

10 ways to create great thought leadership and content marketing

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Director, MCC Consulting
 Director, IABC IEB
 Outgoing chair, IABC Africa
 Advisory Council, Holmes Report

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FACILITATOR

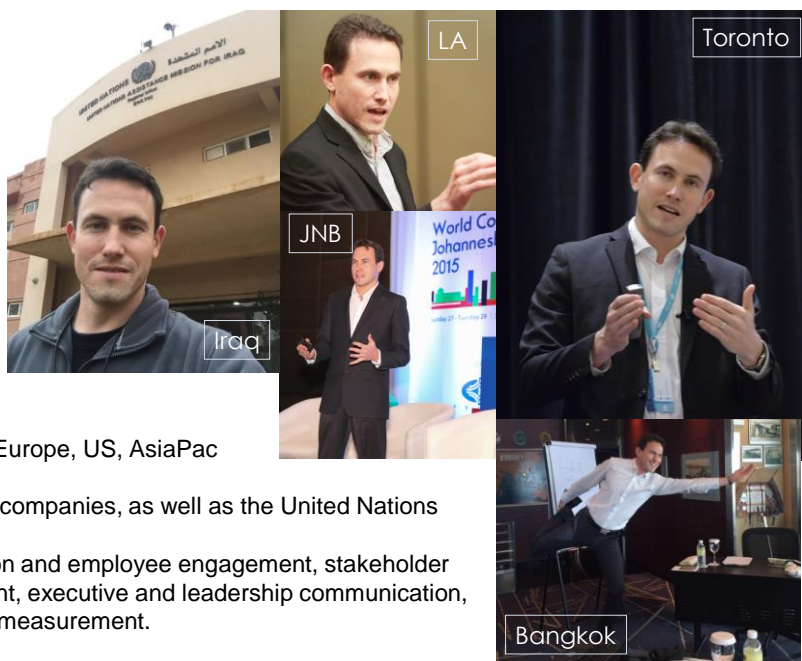
Director, MCC Consulting
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 Outgoing chair, IABC Africa
 Advisory Council, Holmes Report

International and local speaker

Worked across Africa, Middle East, Europe, US, AsiaPac

Consulted to local and multinational companies, as well as the United Nations

Specialises in internal communication and employee engagement, stakeholder engagement, reputation management, executive and leadership communication, crisis communication, research and measurement.





Are you ready to lead through Risk, Disruption, and Transformation

What is thought leadership?

- Thought leadership is a type of content marketing where you tap into the talent, experience, and passion inside your business, or from your community, to consistently answer the biggest questions on the minds of your target audience, on a particular topic.

What should thought leadership do?

- Thought leadership should be an entry point to a relationship. Thought leadership should intrigue, challenge, and inspire even people already familiar with the subject matter. It should help start a relationship where none exists, and it should enhance existing relationships.

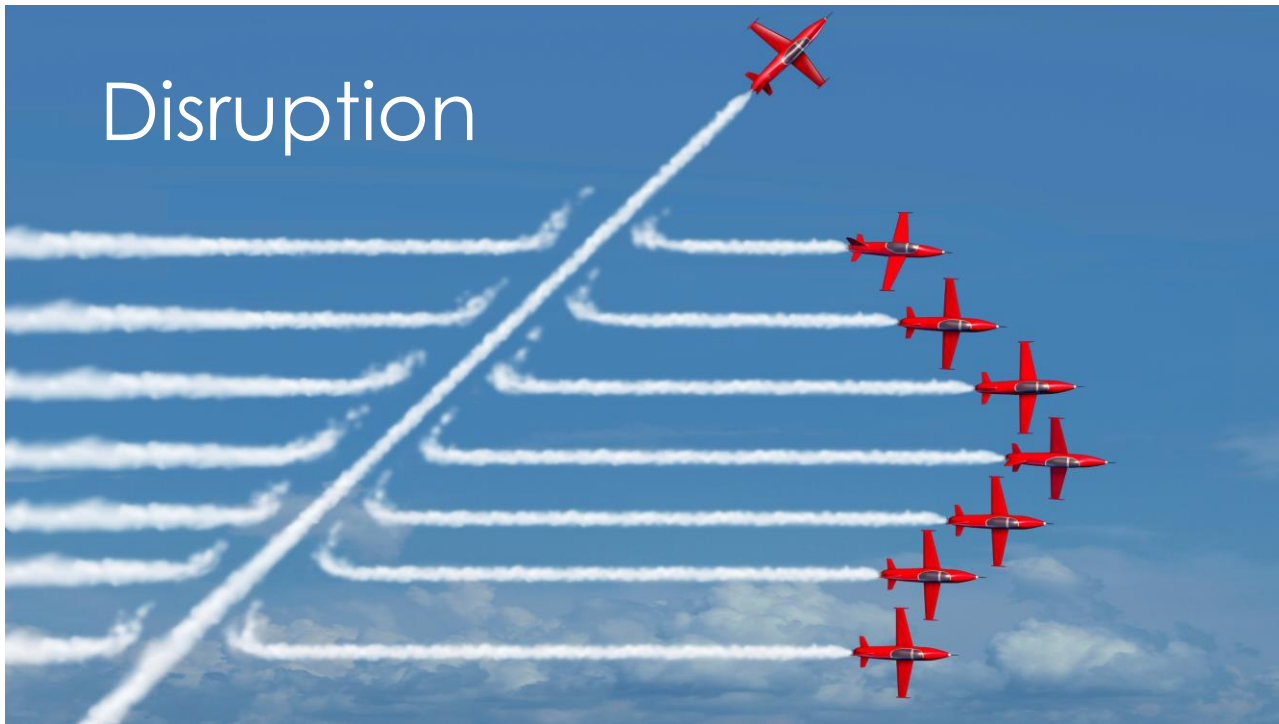
<https://www.fastcompany.com/3003897/golden-rules-creating-thoughtful-thought-leadership>

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Disruption



Simplicity and Facts



10 ways to create great thought leadership and content marketing

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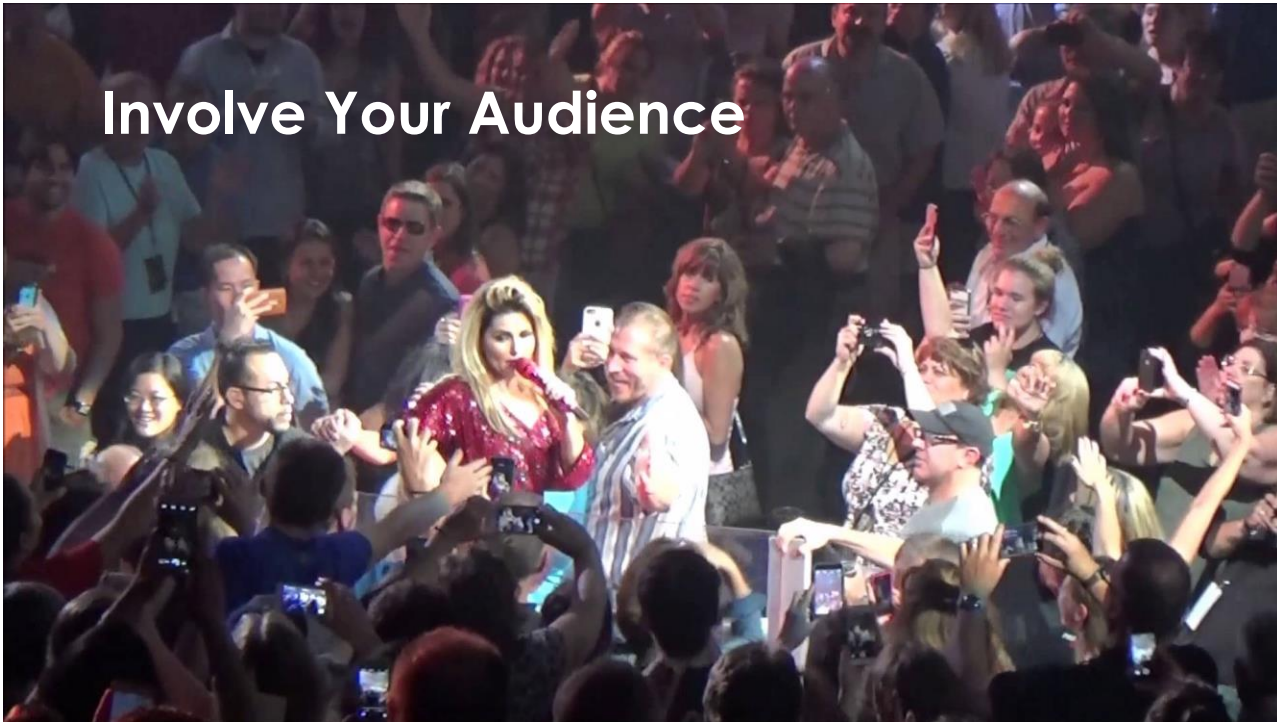


Confidence Matters

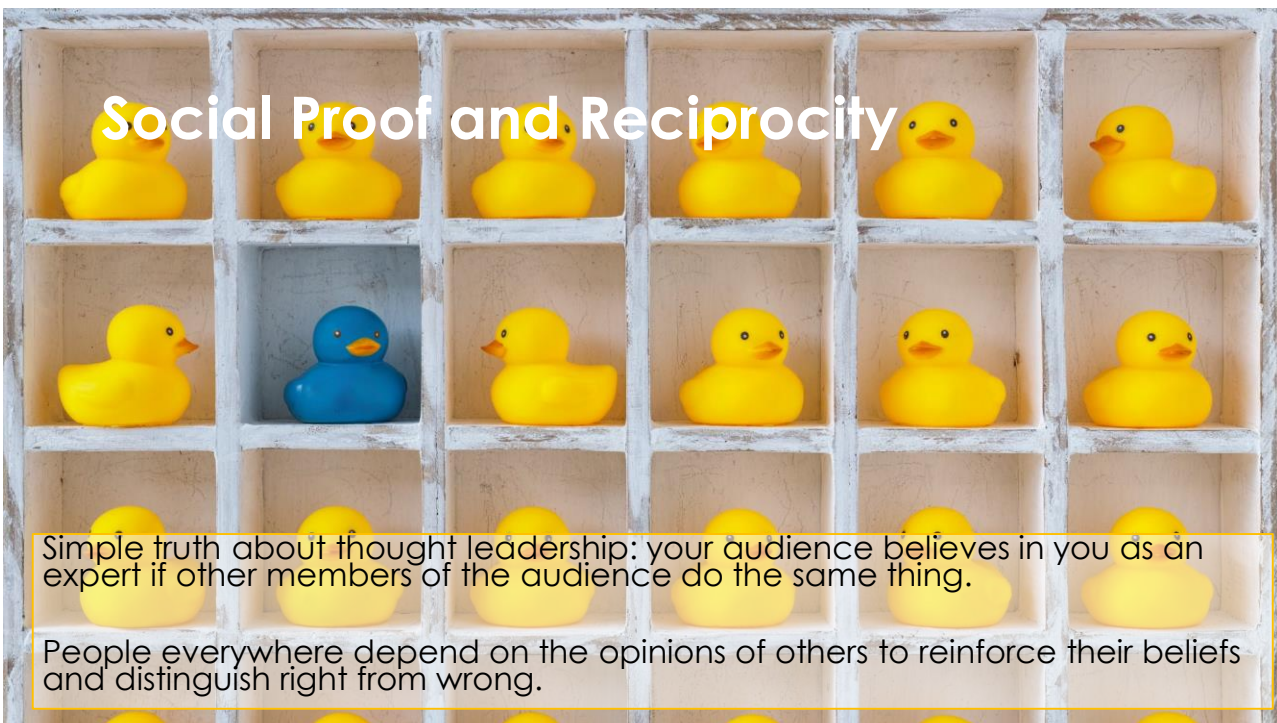
- You have to have the confidence to believe that you know what you're talking about, and can carry off a brilliant argument about a particular subject matter.

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Involve Your Audience



Social Proof and Reciprocity



Simple truth about thought leadership: your audience believes in you as an expert if other members of the audience do the same thing.

People everywhere depend on the opinions of others to reinforce their beliefs and distinguish right from wrong.

Always Be Honest

No legacy is so rich
as honesty.

William Shakespeare

You have to be honest (and be perceived to be honest) in everything you do. Audiences easily experience cognitive dissonance, which occurs when something they encounter directly contradicts their past knowledge or experience. Beware your credibility.

Don't be Afraid of Controversy

Controversy for the sake of
controversy is sin. Controversy for the
sake of truth is a divine command.

Walter Martin

Being honest does not always mean falling in line with conventional wisdom. As long as you can support your views with evidence and examples (and assuming you are already credible) don't be afraid to challenge the norm and establish an alternative way of thinking. The most dangerous trap content marketers can fall into is blandness.

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Smart Marketing Ideas

PR INDUSTRY UNDER SCRUTINY

The proliferation of the role played by British PR firm Hill Pottinger in peddling fake news and rolling out a narrative damaging to the South African economy in order to raise the image of its clients, the Gupta family, has raised questions about the ethics and morality of the profession.

These very issues were high on the agenda at the recent annual International Association of Business Communications (IABC) World Conference in Washington, DC. Never before has the role of the PR firm or practitioner been under such scrutiny, either in South Africa or abroad.

According to Daniel Munslow, director of MCV Consulting and a member of the Global IABC board, the communication companies are focusing more on ethics, in general, and communicators are working harder for ethical communication. Transparency, accountability and adherence to global best practices have now become the core business of the senior PR professional, he says.

He is optimistic about the way the industry is innovating to become key enablers of a company's growth. "A great product or service is no longer enough to stand out and win customer loyalty in today's crowded, noisy marketplace," he says. "Companies that want to thrive need to create an emotionally compelling brand story."

It is PR's role, he says, to understand what a brand story truly is, and what it is not, in order to find the right brand narrative that connects the brand to the stakeholders.

"Crisis communication and the management of reputation risk have become synonymous with communication," says Munslow. "From cyberattacks to Ford's mismanagement of crisis communication consequences, the Outsurance blame game of juniors within the business, globally more and more emphasis is being placed on preparedness for crisis. How many business continuity plans are merged with reputation management strategies?"


Simplicity, insists Munslow, is key. Communicators often overcomplicate what would otherwise be the simplest of messages.

There is a growing need for leaders at all levels to be effective communicators, he says. "Communication professionals must see themselves as leaders and coaches. Gone are the days when the communication department are the only communicators in a company. Today they are there to enable everyone to communicate."

When it comes to response time, it is not the immediacy of communication channels. "Companies that had 24 hours to respond last year have about 15 minutes today."

The Redzone is aimed at South Africa's professional marketing community, with the specific intention of giving time-pressed experts fresh insight and relevant intelligence that will make their jobs easier. It is also a burgeoning community of marketers who, through an annual membership programme, derive multiple benefits.

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Be innovative

You have to inspire people with new ideas, tools, techniques, and ways of thinking. You are a source of knowledge, empowerment, thinking and, let's be honest, they will use your ideas in other conversations.

Offer balanced view points



Being controversial is great, but it's an art. You also have to be balanced, sensible and fair. It shows you are sound, credible and know what you are talking about. And it shows them you are confident as a thought leader.

Be a head turner



Everyone is writing thought leadership. The later you are coming to party, the less clout you have. But that doesn't mean you cannot turn heads. Find the right content to comment on, and be the one the changes the way people think.

Add new insights to existing conversations

Not sure what to say... there is nothing wrong with leveraging existing conversations, and adding another dimension of thinking to them. You might have something need to add that they had not already thought about. You are also using existing market presence.

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In view of Bell Pottinger's antics is it time to regulate the PR industry? VOICES

Daniel Munslow
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It has become more important than ever to address the current lack of regulation in the public relations industry, and explore the best options in promoting ethical conduct across the profession.

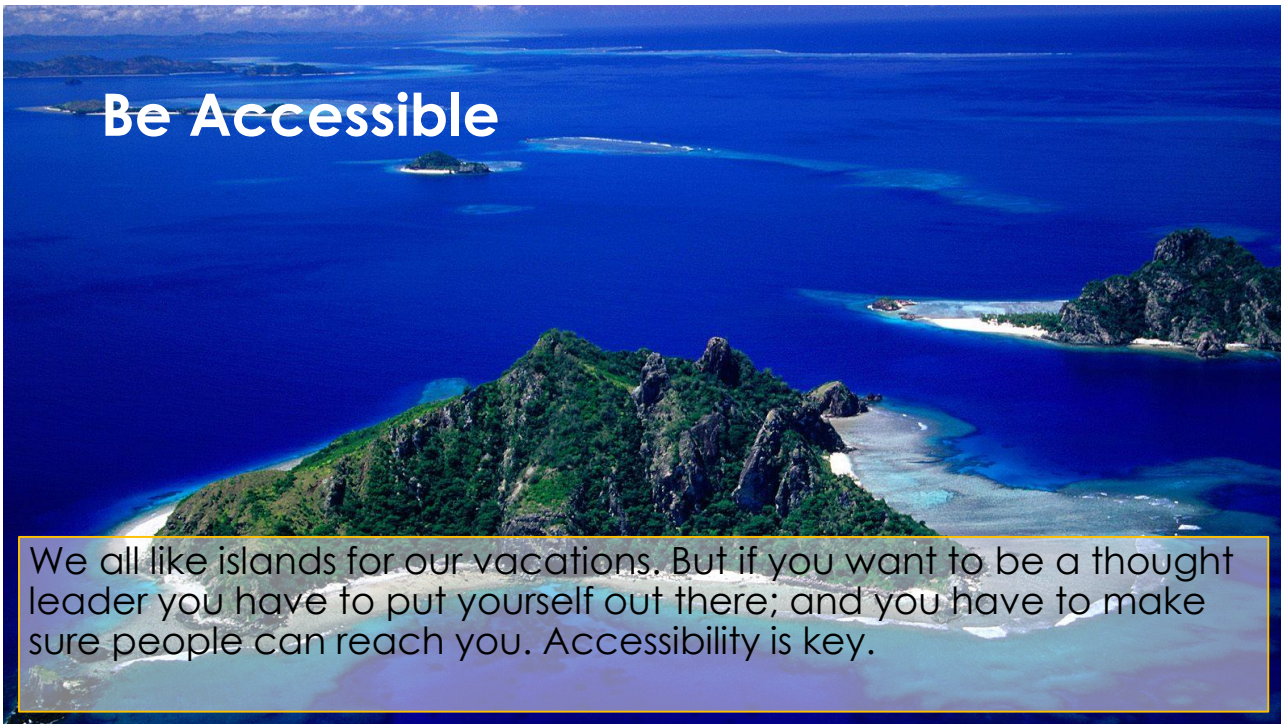
For several years, the Public Relations Institute of Southern Africa (Prisa) has been consulting with industry and government stakeholders on legislated self-regulation for the communication management profession. Now, the role of ethics in public relations has come into question in light of the



Daniel Munslow.

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MARCH 2017

A newsletter for government and public sector communicators

The evolution of the strategic advisor

By: Denis Munslov

Agility is fast becoming the buzzword for communicators, as the profession seeks to understand how changing business models are impacting communication and the way in which tactics are executed. Downward revisions to the growth forecast of the country have once again meant that budgetary constraints continue to hamper the delivery of many strategic communication initiatives, and put pressure on communicators to find new

communication chooses to position itself to secure c-suite buy-in for strategic communication imperatives. The last few years have seen dramatic shifts in the tactics around communication, often driven by digital disruption, but the core business approach to communication is now playing catch up.

Shift 1 - Strategic advisor
There must be consensus to advance the role of

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Questions and Further Discussion

Thank You and Questions

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