At a glance

The study confirms that B2B Decision-Makers are spending meaningful time consuming Thought Leadership content that, when done well, can significantly influence brand perception and buying behaviors.

Engagement

48% of Decision-Makers spend an hour or more per week engaged

Quality

15% of Decision-Makers rate the quality of the Thought Leadership excellent

Value

29% of Decision-Makers say they gain valuable insights more than half the time

Brand Impact

89% say Thought Leadership has enhanced their perceptions of an organization

Sales Impact

49% say Thought Leadership is at influencing their purchasing decisions

Attribution

26% of producers tie their Thought Leadership efforts to sales and business

Overarching Trends

Almost half of Decisions-Makers who engage with Thought Leadership spend at least an hour a week.

There is relatively little highquality content being produced When done well, Thought Leadership positively impacts brand perception and sales

Producers are not investing in doing it well and developing processes to measure its ROI

Report overview

Over the past three years, Edelman has collaborated with LinkedIn to investigate the power and impact inherent in publishing quality Thought Leadership content. This year's study confirms that B2B Decision-Makers are spending meaningful time consuming Thought Leadership content and, when that content is done well, that it has the potential to significantly influence brand perception and buying behaviors.