



# IDENTIFY YOUR THOUGHT LEADERS AND SUBJECT MATTER EXPERTS

How to piece together **AUTHENTIC CONTENT** with your subject matter experts and thought leaders

The creation of authentic content is one of the most genuine ways for B2B organizations to **ELEVATE THEIR BRANDS** and establish trust with B2B buyers. The best source for that content comes from inside the B2B organizations themselves—from **THOUGHT LEADERS** and subject matter experts. However, before B2B

companies can start generating content from these two groups, it is important to distinguish your thought leaders from your subject matter experts. The two have different objectives, but when pieced together, a comprehensive picture of a B2B organization's strengths and capabilities begins to take shape.

## THOUGHT LEADERS

vs.

## SUBJECT MATTER EXPERTS

### CONTENT

Has original, unique ideas that offer changes to strategies and business models.

Ideas often take the form of "best practices" or "how-to's" based off their lessons learned.

### SOCIAL

Works to grow their personal network/ already has influence in the industry.

Prefers to grow the business's network rather than their own personal influence.

### FREQUENCY

Contributes content often in the form of blogs, interviews, speaking engagements, etc.

Contributes content sparingly—usually behind the scenes with blogs.

### OBJECTIVE

Their contributions are used to create relationships and introductions for network growth.

Their contributions are often used for content marketing—a demand generation tactic to enable sales.

