

Thought Leadership Marketing

Remedy works with B2B businesses to develop thought leadership marketing and strategy to help unlock the power of ideas, opinions and insights.

What is B2B thought leadership marketing?

Thought leadership marketing is a strategy for sharing expertise and insights to build credibility and position you as industry experts and thinkers, to make you distinctive.

It isn't about selling and communicating commercial messages. It is about building meaningful connections and engaging target decisionmakers, to ultimately build business.

For a brand or business it is a whole company initiative in which the knowledge and expertise of the business can blend with the opinions and vision of its leadership. It aims to deliver powerful insights around specific and meaningful themes and topics.

It can make markets listen, boost visibility, authority and impact, and influence strategic sales. It needs a dedicated plan, strategically aligned to your business and growth aims, and brilliant content that puts your insights into context for your target audience.

Why thought leadership?

If you struggle to stand out from the competition in highly competitive markets or commoditised fields, the calibre of your thinking can make all the difference.

Smart thought leadership can stop you feeling sidelined by competitors and powerless to influence just because you don't know how to get your views, voice and value heard.

Put them to work with thought leadership marketing and you don't just drive visibility.

It may open up a world of invitations to meet, speak, write, or to tender for business. It can build your influence and recognition as an expert in your field, as well as enable you to reach and engage more senior decisionmakers.

**Thought leadership doesn't happen by accident
– only by design**



What we do

Remedy offers a structured but highly flexible approach to building your brand and business influence and reach, bringing great ideas, opinions, experience and missions to life through workshops, content and campaigns.



Workshops

Bespoke sessions for direction setting, strategy development & theme identification.

- Custom-created sessions
- Full day or half days
- Online or in-room
- Theme frameworks
- Anchor deck for ongoing implementation



Content

Conceiving, creating and designing hero thought leadership outputs.

- Insight blogs
- Press articles
- White papers & eBooks
- Frameworks & standards
- Creative design assets
- Sector collateral



Campaigns

Taking this content out into the market to drive visibility and impact.

- Amplifying created content
- Custom campaigns
- Publishing & marketing
- Social promotion
- Focus around a single content asset or a series

What have we done before? Industry frameworks, eBooks and assessments for 4Pack, collaborative content on generative AI in qualitative research for Qualzy, smart sector content for a major CRM vendor, employee health predictions for Empactis, C-suite content about construction cost for Causeway, banking modernisation content for an enterprise software vendor, and gazillions of insight blogs for all our clients. **Would you like to see?**



The thought leadership workshop really made me think. I'm definitely a people person, so I loved being in the room talking and coming up with new ideas. Sue and the team kept us on track, capturing possible themes and uncovering ideas I'd never have thought of. It actually reminded me how crucial it is to carve out time to be creative and strategise for the business, and I've since done exactly that.

Isabella Wayte – CEO, XDP Logistics & Founder, YOVOY



Let's talk about how thought leadership could unlock opportunities for you.

Book a call

020 3865 6420

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