



Thought Leadership Interviews

Deliver good compelling content and a whole lot more!



Youtube



Audio



Summary Post



Tweetable Moments



NOTE: The show can focus on any topic.

Thought Leader Interviews address all areas of the *Thought Leadership Funnel* above.

Why

Thought Leadership Interviews can accomplish four things:

- Position your organization and key employees as thought leaders while generating awareness.
- Act as public case studies when a customer advocate is being interviewed.
- Become a door opener for sales when **future advocates** are invited on the show.
- Create content to be used elsewhere on marketing and social media channels.

What

THiNKaha will produce a video show where your executives (with support from a THiNKaha host, if desired) will interview an **advocate** or **future advocate** concerning the challenges they face and potential solutions that exist. For customer advocate interviewees, the host will gently bring out your product and service benefits. The show will be sponsored by your organization.

How

The show will be recorded as a Google+ Hangout on Air and be available on your YouTube channel. Optionally, it can also be made available as an audio podcast. Both formats can be curated on your blog.

The interviews can be converted to a summary and "tweetable moments" from the sessions. These can then be used by marketing and social media users as further social content to post.

After 4-6 shows, you can also have enough content for a THiNKaha App book.

If desired, we can work with your team to pick the "right" tool and develop an optimal method for social sharing.