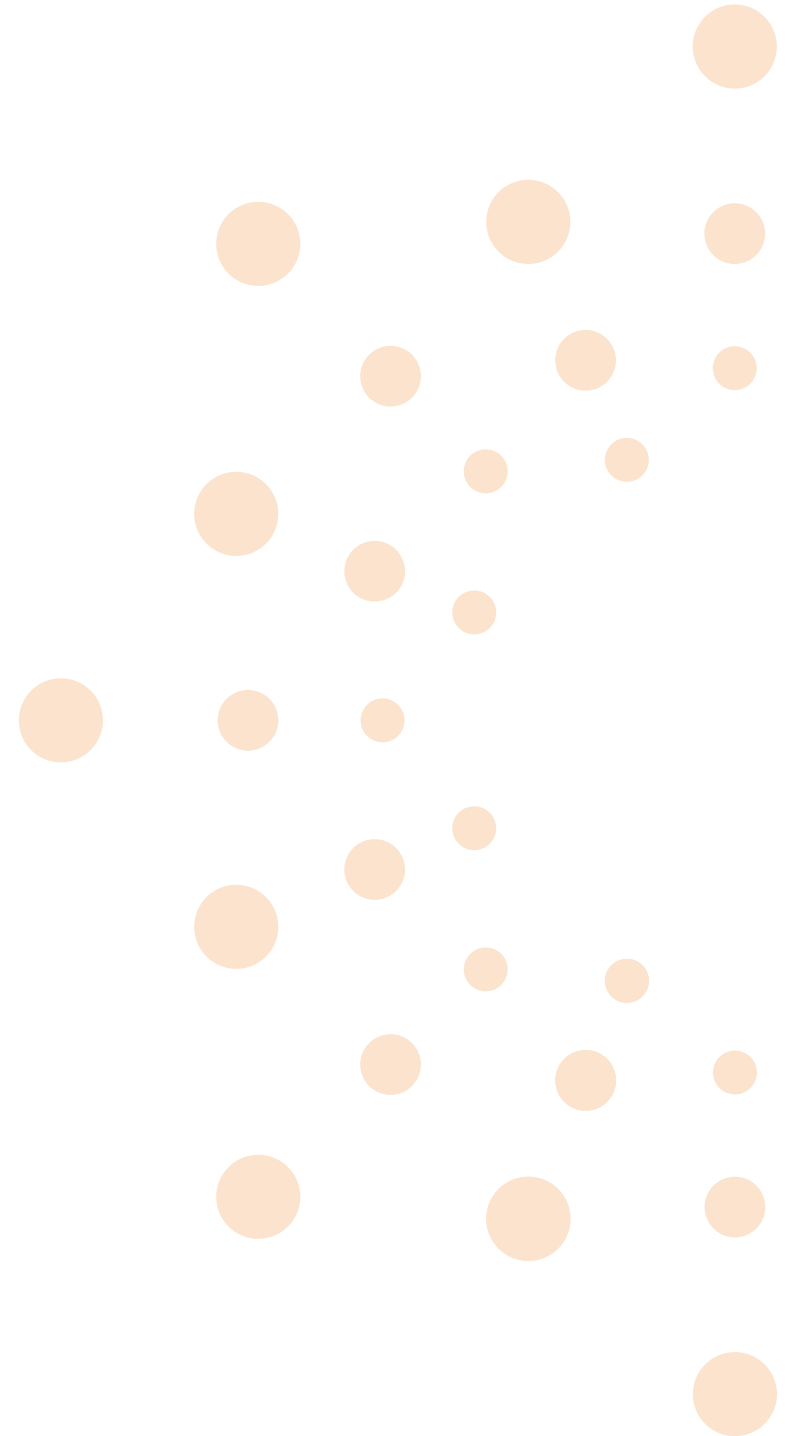


Thought Leadership Blogging:

The perfect program for brands that want to create more employee led content to strengthen credibility

www.tribalimpact.com
@tribalimpact



Thought Leadership Blogging Overview:



SERVICE OVERVIEW

- A choice of a 6 or 12-month fully managed blogging program managed by a dedicated Social Business Enabler.
- Designed to enhance the social media profile of selected executives and experts.
- Includes 1 blog per month, copy-writing, search engine optimisation and social copy with publication to Twitter and LinkedIn.
- End of program report and recommendations for future activity.

EXPECTED OUTCOMES

- Recognition within the industry as a socially savvy thought leader.
- Identify and connect with other influencers within the expert's sector.
- Deepen relationships with customers, partners and prospects.
- Organic growth in your professional network on Twitter and LinkedIn.

IDEAL FOR ORGANISATIONS THAT

- Have limited time and resources to produce regular, great quality content.
- Want to increase their inbound traffic and generate more qualified leads.
- Are looking to boost their organic social media efforts with micro-influencer marketing.
- Want their executives to blog consistently to help humanise their brand.
- Would like to promote their executives as thought leaders and raise their social profile.

IDEAL FOR PROFESSIONALS THAT

- Want to increase their influence and be recognised for thought leadership.
- Have lots of great ideas and knowledge to share but don't have the time or expertise to blog.
- Are looking to attract speaking or guest blogging opportunities.
- Want to build credibility within their professional network.
- Have the desire to build their network and credibility.

OVERVIEW CONTINUED

We know that creating quality content marketing takes time and resource, which is why we created the Thought Leadership Blogging program. Designed to help busy executives and subject experts demonstrate their knowledge, it helps build their professional reputation and networks.

At the beginning of the program, a dedicated Social Business Enabler will work with the executive/expert to really get to know their role, audience, aspirations and also what makes them tick. This ensures that any content created is authentic to them.

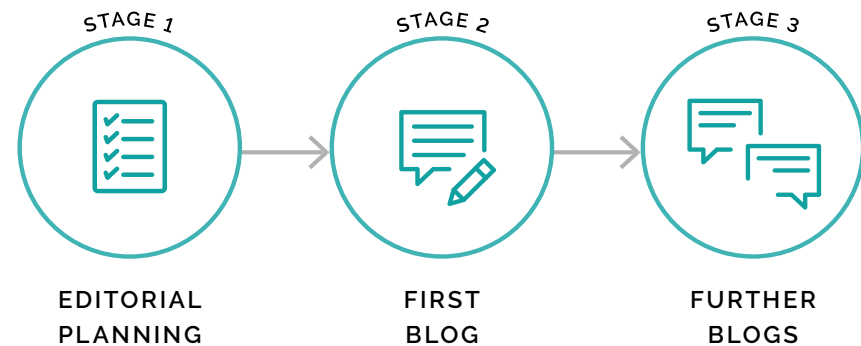
Working with an expert copywriter, their blogs will be tailored to the target audience, including relevant keywords and phrases to help with search engine optimisation. We'll also provide a social copy package for each blog, which will be published on Twitter and LinkedIn to increase the reach and audience.

Buyer trust technical (63%) and academic (61%) experts most when making purchase decisions

- Edelman Trust Barometer (2018)

62% of B2B buyers find content authored by a qualified expert/analyst to be the most credible, followed by data-driven content (60%) and brand agnostic content (48%)

- Forrester Research (2016)



Thought Leadership Blogging Timeline:



EDITORIAL PLANNING

- A Discovery call
- Agree objectives
- Discuss focus topics
- Agree written tone of voice
- Profile optimisation advice (LinkedIn & Twitter)
- Create 6/12 working titles

FIRST BLOG

- Topic research
- Interview with copywriter
- First draft complete
- One round of revisions
- Optimisation of keywords, titles and headings
- Image selection
- Accompanying social media copy for LinkedIn, Twitter and LinkedIn Groups
- Final copy delivered
- Social Business Enabler support for ad hoc queries and questions supporting content promotion

FURTHER BLOGS

- Review process
- Topic research on next working title
- Interview with copywriter
- First draft complete
- One round of revisions
- Optimisation of keywords, titles and headings
- Image selection
- Accompanying social media copy for LinkedIn, Twitter and LinkedIn Groups
- Final copy delivered
- Social Business Enabler support for ad hoc queries and questions supporting content promotion
- Ongoing for remaining blogs
- Final report

Contact us for more information on Thought Leadership Blogging:

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Tribal Impact specialises in social media advocacy. We work with B2B organisations that are frustrated because they can no longer cut through the digital noise to reach their audience. We do this by helping them join the dots between Social Selling, Social Media Marketing and Employee Advocacy.

Learn more at www.tribalimpact.com

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