



# Thought Leadership **Program**



In today's highly competitive market, thought leadership is an important key differentiator for knowledge based organizations. Thought leadership, done well, should leverage your expertise, your experience and your ingenuity for the benefit of your clients. Various marketing activities such as whitepapers, eBooks and blogs not only can position your company as a leader in your space, but is a critical component for inbound lead generation.

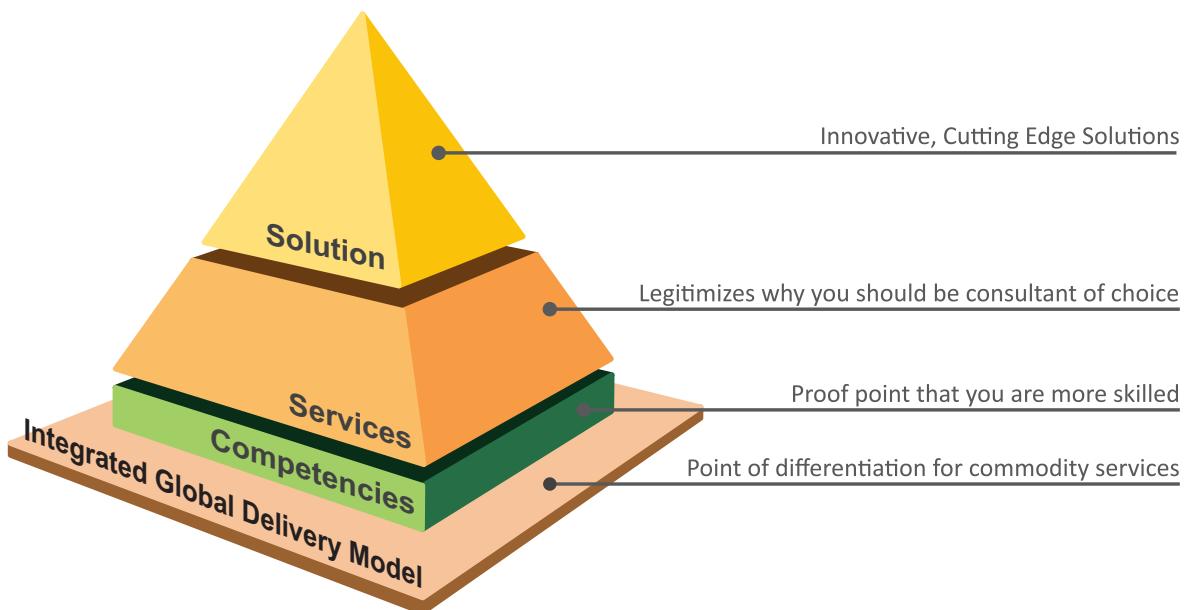
For many companies, building and executing a thought leadership program is difficult because of the varied skills, the internal coordination, and time commitment required. Ahilia can help design your thought leadership strategy, and execute and manage your program on an ongoing basis.

## Why is Thought Leadership Important?

Thought leadership is the single most important marketing function service providers can undertake today as it can positively affect many areas of growth for businesses including fueling sales, enhancing branding, and boosting inbound marketing efforts. Thought Leadership is more important than ever with original content being core to a digital marketing strategy. As a result, good content is a prerequisite to implementing SEO, SEM, social media strategy, etc.

Many companies believe that thought leadership is only necessary as they move to higher value services. Although, it is necessary for high-end sales, thought leadership can actually be very effective in differentiating all levels of offerings.

## Business Impact of Thought Leadership



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B2B social buyers have voracious appetites for information; and when selecting solution providers, they use different criteria than traditional buyers. Solution provider thought leadership is becoming more important and relied upon.”

- **The Rise of the B2B Social Buyer: Results from the ITSMA How Buyers Consume Information Survey, 2011**

## Ahilia Thought Leadership Program

Ahilia has developed a solution to help companies develop, manage and execute a meaningful thought leadership program. Specifically Ahilia will:

- Work directly with C-level executives, Sales and BU heads to develop a thought leadership program
- Research and create meaningful content including bylines, whitepapers, blogs, eBooks, and video
- Manage and execute detailed thought leadership plan including coordination with SMEs
- Develop thought leadership campaigns including social media, web, and PR messaging
- Manage coordination with marketing teams and PR agencies for thought leadership campaigns and promotion

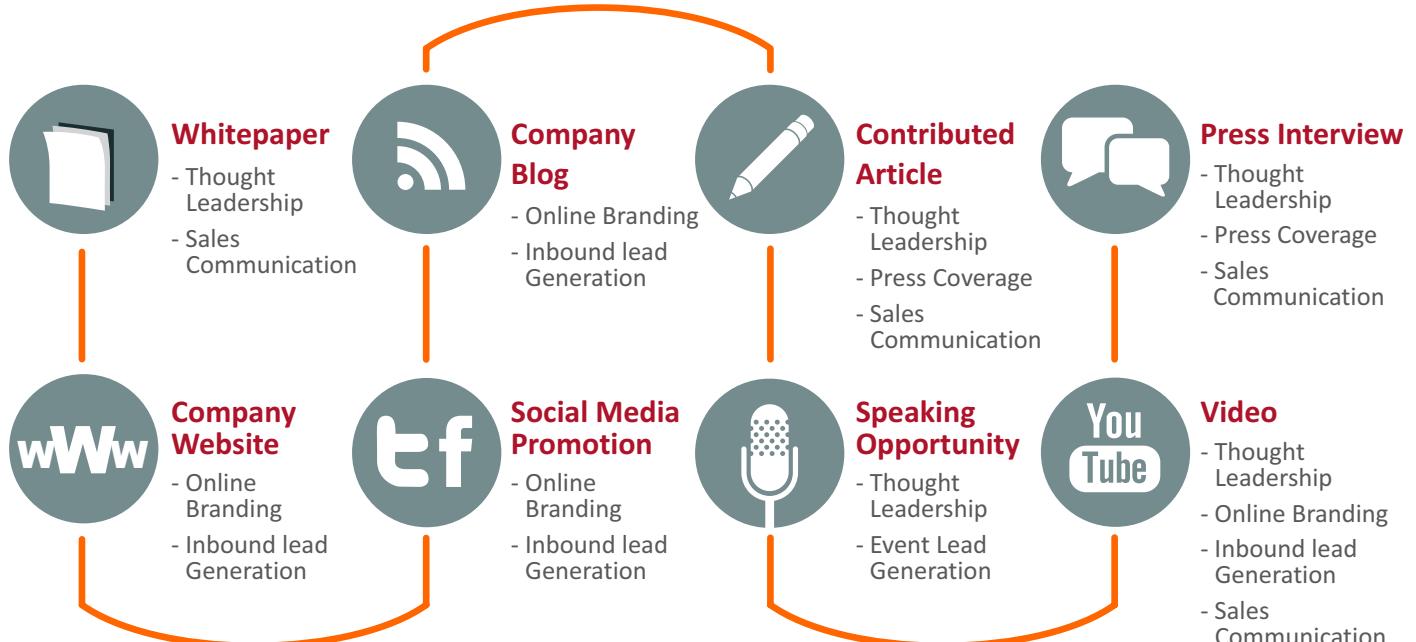
## Our Approach

Ahilia understands that creating content can be expensive and time consuming. Our program maximizes your investment in thought leadership by taking an integrated approach, making your content available to your target audience through multiple channels. Core to our process is investing efforts in creating one in-depth piece of content such as a whitepaper or e-book and leveraging that content in a variety of marketing opportunities.

## The Thought Leadership Challenge

CMOs and VPs of Marketing agree that of all their functions, thought leadership is one of the hardest to execute. The major challenges are:

- Getting commitment and time from SMEs
- Coordinating the entire process between SMEs, marketing, writers, graphics, PR, etc.
- Differing skills levels of SMEs to be able to produce thought leadership
- Allocating necessary time it takes to create good content
- Finding resources that have the ability to package technical expertise into good thought leadership deliverables



## About Ahilia

Ahilia is a marketing consulting firm focused on global services, outsourcing, and technology industries. Ahilia specializes in knowledge-based marketing and has advised companies and government agencies on projects such as market assessments, influencer management, and services definition. Ahilia's in-depth knowledge of the Global IT, BPO and Technology Services industries is what differentiates them from other consulting firms and marketing agencies. Ahilia's consultants bridge the gap between strategy, operations, and marketing as well as understand what buyers want and the most current trends in the industry. They help communicate intelligence to their target audiences. Founded in 2007, Ahilia services its client base from offices in Davis, CA and Bangalore, India.

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