



be the voice

MEDIA SOLUTIONS

Be a Thought Leader

Looking for strategies to keep good customers and find new customers? Build your business by developing your custom corporate identity.

Benefits of being a thought leader

Get discovered: Crank up your visibility as self-directed consumers conducting research will find you through natural search or through social media recommendations.

Support sales staff: The more questions you answer with articles, white papers, videos, podcasts, etc., you provide a support structure for your sales staff and partners.

Control your story: If you're not publishing stories about your company, somebody else is (or not)...and they may or may not be driving traffic to you. Don't fall into this trap. Be the one to tell your story, and let others repeat it for you.

Move potential customers through the sales cycle: Different people need different answers at different times. Each answer you provide to a different person on the decision making tree brings that potential customer closer to a sale.

Turn customers into repeat buyers and evangelists: Continue providing valuable information after sale and customers will see greater value in their purchase and will spread the word.

Get recognized by influencers: If you report on, comment, and talk to other thought leaders you'll get on their radar. Inevitably they'll talk about you too.

Cumulative investment: If you only spend money on advertising for the month of January, its value is lost in February. With custom publishing and custom content, the content lives on and its value builds on itself.

How to become a thought leader

Every organization has stories and internal wisdom that the public has yet to see. Spark Media Solutions acts as your managing editor and executive producer to find, report, and produce all that media. By following these four steps, we work with your PR, branding, and marketing divisions to help you create your corporate identity and industry voice.

STEP 1: Assessment: Assess current business practices, thought leadership, and industry behavior. This is where we begin listening to the audience in the various industries. What are they saying about us, our competition, or anything where our products and services are related?

STEP 2: Editorial: Develop an editorial matrix to provide industry-leading content at every decision making point from discovery to purchase and even additional purchase.

STEP 3: Production: Manage and create compelling content messages that can be distributed over a multitude of mediums: print, audio, and video. Tell the story of your company and product so customers and others can remember and retell.

STEP 4: Distribution: Make your media viral. Distribute content and engage with other industry thought leaders via traditional and social media methods.

Be seen as a thought leader in just DAYS

Developing your custom corporate identity can take a long time. We can help you get recognized in just days by reporting at a live event utilizing Spark Media Solutions' live event reporting and production services.

Get started

Contact David Spark

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