



## WE KNOW THOUGHT LEADERSHIP

**Thought leadership — demonstrating expertise through content — has never been a more critical element in a communications program, or more in demand.**

According to LinkedIn B2B University, 61% of C-suite executives say they will pay a premium to work with a company that publishes thought leadership over one that doesn't. And 92% of decision-makers report that consuming thought leadership content improves their respect for an organization.

Bellmont Partners' approach to thought leadership integrates multiple initiatives and communications disciplines designed to demonstrate expertise, share information, strengthen relationships and create opportunities.

Our agency has employed our proven, award-winning [thought leadership strategy](#) for hundreds of B2C and B2B organizations across dozens of industries. For each client, we develop and implement a customized, authentic strategy that can involve a combination of proven tactics: traditional or digital; and earned, owned, social or paid; including:

- Award entries
- Blog posts
- Books
- Contributed articles
- Earned media & interviews
- Emails
- Expert guides & tool kits
- Live digital events
- LinkedIn profiles, posts & articles
- Newsletter articles
- Podcasts
- Social media posts
- Speaking engagements
- Videos
- Webinars
- Whitepapers

# WE ARE

## CONNECTORS

We create opportunities.

## COLLABORATORS

We extend your team.

## COMMUNICATORS

We build awareness  
and engagement.

Regardless of the platform, we leverage thought leadership to showcase expertise and insights, increase visibility, create news, retain control of the message, generate valuable third-party endorsement, deepen relationships and reinforce business goals. Bellmont Partners takes a proactive, education-based approach to position executives, key opinion leaders and subject matter experts by building their authority and legitimacy and bolstering their communications platforms.

We know how time-strapped executives and subject matter experts are, so we've honed our process to make it as easy as possible for key opinion leaders to create content. Often it can start with a short phone call while stuck in traffic, or a brief email interview or bulleted outline. Our content experts take it from there and flesh out your ideas into a fully realized draft, which we then work together to finalize. Or, if you find yourself with the time to put a first draft on paper, our team can edit it into a final product.

## EXAMPLES

- **LinkedIn article: People Incorporated CEO**  
[\*The mental health toll on healthcare workers during COVID-19\*](#)
- **Bylined article: Gravie CEO**  
[\*The Future of Healthcare with Abir Sen\*](#)
- **Interview: R3 Continuum executive**  
[\*What employers should know about their employees' COVID concerns\*](#)
- **Award nomination: Former Second Harvest Heartland CEO**  
[\*2018 Most Admired CEOs: Rob Zeaske\*](#)

