



**With Ihor Diaboha**



- You have the best SKUs
- You have skilled sales reps
- You have skilled inside sales reps
- You have skilled management

# ***But***



- You're not growing new sales
- You're not penetrating the marketplace
- You're not expanding your visibility
- You're not answering new queries

**The all-important parade of questions is leaving you in the dust**





**In Reality ...**  
**You're**  
**Stagnating ...**  
**Unknown ...**  
**Not Growing ...**



**You Can  
Do  
Better!**

# How is Your Business Positioned?



businessman  
success  
leader

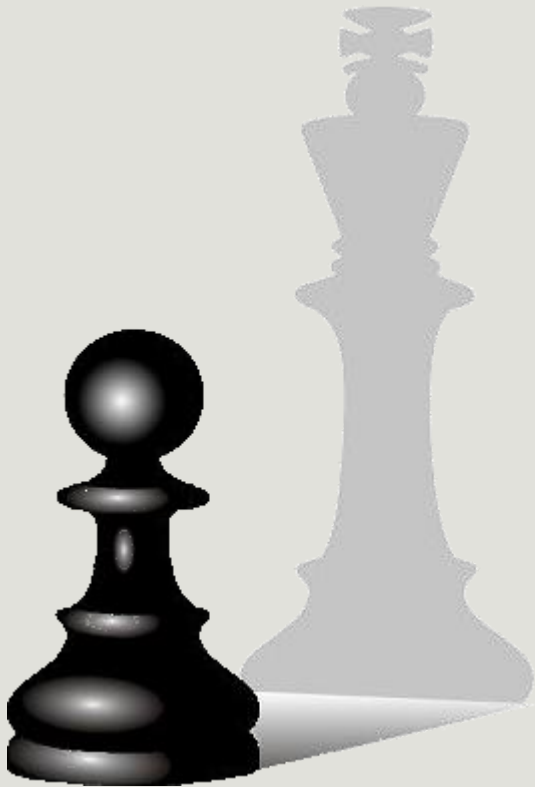


***You can*** ■■■



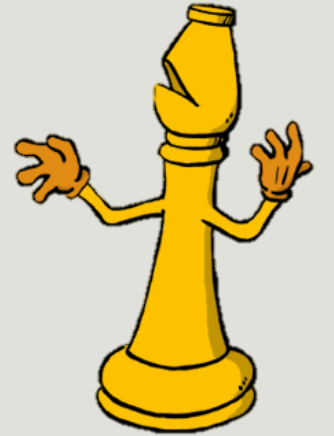
- **Increase new sales**
- **Penetrate the market**
- **Expand your visibility**
- **Answer new queries**

You can be your  
industry's  
market's  
thought leader





**You Can Do That  
Without Great  
Expenses**



**but by promoting  
your expertise**



- **Thought Leader** is a person or firm that is not only recognized but also who profits from the **recognition of authority**.
- **Thought Leader** is an individual, company, or organization regarded as **expert** in a specialized area or industry. The thought leader is recognized by colleagues, competitors, customers, and prospects as having **progressive and innovative ideas and as having been successful in effecting change**. The **thought leader** is one you think of first. The “go to” person.
- According to *Forbes*, “A **Thought Leader** is an individual or firm that **significantly profits from being recognized as such.**”



- @ **Thought leadership** should be an entry point to a relationship. **Thought leadership** should intrigue, challenge, and inspire even people already familiar with a company. It should help start a relationship where none exists, and it should enhance existing relationships.
- @ **Thought Leadership** is simply about becoming an authority on relevant topics by delivering the answers to the biggest questions on the minds of your target audience.
- @ **Thought leadership** should be about a big idea that changes how people perceive the world.
- @ **Thought leadership** drives new directions. Pushes the economy forward. Makes the rest of us think, question, discuss, and purchase.



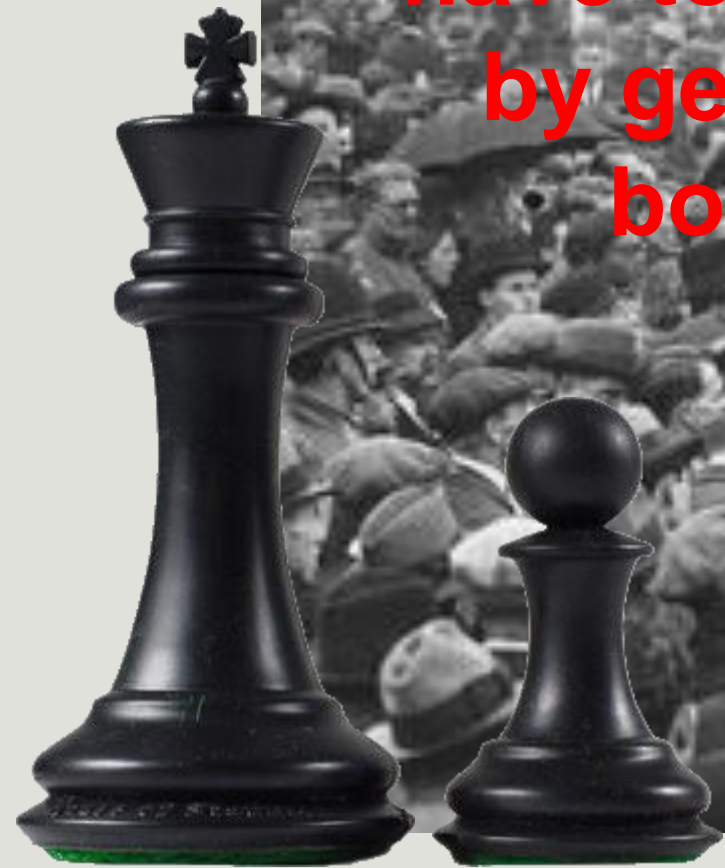
- @ **Thought Leadership** offers your unique perspective on hot topics relevant for your customers, the agenda is set by your audience. Your customers, market, audience determine what the questions are. You simply need to answer them. So your level of authority is really determined by how well you answer those most important questions.
- @ **Thought Leadership** allows marketers to define the category of your solution in customer terms. Branding is all about being associated with the questions your buyers are asking.
- @ **Thought Leaders** need to inspire buyers to act – to take the next step in their journey. Of course, the challenge is in the telling, educating.

**Don't sell anything except ideas.**

Selling during a **Thought Leadership** presentation, discussion, or post is the number one **sin**, and therefore, not selling is the number-one rule.



**To become a Thought  
Leader today you don't  
have to attract an audience  
by getting up on a soap  
box. It's simpler...**





## *Twitter is the road to **Thought Leadership***

- @ **Twitter** is awesome.
- @ It's a favorite platform for exchanging ideas, making new connections, and building relationships.
- @ Social media is profoundly changing our lives in many ways.
- @ It gives experts a means to amplify their messages and accelerate their teaching, so its implications for marketing are enormous.
- @ Social media paves the way for many new opportunities, but it doesn't take you to a place called **Thought Leadership**
- @ It gives you a great microphone, so it definitely can allow you to be heard by a bigger audience and potentially command even greater influence.
- @ But it doesn't give you the revolutionary ideas that earn you the title **Thought Leader.**

twitter





**You, the**

**businessman,**

**the entrepreneur,**

**the expert must**

**do that by**

**yourself.**

twitter

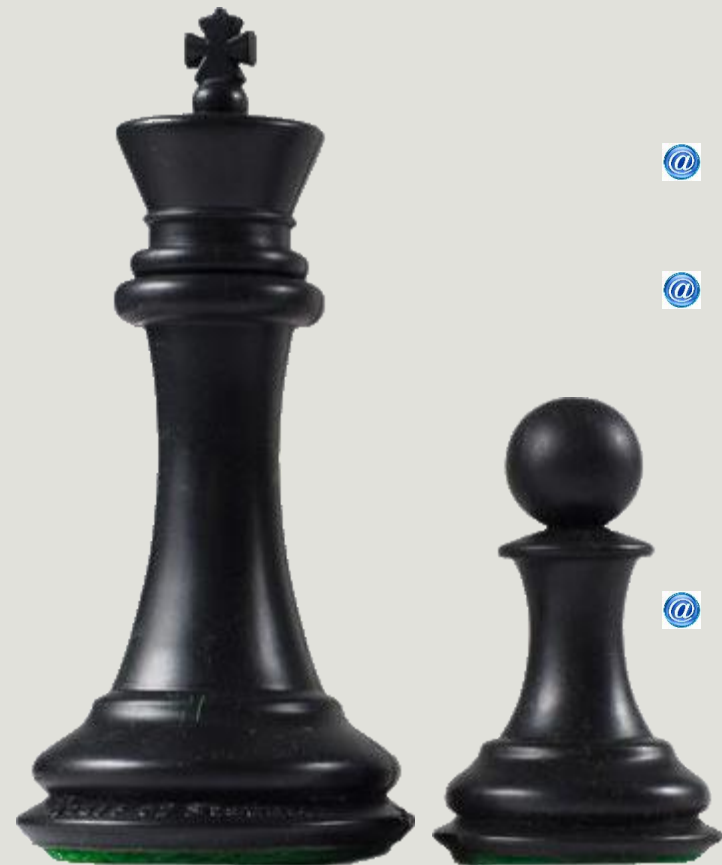




- @ Start and enhance relationships**
- @ Create your own communities**
- @ Participate in industry discussions**
- @ Keep abreast of marketplace's concerns**
- @ Answer questions**
- @ Offer solutions**
- @ Unveil innovative ideas**
- @ Offer your unique perspective on issues and trends**
- @ Inspire buyers**
- @ Educate existing and potential customers**
- @ Effect change that will help the market and your company**
- @ Become an authority**



- @ Social media represents low-cost tools that are used to combine technology and social interaction with the use of words. These tools are typically internet or mobile based. A few are **Twitter**, Facebook, MySpace and YouTube.
- @ Social media gives businessmen a voice to communicate with peers, customers and potential consumers. It personalizes the “brand” and helps you to spread your message in a relaxed and conversational way.
- @ **Twitter** is an effective channel for communications.
- @ The power of **Twitter** as a marketing tool has been realized by many small business owners, who are using it to help their businesses grow. Considering that it costs very little to promote an idea on **Twitter**, small businesses should use this tool for boosting their Internet marketing activities.
- @ **Twitter** has millions of users and more people are joining it every day, which makes it one of the best places to look for potential customers. Small businesses catering to a niche market or people from a certain location can use **Twitter** to connect with them.





Ⓜ The main reason that businesses use **Twitter** is to connect with potential customers and promote innovative trends. You can use **Twitter** to introduce innovative ideas under your brand or product line. New ideas, especially those that your customers find interesting, gain more popularity through such social networking sites than they would through the traditional advertising channels.

Ⓜ News travels faster online than it does through radio or TV. You can use your **Twitter** account to make important announcements and share news that your customers should know. While a TV or radio announcement can do the same job for you, **Twitter** is cheaper and the message will get carried to millions of people in little time. It goes viral.

Ⓜ **Twitter** can be a great tool for interacting with customers and promote your expertise. It is an equally efficient tool for collecting customer feedback and their opinions about your company's products and services. All you need to do is follow the conversations about your company and its products and you will get your answers without even asking.



**Facebook** is now part of most people's web lives, **Twitter** is where a lot of people are reading the breaking news, and if you want to be entertained then just dial into YouTube.

**twitter**

**Twitter** is the fastest growing social network in the world by active users according to a Global Web Index Study.

**facebook**

**Facebook** continues to grow and work out how to make money from its ads and mobile users.



# twitter

## By the numbers

- @ 44% growth from June 2012 to March 2013
- @ 288 million monthly active users
- @ That means that 21% of the world's internet population are using Twitter every month
- @ Over 500 million registered accounts
- @ Twitter's fastest growing age demographic is 55 to 64 year olds, registering an increase in active users of 79%


# facebook


## By the numbers

- f Daily active users have reached 665 million
- f Monthly active users have passed 1.1 billion for the first time
- f 751 million mobile users access Facebook every month
- f Mobile only active users total 189 million
- f Mobile now generates 30% of its ad revenue up from 23% at the end of 2012




# Success Stories


 **Martell Home Builders, New Brunswick, Canada, an Atlantic Canadian custom homebuilder. In the past, Martell relied heavily on realtors to keep their business moving forward. However, once they embraced social media, they were able to create a direct-to-consumer model where they were no longer reliant on a middleman to bring them business.**

 **Zappos, Henderson, NV, is an online retailer that sells shoes, clothing and accessories. It's known for the enormous emphasis that it puts on creating real relationships with its fans and customers. On its Facebook custom welcome tab its catchy saying suggests "Let's be in a Like-Like relationship." It shows it treat its potential fans as equals, solidifying its relationships even more.**



# Success Stories

 Cree, Durham, NC, a b2b that sells energy-efficient, environmentally friendly, industrial LED lighting. Cree is social-savvy. It knows how to make its customers' experiences fun, social and interactive. In its "Cries for Help" section, it encourages companies to showcase terrible lighting on their site. It's a fun way to show bad lighting situations in their offices.

 H&R Block's Official Tweeter is Paula Drum, the VP of marketing who said things are going great for H&R Block on Twitter, which the company uses "to share valuable information, listen to what people are saying, provide moral support & solve problems."

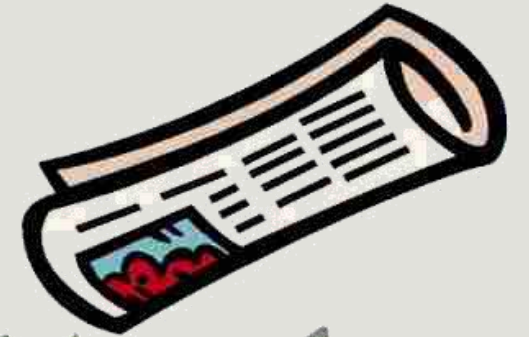
 Home Depot's Official Tweeter is Sarah Molinari, corporate communications manager and queen of proactive customer service via Twitter. She believes "Twitter provides another way for our customers to reach the company. I offer help and answer questions about our stores and our business."





# Comprehensive Marketing Strategy

twitter



Newsletter

facebook

<http://www.yourcompanywebsite.com>



A black chess king piece stands prominently in the center, with a gold chess knight piece positioned in front of it to the left. The pieces are set against a plain white background. The text is overlaid on the image, centered around the king piece.

**The Result:  
You've Become  
The Thought Leader  
In Your Industry & Market -  
*The 'Go To' Entrepreneur***

**No. 1 Cause  
Of Loss of Leadership:**



***Neglecting social media  
after launch***

**For additional information, contact:**

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