew Stibbe

Studied Wine at DipWSET (Wine & Spirit Education Trust) · 5y

What is the best light red wine?

'Best' is very subjective. But personally I like a good Pinot Noir if I'm in the mood for a low tannin, softly-spoken style of red wine. Beaujolais might also be a good option. It can be light and fruit-driven if you fancy a lighter style.



Matthew Stibbe

Studied Wine at DipWSET (Wine & Spirit Education Trust) · 5y

What types of red wine are dry?

Virtually all red wines are dry. That is almost all the sugar in the grape must has been fermented into alcohol. There are some sweet reds, like Recioto, and some sweet fortified red wines like Port but they are very much the exception.



Articulate Marketing

Find the data

Customer research

Interviewing

Run a poll or survey

Do your own review



Be bold



Don't get hung up about it

You're not writing for yourself or other experts

Useful now is better than comprehensive later

Launch then iterate



And finally...





Let's talk

Video and slides appearing soon on articulatemarketing.com

Email me with questions at matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet

