



# Thought Leadership: Package Options

Retainer and long term package options for clients that want to invest in thought leadership for 3 to 12 months — and longer.

# Why Thought Leadership?

- Thought leadership is a unique format which can be utilized for **peer to peer** communication (2). Its focus differs from **content marketing** although the two can be used in conjunction with one another. Thought leadership readers, who are often senior level executives, spend more than one hour per week engaging with thought leadership, on average (1)
- Effective thought leadership realizes **both tangible and intangible benefits for the authoring party**.
  - 88% of respondents to the LinkedIn/Edelman Thought Leadership Impact Study affirmed that their **perceptions** of an organization could be favorably impacted by well-executed thought leadership.
  - 48% of respondents affirmed that **thought leadership could steer them to take favorable decisions in the B2B purchasing cycle**. These included generating RFP invitations (49%), awarding business (42%), upselling (53%), and cross-selling (54%).

[1: Edelman / LinkedIn Thought Leadership Impact Study](#)



## Why DSR Ghostwriting?



- DSR Ghostwriting was founded and is run by Daniel Rosehill.
  - Daniel has direct experience working with individuals, companies, and agencies to both devise and execute thought leadership campaigns.
  - Daniel has been writing professionally for more than 10 years, including freelance journalism, in-house roles (managing marketing communications at two technology startups; PR), and freelance clients.
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- In addition to editorial experience, Daniel leverages a deep personal understanding of technology, and the technology market, in the service offering and work that he brings to his clients.
  - Daniel has worked with companies in Israel, Ireland, Singapore, the US, the UK, and elsewhere to both devise and execute thought leadership campaigns.
  - DSR Ghostwriting's thought leadership service offering is tightly defined. It includes planning and execution of thought leadership campaigns based upon public relations and messaging objectives. It can be ideally integrated with in-house or external SEO and digital marketing resources.

# Why Plan A Campaign With DSR Ghostwriting?

- Edelman/LinkedIn's research has consistently demonstrated a correlation between the length of time during which organizations engage in thought leadership and the results they realize from it.

METRIC	VALUE*
9%	Organizations engaging in thought leadership for less than one year who regarded the quality of their own thought leadership as either very good or excellent
35%	Percentage of producers creating thought leadership for more than 21 years who regarded the quality of their own thought leadership as either very good or excellent

[1: Edelman / LinkedIn Thought Leadership Impact Study](#)



# Why Go With A Specialized Thought Leadership Provider?

- Edelman/LinkedIn's research has also shown that thought leadership can be detrimental if poorly executed. Quality is key to ensuring its success.

METRIC	VALUE
29%	Percentage of decision makers who affirmed that they were reliably gaining valuable insights from the thought leadership they read
27%	Percentage of decision makers who said that reading thought leadership has led them to <i>not</i> award business to the authoring party
38%	Percentage of decision makers who said that their admiration for an organization had decreased after reading thought leadership

[1: Edelman / LinkedIn Thought Leadership Impact Study](#)

# What Packages Do You Offer?

For individuals and organizations that want to move beyond an ad-hoc engagement plan and develop and execute formal thought leadership campaigns with concrete and measurable messaging objectives

Plan	Cost
3, 6, 9, 12 month rolling contracts	Packages can be structured to account for a fixed delivery volume per month (for instance, 1 article and 1 speech). Volume discounts are applied according to the length of the package.
Rolling monthly contracts	These contracts automatically renew in the event that neither party cancels them. No term discounts are applied.
Strategy consulting	Additional editorial calendar planning and development. This is included in fixed term contracts.

# What Packages Do You Offer?

(Continued)

Plan	Cost
PR outreach	This additional component is suitable for clients who wish to send out ghostwritten work to publications. This is not a substitute for a full public relations (PR) service.



## Why Commit To A Package?

DSR Ghostwriting recommends that prospective clients run a 1 article (or more) pilot in order to assess compatibility.

Availability and discount pricing are available to clients who sign up for rolling and fixed term contracts.



# How Can We Get A Quote?

- Please feel free to book a time for a free initial consultation ([dsrghostwriting.com/zoom](https://dsrghostwriting.com/zoom)).
- The price quoted varies upon:
  - **Scope:**
    - The nature of your business
    - What is required for each deliverable (editorial and approval cycle, research, SME interviews)
  - **Commitment term:**
    - Term discounts are available to long term clients. Availability is ensured for all clients on contracts