

Opening a New File on B2B Thought Leadership

Rethinking Authority, Authenticity and the BDM

The Washington Post

BDM + C-SUITE

ENTERPRISE
TECH

FINANCE

HEALTHCARE

peer-to-peer
influence

*You know what your problem
is?*

At any given time,

95%

of BDMs are **not actively seeking** B2B products or services

'Thought leadership' here is content that offers new **ideas** or ways of thinking about *business* in ways that **benefit others**

“Nobody wakes up in the morning and is like,

‘How am I going to use electricity today?’”

Conor Grennan
Chief AI Architect,
Stern School of Business, NYU

Yun-Hee Kim
Tech Editor,
The Washington Post



**But 85% of
BDMs think
most thought
leadership
isn't very good.**

Source: 2024 Edelman-LinkedIn B2B Thought Leadership Impact Report.

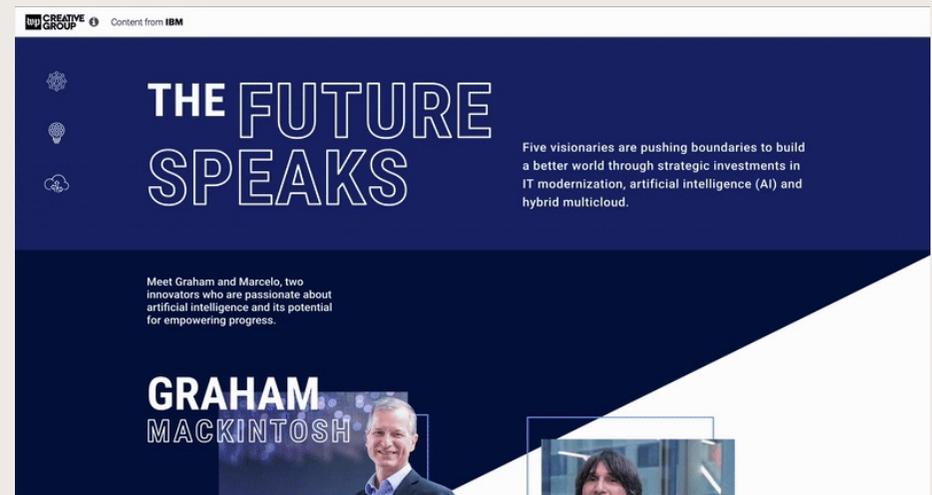
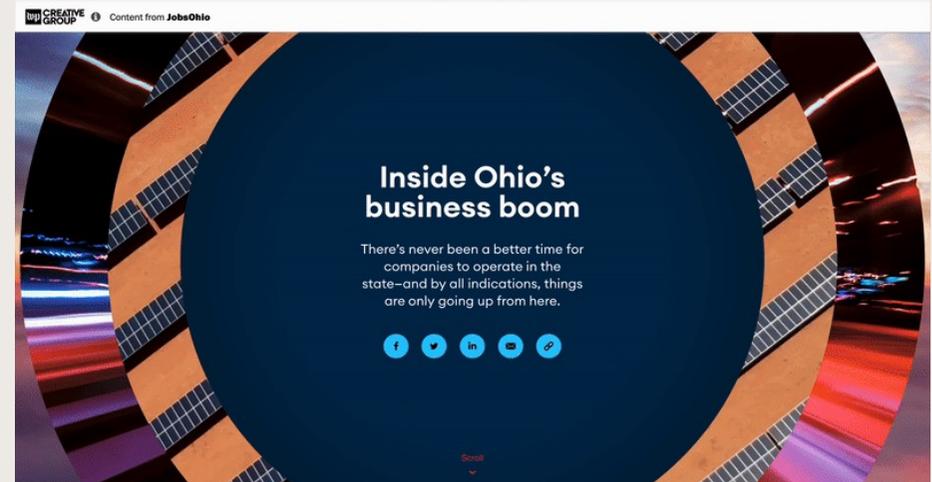
How BDMs define good:

- Created by a qualified, prominent and well-respected **subject matter expert**
- Looks different, has a **unique** format or style

What's not to love about a subject matter expert?

The SME has it all:

- Credentials
- Authority
- A face



The Post's Tok Therapy Era



Adobe



AT&T Business



IBM



Intel



Pfizer

Hold up.



*Why aren't we doing this on
LinkedIn?*

TARGET AUDIENCE

**INDUSTRY
PEERS**

**SUBJECT MATTER
EXPERTS**

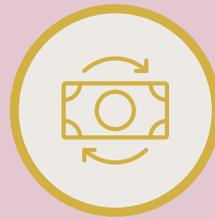
CREATORS



Reach

1 Billion

Members
60% A25-34



ROI

#1

most trusted
platform to drive ROI



Lead Gen

80%

of B2B social leads
are via LinkedIn

*This the future of thought leadership
for **BDMs***

And then I had a moment of
personal discovery.

LGBTQIABDM

My kind of thought leadership



Rooted in lived expertise

Isaiah Cross, Consultant, Former Tech CRO



Immediately useful

Julia Flavin, Product Marketing, LinkedIn



Not selling, empowering

Frank Cooper, CMO, Visa

87%

of B2B buyers want to hear from Creators in their industry sector

63%

of B2B buyers say video informs their buying decisions

Branded?

Last year LinkedIn updated who could promote thought leader posts

Thought Leader Ads



measure what actually matters

Postworthy: thought leadership from the POV of your target audience, worthy of posting to their newsfeeds

Postworthy Formula

1

Source B2B Creator

- Vetted SME
- Charismatic, qualified industry peer
- Substantial following a plus
- Requires research, story mining

2

Co-Create Content

- Collaborate on trustworthy, revelatory content
- Rooted in target's professional day-to-day
- Strategy, standards and cross-platform expertise of a brand studio

3

Cross-channel distro

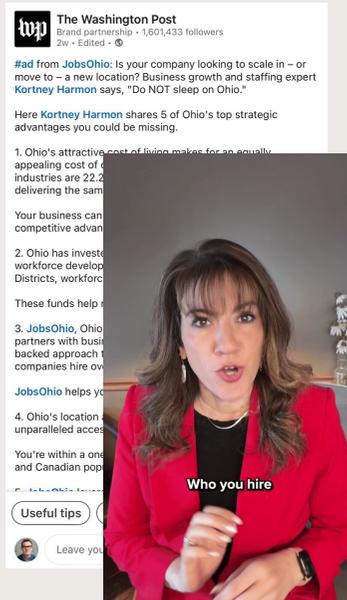
- Reach BDMs where they are with multiple experiences
- Information to make them smarter at work
- BDMs are on LinkedIn but they're on your site, too

A New B2B Creator ecosystem



Creator's LinkedIn

Co-creates content with Creator



Publisher Handle

Edit handles share co-created content



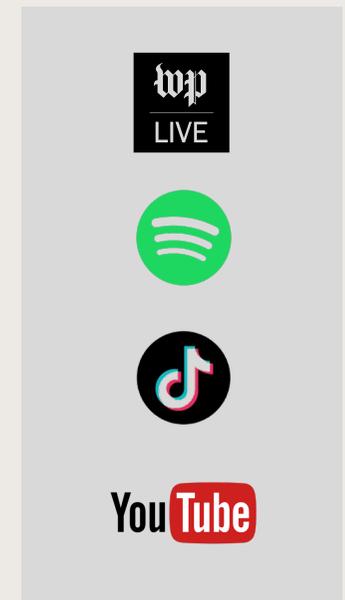
Rich Media

Creator partners with studio on traditional branded content releases



Hero Video

Creator hosts Hero Video release



Everywhere BDMs are

Creators can host Live Event segments & branded vodcasts, co-create TikToks and more

Be the *BDM* you want to see in the
world. *Create stuff*

a *BDM like you* wouldn't scroll past.