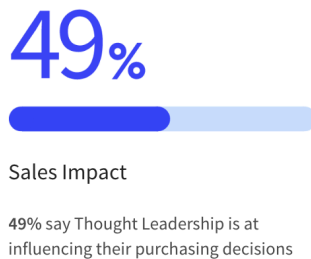
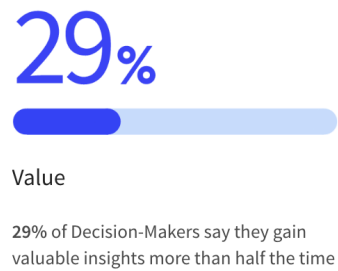
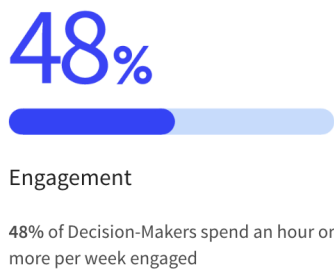


## At a glance

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.



### Overarching Trends

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

There is relatively little high-quality 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.