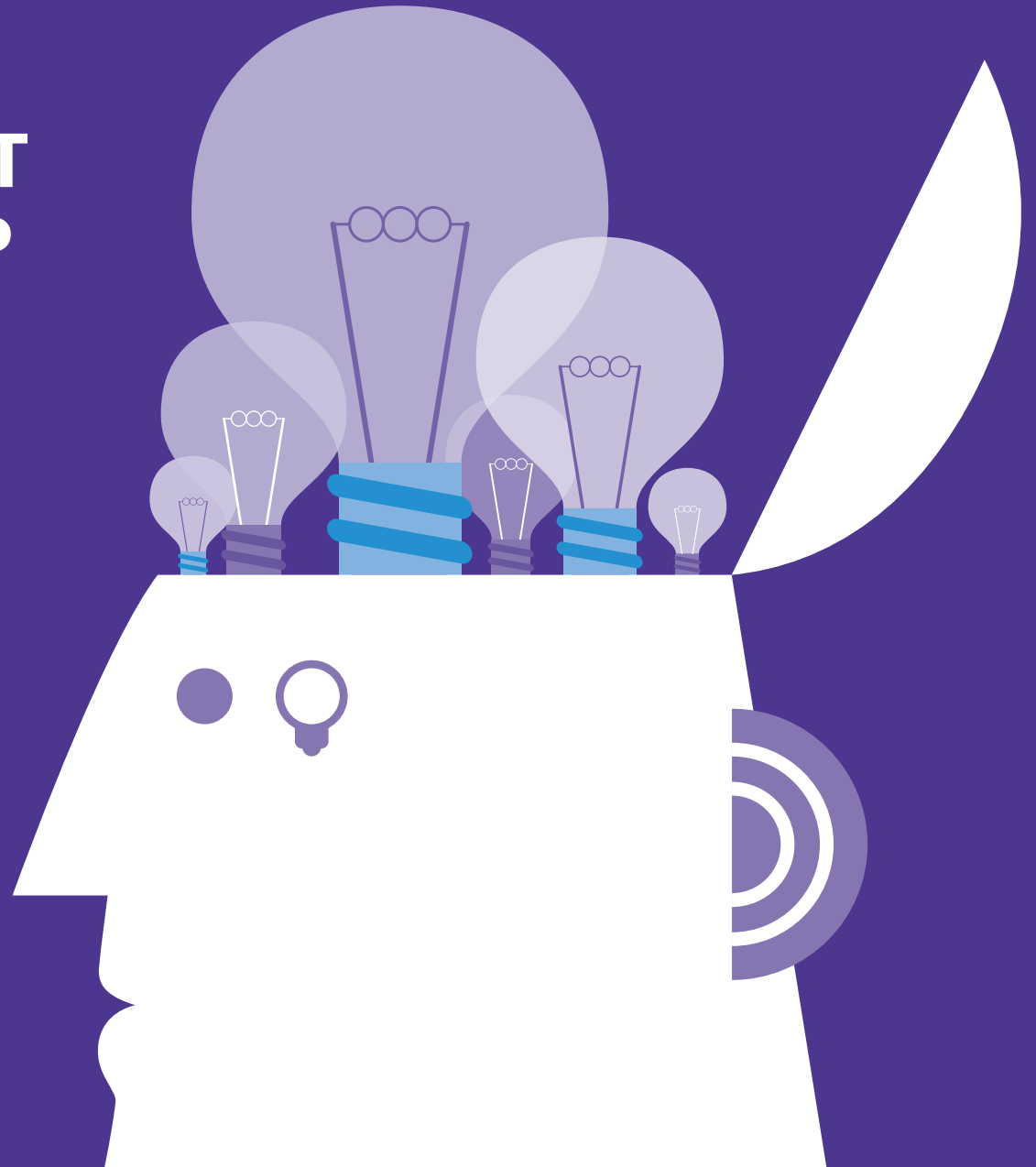


PROMOTING RELEVANT THOUGHT LEADERSHIP TO WEBSITE VISITORS



WHY YOU SHOULD READ THIS REPORT

Picture the scenario. A CIO finds herself on your website after using Google to search for information about blockchain. Clearly, the page she lands on relates to blockchain. But will she be encouraged to access your best thought leadership on the topic? Or inspired to search for relevant content?

While we're not that CIO, we do often go through the same process in order to understand what content a firm is promoting about a specific topic. In our experience, the best pieces of sweated-over thought leadership (which we've found using our White Space database) are often hidden or, at best, poorly promoted. And even the determined visitor may struggle to find content relevant to their situation.

In this report, we assess the effectiveness of nine leading firms' websites in encouraging visitors to access relevant thought leadership. And, using the examples we've seen, we offer our recommendations for doing this well.

Author

Rachel Ainsworth joined Source Global Research in 2011 and is Head of Thought Leadership Strategies and Solutions. Rachel is responsible for the development and application of our thought leadership quality methodology, our bi-annual rankings of consulting firms, and our White Space platform, which provides guidance and a database of consulting thought leadership to subscribing firms.

Rachel works with the Big Four, technology firms, HR experts, strategy boutiques, mid-sized consulting firms, and smaller specialists. Projects include competitor analysis, support in identifying new concepts for thought leadership, pre-publication reviews, post-publication reviews and analysis of trends, and training. All of this work is underpinned by Source's ongoing research programme examining the views of senior executives; last year this research included surveying or interviewing nearly 3,000 buyers and users of consulting services.



HOW SOURCE CAN HELP YOU PROMOTE RELEVANT THOUGHT LEADERSHIP

Help you decide what's relevant

Through our research with buyers of consulting services, and our knowledge of the competitor landscape, we can help you decide where to focus your thought leadership in order to deliver relevant and differentiated insights.

Assess your website from the perspective of a senior executive

Based on our discussions with buyers of consulting services, we aim to take the perspective of a busy senior executive. We can help you understand what is working well and what could be improved to ensure your target audience spends longer on your website and sees relevant content that will positively influence their buying decision.

To find out more about either of these services, please contact +44 (0)20 3478 1207 or email info@sourceglobalresearch.com.

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