

The CEO As A Digital Thought Leader

Presented by:
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- An expert in a specialized area or industry
- Recognized as having innovative ideas and success effecting change by colleagues, competitors, customers and prospects
- The "go to" person

- According to Forbes, "a thought leader is an individual or firm that significantly profits from being recognized as such."
- “Digital” Thought Leader
- You have no choice

- Change agents
- Innovators
- Opinion leaders
- Trusted source of advice

- Generate brand awareness
- Demonstrate vision and drive
- Build a positive brand reputation
- Emphasize knowledge, intuition, and credibility

- Educate the industry
- Define Your constituents, their interests/needs
- Contribute to conversations, start new ones
- Lead by example

- Having a leadership position in the marketplace builds business, drives sales
- Thought leadership campaigns are based on content marketing
- Thought leadership differentiates you from your competitors

- Thought Leadership is real, legitimate and achievable.
- Social Media networks and digital tools are channels of dissemination
- your audiences and prospects are online
- Tri-media is an important component of digital marketing

- Develop Your Personal Brand and Voice
- Create and Maintain Blog and be active in social media.
Create social media profiles
- Produce a variety of interesting and engaging advanced content. Develop, disseminate, and multipurpose original research (infographics, surveys, and reports)
- Write Guest Articles and Blogs
- Identify and listen to your industry thought leaders.
Share content with them

- Get Interviewed
- Speak at Conferences and Events
- Grow your audience using social media outlets
- Establish a publication frequency and stick to it
- Routinely review content performance and optimize as needed.
- Share, give opinion, mentor, teach



- Founded 2009
- 13M

Jan 2013 – 150,000
Sept 2014 – 600,000

Thanks!

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