

How to become a **thought leader** in your **sustainability niche**

AN ENGAGING GUIDE TO KICK-START
YOUR CONTENT STRATEGY



Leaving the social media influencing to Instagram? **Here's why you shouldn't.**

LinkedIn has become the social media platform for professionals of all sectors, ages and seniority. In recent years, thought leadership has transformed from a trendy phrase into a legitimate tool to build business and personal brands. Did you know that 82% of business decision makers say that thought leadership encourages them to engage with brands? Or that thought leadership can help you shorten your sales cycle and add credibility to your brand?

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What is a thought leader and **how do you become one?**

At its core, thought leadership is a marketing strategy that focuses less on content that sells and more on content that establishes you as an expert in sustainability. To achieve this, you need to be able to establish trust and recognition as an experienced, authentic and helpful leader within your space.

Becoming a sustainable thought leader takes time and dedication to creating content.

Follow these steps to and you will be closer to becoming a leader in your niche.

1

Take a look at your profile

Optimising your profile to include as much information about yourself and your experience within your field helps to cement yourself as a knowledgeable and credible source. Follow some of the steps and challenges in our (social selling) to ensure you are at the top of your LinkedIn game.



2

Understanding

Thought leadership content presents your brand as a leading, authoritative voice in your industry. Its purpose is to inform, educate, provide insights. Understanding your target personas and the questions they are asking is a great way to start conversations and generate content. As a leader in sustainability, it is vital to be sharing content that places you ahead of the curve, share insights and engage with others to share your knowledge.



3

Develop original research

Original research offers you the chance to create a name for yourself amongst other sustainability experts. This assists you to promote your knowledge and expertise by providing new insight into the field. Not only does original research allow you to demonstrate your expertise, but it can also have tremendous value for building brand awareness.

4

Establish your point of view on important topics and updates in your industry

People turn to leaders for advice and their opinions on the latest industry news and events. As a sustainability thought leader, you will be looked at for guidance, you want others to trust your opinion and turn to you for advice. Create articles that outline your point of view on major industry news or updates in your industry in the form of guidance. Your point of view should clearly outline what your advice is and how they can use it to their advantage.

Thought leadership can help you shorten your sales cycle and add credibility to your brand



5

Use a variety of channels to create a strong presence across platforms

While LinkedIn is a great way to develop your thought leadership, branching out onto other platforms is a great way to extend your reach. Thought leaders need to be where the customers are which is why it is important to have a firm understanding of where to engage with others. This includes how your content is distributed. Doing webinars, interviews, videos and publishing articles with outside publications, companies and other thought leaders firmly grounds your knowledge and expertise in your area.

By nature, sustainability thought leadership is constantly evolving but if you are able to stay consistently involved, have a supportive following and continuously produce relevant and informative content within your niche, you will be the greatest sustainability thought leader to date!

Do you need help establishing a thought leadership reputation in your sustainability niche?

Planet Marketing is an ethical marketing agency with a desire and dedication to drive brands that are offering innovative environmental solutions amidst our climate crisis. We have a proven track record of developing, planning, and implementing content marketing strategies. We help you make the changes you need to become a better business.



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