



20 WAYS TO PROMOTE YOUR THOUGHT LEADERSHIP CONTENT



Why do I need to promote my thought leadership content?

Thought leadership content helps you increase marketplace visibility, develop a competitive edge and become a recognized leader in your industry. A thought leader is an expert who shares valuable insights and compelling viewpoints in ways that influence others. To answer the most burning questions of their target audiences, thought leaders tap into their talent, business acumen, passion and experience.

Creating exceptional thought leadership content, however, is just the first step. Promoting that content is where the marketing magic happens. The more people who read and share your content, the more traction you gain in the marketplace. Fortunately, content marketing builds on itself. The more content you create and the more you promote it, the more readers you will attract. The more readers you attract, the more your audience grows. The more your audience grows, the more visibility you have in the marketplace. All of this contributes to individual and organizational success.

Whether you are publicizing a bylined article, white paper, case study or customer success story, promoting your content extends its reach, connecting you with new and interested target audiences. It also extends the lifespan of the piece and increases your credibility, searchability and name recognition in your marketplace.

To help get you started, here are 20 tips for promoting your thought leadership content.



Add it to your website.

If you don't already have a press, news or resources section on your website, create one and include PDFs of all published articles, white papers, press releases and other thought leadership content. Keep this section of your website updated with new content. Not only will this help improve your site's search rankings, but it can also drive organic traffic to your website.

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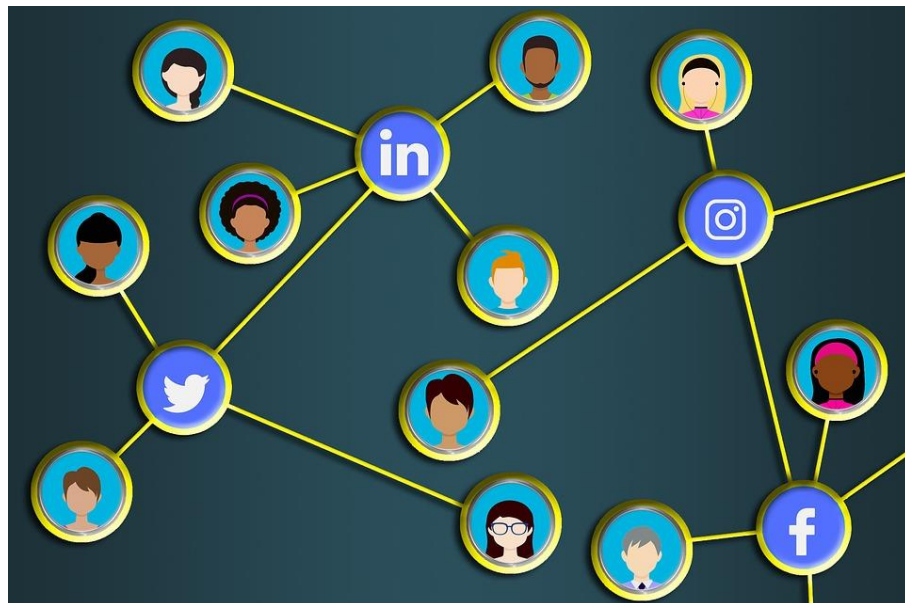
Share it on social media.

Alert your individual and brand followers on Twitter X, Facebook, Instagram and other social media platforms by announcing your published work. When posting your article or other content, be sure to link to the original article. To encourage sharing, use hashtags relevant to the subject and tag the publisher, any quoted sources and others who might be interested in your content. When creating posts, develop several variations to share the article or other content multiple times. Some ideas for variations include the content's title, quotes, statistics, and key concepts.

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Post it on LinkedIn.

In addition to sharing your content on social media networks, add it to your corporate and personal LinkedIn accounts. Create a unique post announcing the article or other content and use hashtags to attract your connections and other readers to your work. Encourage engagement by asking questions and tagging peers who might have something to say about the topic. Share your posts in relevant interest groups to keep the content alive and engage with new audiences. Be sure to add the publication to the "accomplishments" section of your personal profile. Send a link to the article to key connections via a direct message and encourage them to share it with their networks.



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Post in public content communities.

Content communities allow users to share online multimedia materials. Several sites allow you to post your content so their established audiences have the opportunity to see it. Competition is strong on these sites, but you can attract attention and new followers if your content is exceptional. [Medium](#) reigns supreme for viewership and reach, but other sites to consider include [Substack](#), [HubPages](#), [Flipboard](#) and [Blog Engage](#). Content converted into a slide [deck](#) can be shared on [Slideshare](#). If you share a piece that has been distributed elsewhere, be sure to give credit to the original publisher.

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Alert the media.

Still a useful currency with the media, a [press release](#) is an effective way to promote newsworthy content, especially if it contains original research, a strong opinion or a new angle on an old topic. The [release](#) can be sent directly to a targeted list of editors and journalists in your industry or issued to a larger audience through a distribution service such as [eReleases](#), [PRWeb](#) or [Newswire](#).

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Add clippings to your press kit.

A comprehensive [press kit](#) is an indispensable tool for promoting your personal or corporate brand. Include published articles, media assets, and other thought leadership content to boost credibility with the media and others.



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Connect one-on-one with journalists.

“Help a Reporter Out” (also known as [HARO](#)) is a service that connects journalists with industry experts and may provide you with visibility and credibility with the press that covers your industry. When you register as a source, you’ll receive emails when reporters seek input from experts. Be sure to respond quickly since journalists work under tight deadlines. Don’t be discouraged if your responses don’t get picked up regularly. Stick with it, and when journalists do engage and include your quotes in their stories, you’ll have additional content to promote to your audiences.

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Enhance your resume.

Today’s resumes are more than a laundry list of past jobs and responsibilities. The [most effective resumes](#) highlight your unique expertise and establish thought leadership. Include a section for publications and presentations. List information chronologically with the most recent entries first. Include titles, dates, names of magazines, organizations and links to online content for each thought leadership item.



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Share the content with your networks via email.

Send a dedicated email announcing your new content with a link to the full piece. Be sure to send a personal email to anyone who is cited, referenced or quoted in your piece. Encourage recipients to share it with their networks.

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Add a link to your email signature.

You send emails all day, every day. Every email represents an opportunity to share your content with those you communicate with. It takes just a minute to update your email signature, so add a link promoting your most recent published work with “As Seen In” and a logo of the publication or media outlet.



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Promote it on your blog.

When it comes to marketing your thought leadership content, the [benefits of blogging](#) are undeniable. A corporate or personal blog can drive brand awareness, increase leads and boost organic website traffic. Use internal links from your blog to thought leadership content posted on your website's news or media section. Include outbound links to the original publisher. Both will boost search rankings and move visitors seamlessly through your website as they progress through their buyer journey.

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Repurpose it into other forms of sharable content.

Your thought leadership content can be transformed into a variety of print, audio and video formats that can be shared across several different platforms. Break the content up into a series of [blogs](#). Create lists or [infographics](#) that are easily shared. Transform the content into a [webinar](#), [podcast](#) or [video](#). Divide content into a series of [emails](#) that can be sent to various target audiences. Condense the content for your [newsletter](#) and include a link to the full content.

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Share your expertise via speaking engagements.

Leverage your thought leadership content by creating and delivering a presentation on the topic. [Public speaking](#) builds brand awareness for the company and its thought leaders while providing a focused opportunity to deliver value, establish trust and inspire ongoing relationships. Submit your abstract to speak at industry conferences, networking events, educational webinars and other relevant events.



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Engage with content communities.

More than likely, someone is asking questions about your topic on [Quora](#) and [Reddit](#). Find related questions and respond with a meaningful, detailed answer. Don't simply repost your content—write something sincere and original, then mention and link to your content.

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Generate academic citations.

The number of articles you publish is important to boosting your visibility. But the number of times others cite your work is important as well. Citations demonstrate your contributions and the value of your work in your industry. Generating citations takes time—it's not something that can be bought or manufactured. Here are some tips for optimizing your chances of getting cited by other authors and researchers:

- Share your articles. By following the tips in this guide, you can increase the chances that other researchers and authors will discover your article so they can cite your work in their articles. The more people who read your article, the more potential citations it can receive.
- Cite your previous articles when it is relevant to a new work. That said, do not reference every piece you have ever written just to increase your citation count. Relevance is important.
- Incorporate relevant keywords into the title and introduction of your article so it is easily searchable by other researchers and authors.
- Use the same form of your name on all articles. If your name is very common, consider getting a research identifier, such as an [ORCID](#). Include a link to your ORCID account in your email signature so anyone you email has access to your publications.
- Post your article on [open-access repositories](#) appropriate to your industry or discipline. Every publication has different sharing policies, so check with the publisher or [SHERPA RoMEO](#) to determine the outlet's copyright and self-archiving policies.
- Post PDFs of your articles on [ResearchGate](#), [Academia.edu](#) or [Mendeley](#) (for Elsevier Journals only) for increased visibility to academic researchers and other authors.

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Leverage organizational advocacy.

Keep your colleagues informed about media coverage and new thought leadership content. Encourage them to share it with industry peers, potential clients and other stakeholders.

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Empower the sales team.

Glossy reprints of your article are an ideal leave-behind for sales teams. Display and distribute reprints at tradeshow and events. Incorporate materials into corporate and sales presentations. Be sure the sales team knows the content exists and help them understand how to leverage it with customers and prospects.

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Share the content with HR.

Showing candidates that their prospective companies and colleagues are recognized in their industries can be a useful tool in the recruiting process. Not only does it demonstrate expertise, but it also shows the company values thought leadership, innovative thinking and investment in its leaders. Positive press may also attract new talent to your organization.



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Sign up for Google Alerts.

If you've put even one of these tips into action, you may get more visibility across various digital channels. To help track your promotional success, register your company's and thought leaders' names on [Google Alerts](#). As Google detects your search terms, you'll receive an email linking you to the published content or mention.

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Put your content on display.

Frame a copy of your content and display it in your lobby, conference room or personal office. Visitors will see your expertise and industry recognition, and mounted pieces will preserve your accomplishments for many years.



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Final thoughts

It's important to remember that every publication has different copyright restrictions. Generally, publications encourage sharing articles with new audiences as long as they are recognized as the publisher. When implementing these tips, check the outlet's copyright rules before sharing your editorial coverage.

Thought leadership can be an incredibly effective tool for individuals and brands to carve out their reputation as leaders and authorities in their marketplaces. While creating compelling thought leadership is essential for informing and engaging target audiences, promoting it helps you gain additional exposure. Sharing your content in a variety of ways across myriad platforms expands your reach to new audiences, leading to increased opportunities and further cementing your reputation as an industry leader.

About Trade Press Services

Trade Press Services is a strategic marketing, communications, and media relations firm. As business-to-business marketing experts, the company helps clients increase visibility in the marketplace, communicate with their customers and prospects, develop a competitive edge and gain recognition as experts in their fields. Trade Press Services works with individuals and companies large and small in a wide variety of industries. With over 2,500 articles published in more than 900 different publications, the organization is recognized by editors for producing timely and topical content that engages readers. In addition to creating compelling editorial coverage, Trade Press Services also develops white papers, case studies, press releases and press kits, blogs, newsletters, books, website content and more.

