



# Thought Starters Advantage

- 1 Thought leadership is the 'more genuine' approach to branding, offering long term competitive differentiation
- 2 We are a one stop shop for diverse marketing requirements canceling the need for multiple agencies
- 3 We ensure optimum utilization of marketing budgets by leveraging our expertise of scale, scope and experience

## Testimonials

All of the professionals at ThoughtStarters are innovative, strategic thinkers. Karthik, in particular, envisioned two successful columns for our Outsourcing Center, both of which earned "most read" status in readership surveys.

Debra Floyd- COO, Outsourcing Center

Karthik & his team exemplify the best traits of creative, disciplined marketing professionals with a high degree of insight and innovation. In dealings with our entire team, my colleagues and I have found them to be consistently dependable, clear thinking, tenacious and fast-moving. It is especially remarkable to see such individuals have a keen grasp of the emerging field of thought leadership.

Mukul Pandya- Executive Director/Editor-in-chief, Knowledge@Wharton, The Wharton School, University of Pennsylvania

## Like us?...so what can we do for you?

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# THE FIRST THOUGHT LEADERSHIP MARKETING COMPANY





## Influencer Engagement

- Enabling collaborations between corporations, academia, research scholars and publications for research and thought leadership programs



## Idea Office

- Developing thought leadership properties for corporations
- End to end management of thought leadership programs
- Creating market intelligence reports that capture key trends, articles and points of view that can fuel thought leadership marketing strategy and influencer engagement



## Corporate Positioning

- Identifying and articulating the thought leadership position of the organization
- Creating a common vocabulary document
- Designing executive communication to weave in thought leadership positioning (speeches, panel discussion points, media briefing notes)



Offerings Portfolio



## Content Marketing

- Online content syndication
- Social media promotions
- Direct mailer campaigns



## Research and Publishing

- Design and roll out of surveys/joint research
- Journals
- Reports
- o Whitepapers

## Marketing in the new normal

- 1 Showcase thought leadership to beat the clutter
- 2 Expand your reach despite shrinking marketing budgets
- 3 Maximize your impact through an evolving communication strategy

## What is thought leadership?

- 1 It's a big idea, a new idea, a strong point of view, or an insight into future trends
- 2 It is demonstrated through an orchestration of positioning, platforms and promotion
- 3 When done well, thought leadership can help you achieve competitive differentiation, drive business through use in targeted campaigns, and stimulate dialogue with customers and prospects

## This Calls for a Partner...

- 1 Who can recognize the potential of your idea
- 2 Who possesses insights into the marketing and branding challenges pertaining to your industry
- 3 Who is equipped to leverage relevant platforms, initiate collaborations and design a communication strategy to position you as an industry expert

ThoughtStarters - The first end to end thought leadership marketing company in the world.

We help businesses transform from sellers to influencers by helping them unearth their 'big idea' and thus brand them as experts in their field. While our approach is grounded in facts, we seek fresh perspectives to showcase our clients' USP through research, academia collaboration and strategic content marketing.