

Thought Leadership: The OG Influencer

When's the last time you went to a doctor to get your SUV repaired? Or saw a mechanic about your acid reflux?

You don't, because matched and proven expertise means something. If you're raising dairy cows, you're unlikely to find solid business or animal-care advice in the pages of Vogue or by hiring a fashion designer.

Now, flip that around, and you have the backbone of what we call "thought leadership."

Sharing expertise – whether it's improving corn fertilizer performance or protecting growing pigs from serious infections – demonstrates authority. But being an expert only clears the first hurdle. Sharing in ways it will be both seen and verified helps raise your profile as a thought leader in your sector. This not only draws attention to your product or service but earns you a higher level of trust among potential customers.



Sharing is Caring

- » **Columns, op-eds, or advertorials** in appropriate publications showcasing both common issues in your field of expertise, and your advice for solutions
- » **A blog or other dedicated space** on your own website for sharing general or specific insights related to the service you offer, which is then promoted on social media channels
- » **Earned media**, which is promoting you as a trustworthy, qualified source that news reporters and editors can rely on for quotes or background for their coverage of relevant topics
- » **Partnerships or co-sponsorships** with related businesses or organizations to whom you lend or license your expertise via their communication channels

If you've been in your business a while and know what would make your customer's life easier, then you're already an expert. BLNKPG can help you get the visibility that takes it to thought leadership.

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