



**HOW
I LEVERAGED
CONTENT
TO BECOME
A THOUGHT
LEADER**

-by Shane Barker



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Introduction

Becoming a thought leader requires that you establish yourself as an authority in your industry. You could build connections and go to speaking events to build credibility. But the best way to really establish your authority is by producing content – high-quality, valuable, and relevant content for your target audience.

Content helps you display how much you know about your industry and distribute this knowledge through relevant channels. The goal is to have your target audience see your content and consider you as an expert in the field and eventually, as a thought leader.

That's the exact strategy I leveraged to become a thought leader in the digital marketing industry.

Achievements



For the first time ever, I am revealing my secret sauce to thought-leadership marketing success in this ebook.

Want to learn how I leveraged content to become one of the [Top 50 Influential Marketers Online?](#) Read on to discover some of the best ways in which content helped me become an industry thought leader.

You can use them too!

Chapter 1

Creating Great Content

Of course, your expertise is what makes you a great thought leader in your industry. But you need an outlet through which you can share your experiences and insights with your audience.

For me, the perfect medium to do exactly that was content.

Creating great content is the best way to showcase your expertise, establish yourself as an authority, and build credibility and trust. I published a variety of content which helped me on my quest of becoming a thought leader in the digital marketing realm.

Let's take a look at the types of content that worked best for me and why.

#1:

**Ultimate Guides
and In-Depth
How-To Content**

The type of content that worked the best for me is the one that served as an ultimate guide for brands and marketers in the digital space. That's my audience.

You can establish yourself as an authority by using creating content that tells your audience how they can do something.

Create in-depth guides on how to accomplish certain goals or execute certain tasks relevant to your industry.

This way, you can showcase the full depth of your expertise because you're not just telling them what to do but how to do it. Plus, you won't have to limit yourself to a certain word count so you can really get into the topic in-depth.

I have regularly created high-quality, in-depth content for my target audience. Take for example this guide I created to help brands and marketers build high-converting sales funnels for their businesses.

The Complete Guide on How to Build Sales Funnels that Convert [Gifographic] (Updated January 2019)

Last Updated On: January 31st, 2019

Sales funnels are the foundation of any company's marketing and sales strategy. They help you attract and convert customers.

A lot of companies only focus on the awareness stage of the funnel and put all of their effort into attracting new customers. But that is not enough.

Even if you are successful in driving a lot of traffic to your website, it's useless if they don't buy anything or engage with your brand more. That is where lead nurturing is required, to convert those leads into customers.

Image via ShaneBarker.com

#2:

**Opinion
Pieces on
Trending Topics**

As a thought leader, you should have the ability to express your original ideas and opinions on topics within your industry. If you have any predictions or opinions about trending industry topics, you can express them in blog posts, podcasts, or live video content.

When you can provide accurate and original updates in a timely manner, your audience will start taking you seriously.

I always take the time to create opinion pieces on trends that can impact brands and marketers.

That's why I always take the time to create opinion pieces on trends that can impact brands and marketers. Here's an opinion piece I created on effective content marketing trends which was published on [business.com](https://www.business.com).

5 Effective Content Marketing Trends to Improve Your Strategy

By Shane Barker, Last Modified May 22, 2019

[Home](#) > [Marketing](#) > [Marketing Strategy](#)



Content is the foundation of all forms of marketing and can make or break a marketing campaign.

Content marketing is essentially the creation and distribution of content to achieve various marketing goals. If done right, it can be the most potent weapon in your marketing arsenal. It can help you build your brand, spread brand awareness, get website traffic and even drive sales.

This means it's pertinent to keep yourself up to date on content marketing trends and design your content strategy with these trends in mind. Here are

Image via [business.com](https://www.business.com)

This is an excellent example of a thought leadership opinion piece that could help you grow your influence. I often create similar posts for my own blog too. They help me provide valuable up-to-date news, predictions, and opinions to my audience.

[The Future of Influencer Marketing: 5 Predictions You ...](https://shanebarker.com/blog/future-of-influencer-marketing/) - Shane Barker

<https://shanebarker.com/blog/future-of-influencer-marketing/> ▼

Jun 10, 2019 - What does the future of influencer marketing look like? Read on to learn the trends that will shape how brands interact with influencers.

[The Future of Social Media Marketing – 11 Trends ...](https://shanebarker.com/blog/future-of-social-media-marketing/) - Shane Barker

<https://shanebarker.com/blog/future-of-social-media-marketing/> ▼

Apr 16, 2019 - This makes it important for you to keep up with the latest trends. You also need to future-proof your social media marketing strategy. It needs to ...

Image via [Google](https://www.google.com)

#3:

Educational Content

Educational content helps further strengthen your position as a thought leader. It is different from in-depth how-to content in that it is even more comprehensive. In fact, it is so comprehensive that it is typically divided into multiple courses or sessions.

It is designed to provide people with the knowledge and expertise to become experts themselves. You can create and sell your online courses using platforms like Teachable. Otherwise, you can also create a series of ebooks, whitepapers, email courses, video tutorials, or webinars.

I have partnered with reputable brands like Mention and SEMrush to create educational webinars and live training webinars. This has helped me further strengthen my position as a thought leader in the digital marketing industry.

The image shows a registration page for a webinar. The left side is a dark blue banner with white text. At the top, it says 'LIVE TRAINING' and features the 'mention' logo and 'SHANE BARKER'. The main title is '7 Super Effective Tips to Improve Your Content Publishing Strategy'. Below that, it says 'Surefire ways to help you find new ideas to create original content, that gets in front of your key audience more effectively!'. It is labeled as an 'On-demand webinar'. At the bottom, there are two circular profile pictures: one for Shane Barker, 'Digital Strategist, Brand & Influencer Consultant', and one for Sandra Chung, 'Head of Content @Mention'.

The right side is a white registration form. The headline is 'Learn how to improve your content publishing strategy'. The form includes input fields for 'First name', 'Last name', and 'Work email'. There is a dropdown menu for 'Are you an agency?'. Below the form is a blue button that says 'Watch now!'. At the bottom of the form, there is a small disclaimer: 'Mention needs the contact information you provide to us to contact you about our products and services. You may unsubscribe from these communications at anytime. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your privacy, check out our Privacy Policy.' Below the button, there is a short paragraph: 'Content creation and publishing is becoming more challenging than ever.'

Image via [Mention](#)

#4:

Research and Case Studies

Don't just tell people what to do or how to do it; back up your ideas with proof and results. If you are as good as you claim to be, publishing original research and case studies is the best way to prove it.

When you publish your own research, you show people that you've actually spent time studying the topic in-depth. You're not basing your insights solely on what others are saying, so you are capable of independent ideas backed by proven facts.

This is a great way to establish that you're someone worth listening to and therefore, a thought leader in your industry.

You'll find a number of case studies on my blog which show how certain tactics helped me improve results with valid screenshots as proof.

For instance, here's a case study I published on how SEO helped me increase my organic website traffic by 12X.

How SEO Helped Me Grow My Organic Traffic 12x in Just 2 Years – Case Study

Last Updated On: December 24th, 2018

A lot of companies focus on paid promotions and ad campaigns to boost their website traffic. However, they often forget the importance of SEO to drive website traffic.

If you can boost your organic traffic, it will be beneficial for you in the long run. Why? Because you won't be dependent on referral traffic and paid promotions to drive traffic to your website.

12X Improvement in Organic Website Traffic During 2016-18

A YoY increase of 364% in the number of users in YTD 2018.

Source / Medium	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Arg. Session Duration	Online Queries (Goal 1 Conversion Rate)	Online Query (Goal 1 Completions)
	364.33% ▲ 127,993 vs 27,565	356.79% ▲ 126,603 vs 27,716	359.13% ▲ 151,220 vs 32,936	0.52% ▲ 86.37% vs 86.82%	2.76% ▲ 1.24 vs 1.28	3.81% ▲ 00:00:55 vs 00:00:53	67.18% ▲ 0.15% vs 0.46%	50.67% ▲ 226 vs 11
1. google / organic								
Jan 1, 2018 - Oct 30, 2018	127,993 (100.00%)	126,603 (100.00%)	151,220 (100.00%)	86.37%	1.24	00:00:55	0.15%	226 (100.00)
Jan 1, 2017 - Oct 30, 2017	27,565 (100.00%)	27,716 (100.00%)	32,936 (100.00%)	86.82%	1.28	00:00:53	0.46%	150 (100.00)
% Change	364.33%	356.79%	359.13%	-0.52%	-2.76%	3.81%	-67.18%	50.67%

A YoY increase of 275% in the number of users, in 2017.

Source / Medium	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Online Queries (Goal 1 Conversion Rate)	Online Queries (Goal 1 Completions)
	274.99% ▲ <small>36,235 vs 9,663</small>	283.51% ▲ <small>36,403 vs 9,492</small>	286.20% ▲ <small>43,567 vs 11,281</small>	4.96% ▲ <small>86.71% vs 82.62%</small>	7.06% ▲ <small>1.27 vs 1.37</small>	9.83% ▲ <small>00:00:54 vs 00:01:00</small>	26.34% ▲ <small>0.38% vs 0.51%</small>	184.48% ▲ <small>165 vs 91</small>
1. google / organic								
Jan 1, 2017 - Dec 31, 2017	36,235 (100.00%)	36,403 (100.00%)	43,567 (100.00%)	86.71%	1.27	00:00:54	0.38%	165 (100.00%)
Jan 1, 2016 - Dec 31, 2016	9,663 (100.00%)	9,492 (100.00%)	11,281 (100.00%)	82.62%	1.37	00:01:00	0.51%	91 (100.00%)
% Change	274.99%	283.51%	286.20%	4.96%	-7.06%	-9.83%	-26.34%	184.48%

Significantly Higher Rankings For Competitive Keywords

<input type="checkbox"/>	1. conversion optimization consultant	👑 ⭐ 📄 📄	👑	1	0	0.24	0	4.167%	0	https://shanebarker.com/service/on-rate-expert/
<input type="checkbox"/>	2. product launch consultant	👑 📄 📄 📄	👑	1	0	0.36	0	4.167%	0	https://shanebarker.com/service/launch-marketing/
<input type="checkbox"/>	3. celebrity consultant	⭐ 📄 📄		1	0	0.36	0	4.167%	0	https://shanebarker.com/service/celebrity-consulting/
<input type="checkbox"/>	4. influencer consultant	👑 ⭐	👑	1	0	0.24	0	4.167%	0	https://shanebarker.com/service/center-consulting/
<input type="checkbox"/>	5. celebrity consultants	📄		2	0	0.12	0	1.431%	0	https://shanebarker.com/service/celebrity-consulting/
<input type="checkbox"/>	6. online marketing consultant	⭐ 📄 📄 📄		2	0	1.33	0	1.431%	0	https://shanebarker.com/
<input type="checkbox"/>	7. marketing consultant sacramento	📄 📄	📍	2	0	0.16	0	1.431%	0	https://shanebarker.com/
<input type="checkbox"/>	8. website marketing consultant	⭐ 📄		3	0	0.44	0	1.087%	0	https://shanebarker.com/

Image via ShaneBarker.com

Case studies like this act as valuable testimonials on how your products or services can help your target audience. So they can be very powerful pieces of content.

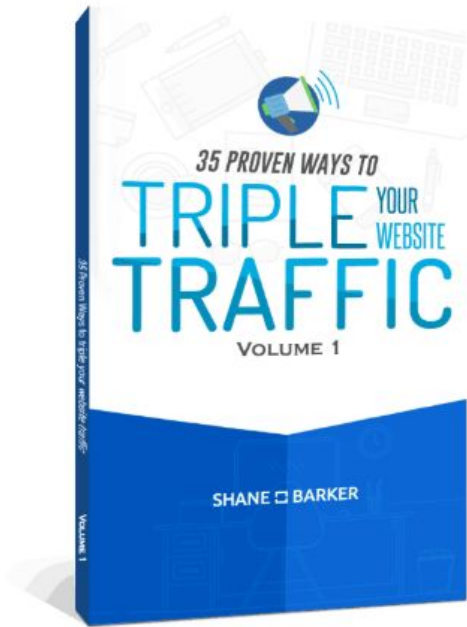
#5:

Ebooks

Ebooks are an ideal format to address trends and industry issues, and put out information that can be valuable for your target audience. It takes a lot of time and effort to provide something that can add value to all of the existing content online on any particular topic.

Publishing useful ebooks is your chance to position yourself as a subject matter expert in your industry. And like any other form of digital content, you can optimize your ebooks to drive more traffic and use them to reach out to your potential leads.

Ebooks have helped me showcase my expertise in specific topics and played an important role as far as thought leadership goes.



Discover 35 Winning Tactics to Increase Your Website Traffic

- ✓ Find out how to drive valuable traffic through social media – from using Rich Pins on Pinterest to interacting with a relevant audience on Reddit.
- ✓ Learn how to boost your inbound marketing efforts by optimizing your content strategy, building quality backlinks, and submitting guest posts to reputable sites.
- ✓ Get unique ideas on working with influencers to drive loyal and relevant fans to your website.
- ✓ See what you can do better to ensure that your email marketing drives tons of traffic to your site.

 [CLICK HERE FOR FREE DOWNLOAD!](#)

Image via ShaneBarker.com

Here are some of my ebooks:

- [35 Proven Ways to Triple Your Website Traffic](#)
- [How to Build A Winning Strategy for Your Next Product Launch](#)
- [How to Build A Successful Influencer Marketing Campaign](#)

You may want to check them out to discover other strategies that have worked well for me.

#6:

Visual Content

The popularity of visual content is on the rise. In today's fast-paced world, most people have less time to read long articles. They prefer to consume information through impressive visual content.

That's why you can no longer rely solely on long-form written content such as in-depth guides, blog posts, and ebooks to reach your target audience. If you want them to see you as a thought leader, you also need to capitalize on visual content to strengthen your overall online presence.

Visual content has played an important role in my content marketing strategy, and has proven to be a successful medium to drive more engagement. I consistently leverage resourceful visual content in the form of infographics, gifographics, and videos to strengthen my authority.

Here's a gifographic that I created to add visual appeal to my post on why you need to work with micro-influencers, and had it published on [Inc.com](https://www.inc.com).

This is Why You Need to Work With Microinfluencers

Want to boost engagement and conversions? What if you could generate maximum ROI for minimal cost?

in f t



By Shane Barker *Digital marketing consultant* [@shane_barker](https://twitter.com/shane_barker)

Check out the gifographic below to find out the other benefits of working with microinfluencers. It also covers how to find the right influencers for your campaign, and tips for working with them effectively for maximum ROI.

(Click on the gifographic to enlarge.)

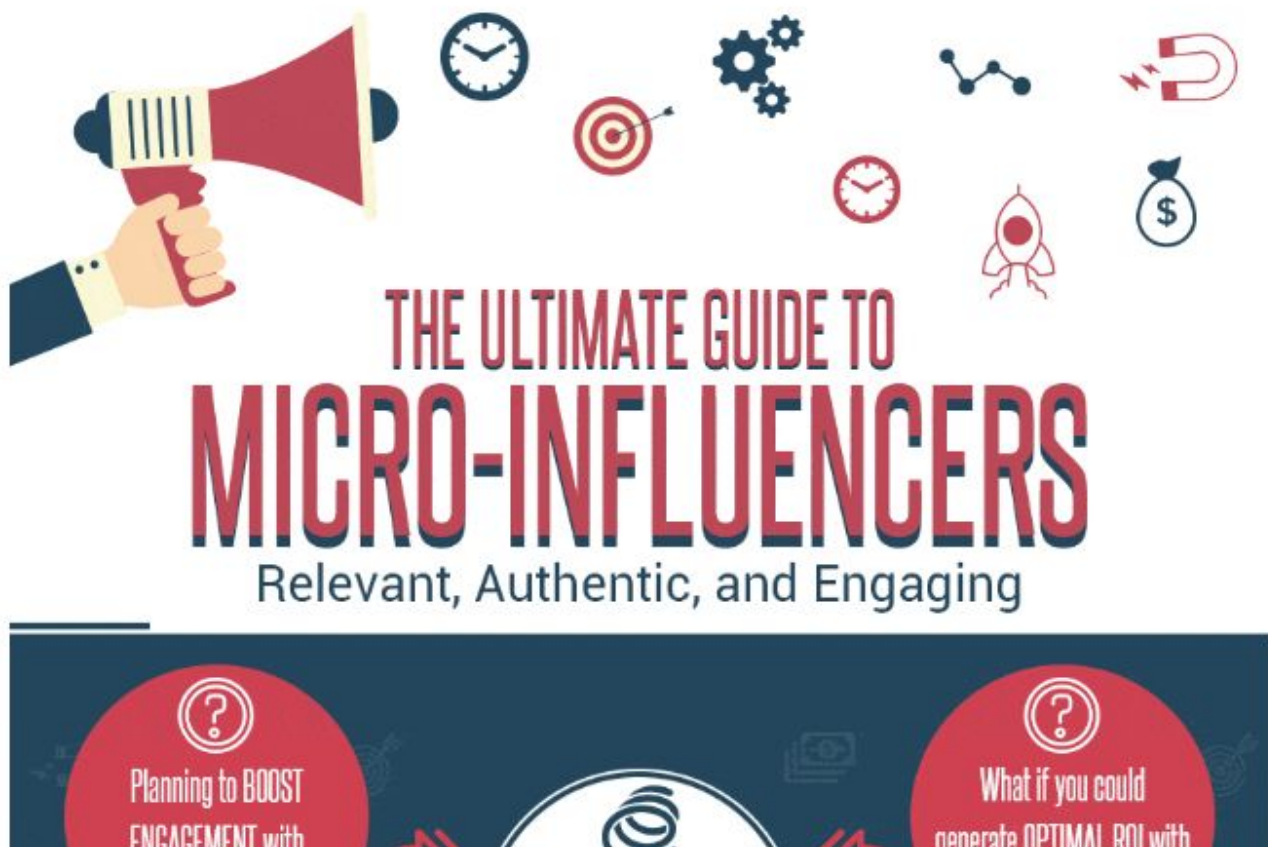


Image via [Inc.com](https://www.inc.com)

Chapter 2

Outperforming Your Competitor's Content

To become a thought leader, you need to stand out from your competition. People should be able to differentiate you and your ideas from those of your competitors. Likewise, with your content, you need to one-up your competitors and create something much better.

You can use platforms like BuzzSumo to research your competitors' top-performing content. The content getting the most shares and engagement is the content that your audience seems to like. Next, go through it to see how you can make improvements.

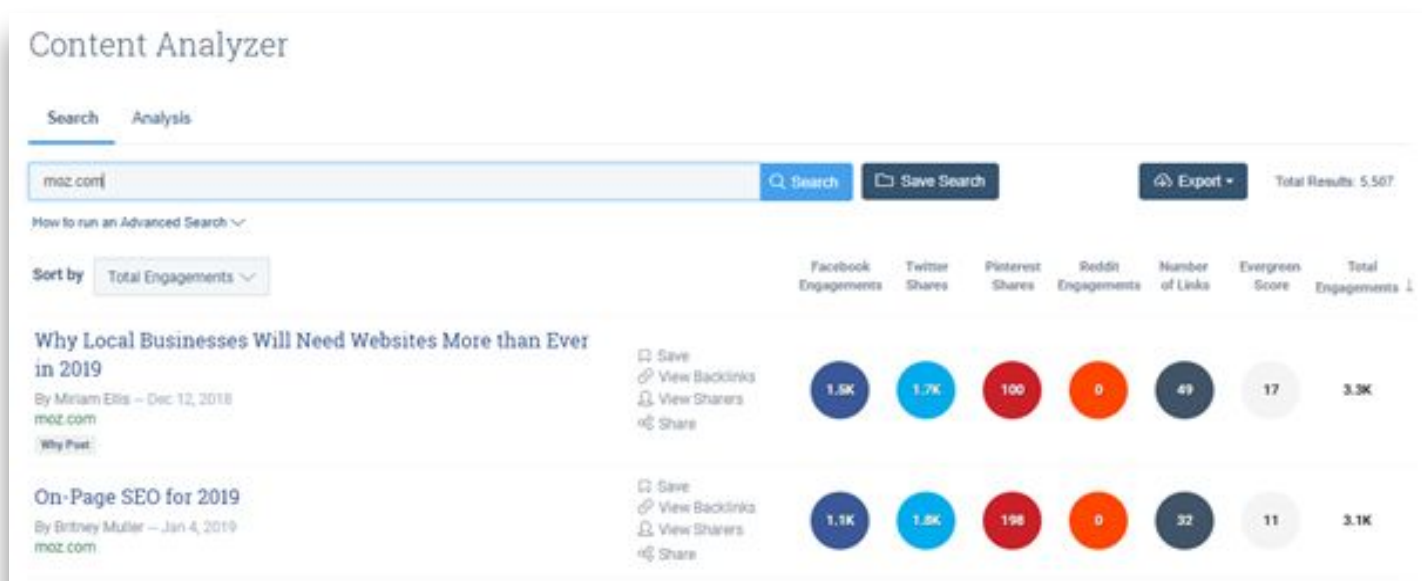


Image via [BuzzSumo](#)

Perhaps you could provide better, more in-depth tips, expand on the topics, create original graphics to complement the points, or write a longer post. You could even write something that disagrees with the ideas they've showcased in that content, as long as you add value for your audience.

I always spend quality time to research my competitors' activities and analyze their strengths and weaknesses. It really helps to identify opportunities that have the potential to drive significant conversions.

I use tools such as SEMrush to track my competitors' rankings for various keywords. Here is a screenshot from one such competitor analysis which lists keywords for which my competitor ranked 10 or lower.



<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC
<input type="checkbox"/>	sitemap seo	10 (11)	210	61.14	
<input type="checkbox"/>	blogging tools	10 (11)	390	57.37	
<input type="checkbox"/>	google adwords ios	10 (11)	20	78.23	
<input type="checkbox"/>	alexa com search	10 (11)	90	77.84	
<input type="checkbox"/>	how to write a facebook page description	10 (11)	40	73.49	
<input type="checkbox"/>	keywords google my business	10 (11)	50	63.49	
<input type="checkbox"/>	seo h2	10 (11)	10	69.88	
<input type="checkbox"/>	making a poll on facebook group	10 (11)	70	73.14	

Image Source: [SEMrush](#)

This helped me identify the spaces where I had an opportunity to create quality content and outrank my competitors.

Chapter 3

Contributing to High-Authority Publications

What better way to establish yourself as a thought leader than by getting a high-authority publication to vouch for you?

Start pitching your ideas to top publications in your industry so you can get published as a guest contributor. The goal is to showcase your expertise to their audience and establish your authority in the industry.

It's somewhat like riding on their coat tails but much better because you're actually bringing something to the table.

Contributing to high-authority websites through guest posting is one of the main tactics that helped me establish my authority in the digital marketing industry.

I frequently contribute to top publishers such as [Inc.com](https://www.entrepreneur.com), [HuffPost](https://www.huffpost.com), [Forbes](https://www.forbes.com), [CoSchedule](https://www.coschedule.com), and over 100+ more websites. Getting my content published on these sites has helped me build my audience and become an industry thought leader.

Another way to get featured by reputable sites is to share a quote relevant to their post's topic or contribute to expert roundup posts.

- 3 **Shane Barker, Author at Tech.Co**
● <https://tech.co/author/shane-barker/> ▼
Shane Barker is a digital marketing consultant that specializes in sales funnels, targeted traffic and website conversions. He has consulted with Fortune 500 ...
- 4 **Shane Barker, Author at Curatti**
● <https://curatti.com/author/shanebarker/> ▼
Small and medium-sized businesses (SMB) need all the help they can get from automation tools for them to grow quicker and keep up with the competition.
- 5 **Shane Barker - Search Engine Journal**
● <https://www.searchenginejournal.com/author/shane-barker/> ▼
Shane Barker is a digital marketing consultant that specializes in sales funnels, targeted traffic and website conversions. He has consulted with Fortune 500 ...
- 6 **Shane Barker, Author at Social Media Marketing | Social Media ...**
● <https://www.socialmediaexaminer.com/author/shane-barker/> ▼
Shane Barker is an author at Social Media Marketing | Social Media Examiner and an expert in social media. This page is a list of their tutorials published by ...
- 7 **Shane Barker, Author at Business 2 Community**
● <https://www.business2community.com/author/shane-barker/> ▼
Shane Barker, is a digital marketing consultant for 15 years with an emphasis on Influencer Marketing in the last 3 years. He is specialized in sales funnels, ...
- 8 **Shane Barker's articles | Inc.com**
● <https://www.inc.com/author/shane-barker>
Shane Barker is a digital marketing consultant that specializes in sales funnels, targeted traffic and website conversions. He has consulted with Fortune 500 ...
- 9 **Shane Barker, Author at The Daily Egg - Crazy Egg**
● <https://www.crazyegg.com/blog/author/shane-barker/> ▼
Shane Barker is a digital marketing consultant, named the #1 social media consultant in the nation by PROskore Power Rankings. He has expertise in business ...
- 11 **Shane Barker, Author at The Next Web**
● <https://thenextweb.com/author/shane-barker/> ▼
May 20, 2018 - When done right, SEO can help you improve SERP rankings, increase targeted traffic to your website, and drive more sales. ... Shane Barker, 7 ...
- 12 **Shane Barker, Author at Spin Sucks Spin Sucks**
● https://spinsucks.com/author/shane_barker/ ▼
Feb 12, 2018 - Influencer marketing is all the rage, but most brands pay for influence, not action. Shane Barker outlines the common tips and mistakes in most ...

I frequently share my insights on various topics related to the digital marketing industry. For instance, I have been mentioned or quoted in the posts listed below.

Mentioned or Quoted:

Vice.com - [How to Make Money on Instagram Even If You Don't Have Millions of Followers](#)

The New York Post - [Social Media Stars Reveal How They Get So Rich](#)

Forbes Mexico - [Micro-Influencers: The Rising Stars of Networks for Brands](#)

Revista Neo - [How to Take Advantage of the Influencers' Potential?](#) (largest online publication in Mexico)

USA Today - [Micro-influencers: How Small Businesses Sidestep Traditional Advertising to Grow Sales](#)

Entrepreneur.com - [How to Run a Micro-Influencer Campaign](#)

ABC News - [How to Make Money Using Your Instagram Account](#)

Cision/PR Web - [6 Expert Brands Unite to Create Free Influencer Resource](#)

Chapter 4

Speaking Engagements

Another thing that has helped me establish my authority in the industry is my speaking engagements.

Participating in speaking events such as interviews, podcasts, and webinars can help you share your insights with massive audiences. Such events also provide you with ample scope to build connections with your peers and other thought leaders from your industry.

Here are some of the speaking events I have been a part of:

Speaking Events:

- I was 1 of 10 speakers invited to speak at the [Influencer Conference](#) November 8th, 2017.
- I spoke at the [Influencer Marketing Days Conference](#).
- I spoke at the first-ever [Influencer Marketing Conference in Mexico](#) and was featured in Forbes Mexico.



Cinnamon Travel Bloggers' Conference & Awards

30 October 2018 | Colombo, Sri Lanka

HOME BUY TICKETS INDUSTRY CONFERENCE **BLOGGER EVENT** PARTNERS TESTIMONIALS

Speakers



Shane Barker

Topic - Why Influencer Marketing and Ecommerce Are A Perfect Fit

Shane was recognized as one of the 100 Most Influential People in Influencer Marketing alongside Kim Kardashian, Gary Vaynerchuk, and legendary PR leaders like the CEO of Edelman. He is an instructor of the "Personal Branding - Influencer Marketing" at UCLA and is one of the top contributors at Inc.com, HuffPost, Forbes, and Salesforce. Shane is also an international keynote speaker with over 20 years of consulting and has been a driving force in the influencer space for

Influencer Podcast Interviews:

- Podcast interview on IZEA - “[Influencer Marketing Podcast on Pepsi, United Airlines & April the Giraffe](#)”
- Podcast interview on iHeartRadio - “[Influencer Marketing Blueprint: Micro-Influencers & Content Marketing](#)”
- Podcast interview on Onalytica’s podcast - “[Using Influencer Marketing to Develop New Business](#)”
- Podcast interview on Vertical Measures - “[Webinar: How Brands Can Increase Engagement with Micro-Influencers](#)”
- Agility PR Solutions - “[Micro-Influencers: A Micro-Webinar](#)”

Video Interview:

- Small Business Trends - “[The Key to Influencer Marketing Success](#)”

All of these speaking events, conferences, interviews, and podcasts have helped me demonstrate my expertise, engage new audiences, and build trust and credibility.

Taking this to the next level, I am also launching my own podcast, “[Shane Barker’s Marketing Madness Podcast.](#)” This podcast will be a valuable series of episodes for all digital marketers.

Shane Barker's Marketing Modness Podcast

Get the best of Content Marketing - The latest trends, suggestions, tools, and strategies that your brand needs

Latest Episode

ding the Ultimate Content Marketing Plan- Interview 0:00 / ... 1x

BEHIND-THE-SCENE EXPERIENCES BY OUR GUESTS

"Wow. That was completely Kray. And totally fun. Thanks so much!"

Image via ShaneBarker.com

I have invited thought leaders from the industry to share their insights on various topics. The guest list includes Jeff Bullas, Brittany Berger, Cathy McPhillips, Jon Wuebben, Ahava Leibtag, and many more expert marketers.

Hosting podcasts with such influential guests can be a great opportunity to reach a wider audience and grab as many eyeballs (and ears) as you can.

Chapter 5

Experimenting with Content Frequency and Volume

Consistency is the key. Be it creating and publishing great content or participating in speaking events.

I consistently create high-quality content, participate in conferences, webinars, and podcast interviews, and contribute to top publishers. This has helped me build trust and credibility and strengthened my position as an industry thought leader.

A few months back, I decided to experiment with my content posting frequency and volume to ensure that there was something getting posted every day.

I ensured that my content calendar was filled with relevant content topics and started updating my old blog posts to easily increase frequency. This helped my old posts get indexed again and rank better.

Here is a snapshot of my new content plan:

Status	Week	Scheduled Date	Title	Published Link	Keyword
<i>Medium Form Content (1200-2000 words)</i>			<i>Long Form Content (2000-3000 words) OR Podcast</i>	<i>Long form content (2000-3000 words)</i>	<i>Content upgrade OR Guest post</i>
Live	Monday	4-Mar-2019	X Proven YouTube Optimization Tips That Every Expert Should Know	https://shanebarker.com/blog/youtube-optimi	YouTube Optimization Tips
Live	Tuesday	5-Mar-2019	How to Utilize LinkedIn for Lead Generation	https://shanebarker.com/blog/linkedin-lead-gi	linkedin lead generation
Live	Wednesday	6-Mar-2019	How to Create an Impressive Influencer Media Kit in X Easy Steps	https://shanebarker.com/blog/influencer-med	influencer media kit
Live	Thursday	7-Mar-2019	How to Create a Scalable Guest Posting Strategy	https://shanebarker.com/blog/guest-posting-:	Guest Posting Strategy
Live	Thursday	7-Mar-2019	17 Essential B2B Marketing Tools to Help You Run Successful Campaigns	https://shanebarker.com/blog/b2b-marketing-	B2B Marketing Tools
Live	Thursday	7-Mar-2019	7 Influencer Marketing Tools to Boost Your Campaign	https://shanebarker.com/blog/influencer-mar	influencer marketing tools
Live	Thursday	7-Mar-2019	25 Instagram Marketing Tools You Need to Customize Your Online Promotion	https://shanebarker.com/blog/instagram-mar	Instagram marketing tools
Live	Friday	8-Mar-2019	10 of the Most Popular YouTube Vloggers Who Can Help You Promote Your B	https://shanebarker.com/blog/youtube-vlogge	YouTube Vloggers

Consistently publishing great content ensures that the search engine crawlers regularly crawl a website. It also helps them rank your website better.

Conclusion

These are some of the best ways that have helped me become a thought leader by leveraging content.

Aside from these, there are other steps involved in becoming a thought leader. Of course, you'll need to establish your social media presence and build your connections with authority figures in your industry as well.

You too can establish yourself as a thought leader in your industry. If you leverage content effectively for thought-leadership marketing, it can help you grow your brand significantly.

Bonus Resources:

Resource #1:

How to Pitch Yourself (Email Templates)

Here are a few email templates that can help you reach out to top publishers for guest posting, speaking events, and podcast interviews.

#1: Guest Posting

Dear Editor,

*Loved your recent piece on, “[blog post title and URL].”
(Great job on the wisdom bombs.) :)*

My name is [name along with a short bio].

*[Don't forget to back your bio with authentic achievements
you've had].*

*I've shared my expertise in [niche] by contributing to popular
publications such as [name a few reputable websites you've
contributed to in the past along with links to your posts on
them or links to your author pages].*

*It would be great if you would allow me to contribute to your
site, “[site name and URL],” and share my ideas with your
audience.*

*If this interests you, please reply. I'd love to take this
conversation ahead by sending you some relevant title ideas or
outlines.*

*If you expect anything else in return or have any other ideas for
collaboration, please feel free to let me know.*

Looking forward to your response.

Thanks in advance,

[Your name]

[Designation]

[Website link]

*Some other articles I've written include: [site names + URIs of
the posts you've written for them]*

#2: Speaking Events

Hi [Name],

I'm reaching out today because I believe that I might be a great fit for [conference / event / summit name that you want to participate in].

How would you like one of the [list any one of your achievements such as top marketers in a specific niche or so (with social proof)] to speak at this [conference / event / summit]? I am [your name with a short bio mentioning other recognitions and accolades].

I have spoken extensively about [the topic of that conference / event / summit] around the world. Some of my recent speaking engagements include: [names of a few conferences / events / summits you spoke at]. I have also contributed to [names of a few websites you've contributed to on similar topics], and countless other publications.

Here are a few articles that will give you a good sense of my voice on [the topic of the conference / event / summit] and the kinds of things I can speak about:

[Post #1 and link]

[Post #2 and link]

[Post #3 and link]

Please let me know if you want to learn more about my niche and expertise and would like to have me as a speaker at your [conference / event / summit].

Thanks for your consideration.

[Your name]

[Designation]

[Website link]

#3: Podcast Interviews

Hi [Name],

I'm reaching out today with a very exciting content idea for you! How does the idea of an interview with one of the [list any one of your achievements such as top marketers in a specific niche or so (with social proof)] sound?

I am [your name with a short bio mentioning other recognitions and accolades].

I have helped countless businesses use [your niche] to boost their revenue. [Back that up with figures from your success stories]. I have spoken extensively about [the topics you speak about at events, conferences, interviews] around the world. I have also contributed to [names of a few websites you've contributed to on similar topics], and countless other publications.

Here are a few articles that will give you a good sense of my voice on [topic] and the kinds of things I can chat about during the interview:

[Post #1 title and link]

[Post #2 title and link]

[Post #3 title and link]

Please let me know if you're interested in featuring me in an interview. If you want to learn more about my expertise or anything else, I'll be happy to discuss.

Thanks for your consideration.

[Your name]

[Designation]

[Website link]

Bonus Resources:

Resource #2:

**The Ultimate Resource
of 100+ Guest Posting
Websites You Can
Contribute To
(With Contact Info)**

For Guest Posts on Internet Marketing:

Website	DA	PA	DS	Alexa	Submission URL
Ecwid	72	46	89	11836	Contribute
Contently	74	60	89	62788	Contribute
Copyblogger	78	66	90	30186	Contribute
CMO	72	57	90	109240	Contribute
Marketing Profs	76	63	90	55950	Contribute

For Guest Posts on Animals & Pets:

Website	DA	PA	DS	Alexa	Submission URL
Catster	79	59	75	63857	Contribute
The Bark	63	51	74	186505	Contribute
Pretty Fluffy	52	47	50	1356164	Contribute
Preloved	62	55	68	31696	Contact
Petful	65	47	68	139693	Contribute

For Guest Posts on Art:

Website	DA	PA	DS	Alexa	Submission URL
Practically functional	64	51	74	294140	Contribute
Design Milk	69	64	84	43703	Contribute
Contemporist	78	63	73	52650	Contribute
Commarts	63	59	82	158557	Contact
Beautiful Decay	63	56	70	505802	Contribute

For Guest Posts on Automotive:

Website	DA	PA	DS	Alexa	Submission URL
RVT	49	29	52	62338	Contribute
Carhoots	46	40	35	1108991	Contribute
Advpulse	49	44	46	187976	Contribute
Automoblog	62	53	51	539644	Contribute
The Drive	79	55	85	10987	Contribute

Image Via ShaneBarker.com

Now you've discovered how content helped me become a thought leader in my industry, and you have access to two great resources for help.

It's time to get to work!

Presented By



Shane Barker

Digital Strategist and Brand & Influencer Consultant

Instructor : UCLA



Specializes In:

- ✓ Influencer Marketing
- ✓ Content Strategy
- ✓ Driving traffic/sales

20+ Years of Experience:

- ✓ Fortune 500 Companies
- ✓ Influencers with Digital Products
- ✓ A number of A-List Celebrities



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