

*ensombl:*

# *Articles and Research*

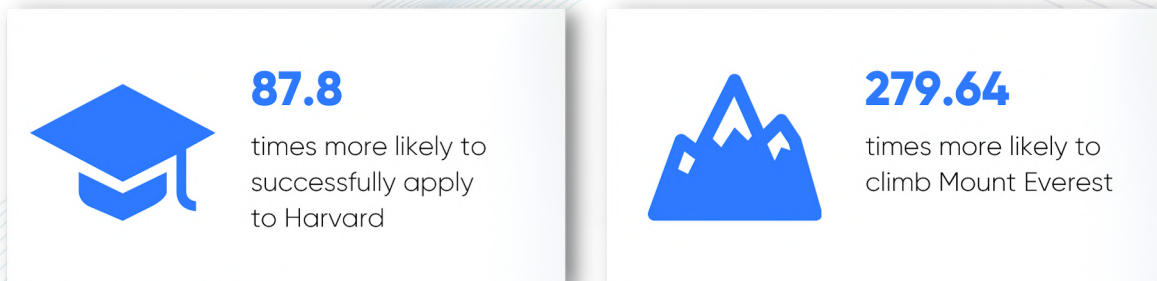
Insight-driven solutions to advisor problems



## ***Banner blindness***

While banner advertising can undoubtedly play a role in an integrated marketing mix, its ability to create impact beyond superficial awareness is limited.

Quite simply, people don't click on them. In fact, one US study calculated that – compared to the likelihood of clicking on a banner ad – the typical website user was:



### ***Decision makers have time to invest, not to waste.***

Like many business owners, financial advisors and practice principals are time poor. They don't have time to waste, only time to invest, a point especially true of their content consumption preferences.

Readers see quality thought leadership content – including research, best practice insights, case studies and the opinions of respected peers – as an investment of their time.

## ***The value in thought leadership content***

Participants in a study\* of B2B decision-makers were asked about the value they derived from thought leadership content. Here's what they said:



**Source:**

\*2021 B2B Thought Leadership Impact Study Edelman/LinkedIn



## The impact of thought leadership

Thought leadership has evolved from a one-way broadcast to conversation and community. It requires authenticity, having a point of view, and delivering something of value. The rewards for delivering that value are significant. A study\* of B2B buyers found that after engaging with an organisation's thought leadership:

**42%**

Said they are more likely to invite that organisation to bid on a project

**48%**

Said they are more likely to award business to that organisation

**53%**

Increased the business they did with that organisation

**54%**

Purchased a new product or service from that organisation which they had not previously considered buying

## Co-creating content improves your marketing ROI

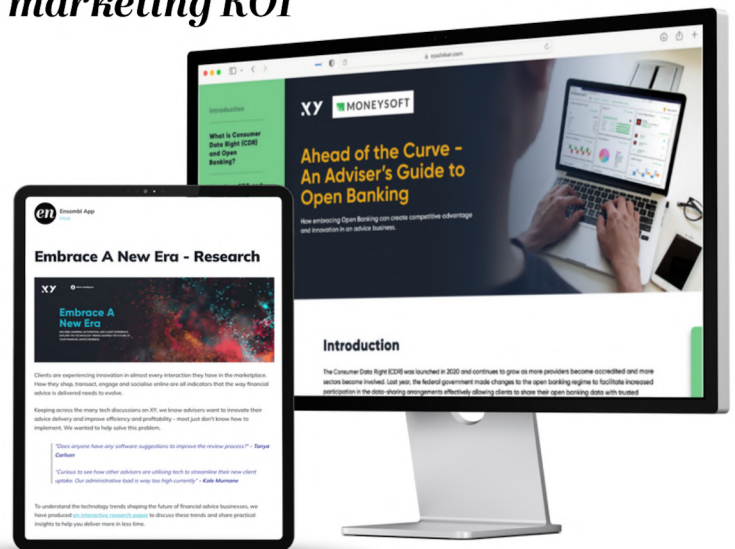
Written thought leadership remains one of our foundational offerings to corporate partners, allowing them to build their reputation and credibility in a specific area, while simultaneously addressing key advisor issues and challenges.

It can be an ideal way to promote a broad brand positioning or a specific product or service offering.

Our partners can choose to sponsor short, topic-specific articles or more substantial digital whitepapers.

Content topics are data-driven and insight-led, identified from the thousands of conversations taking place on the Ensombl platform each year.

Our content is co-created with advisors by tapping into the Ensombl advice community and crafting content that aims to solve advisor issues and challenges. As a result, our content resonates more strongly and delivers a higher return on marketing investment.



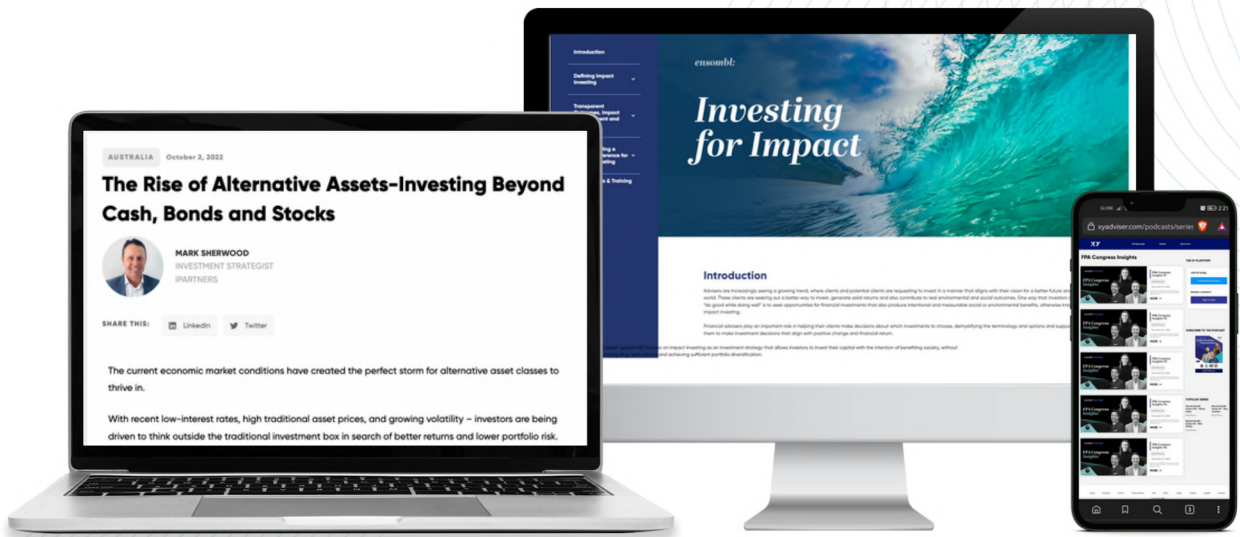
### The co-creation dividend: 45%

Research across the Ensombl platform shows that readership of content based on community member insights is 45% higher than standard corporate content.

#### Source:

\*2021 B2B Thought Leadership Impact Study Edelman/LinkedIn





## *Let Ensombl do the heavy lifting*

At a time when many marketing teams are facing resource constraints, our thought leadership offering allows partners to draw on our support with content creation, accessing experts from our extensive panel of contributors and writers, and reducing the pressure on internal resources.

We also handle the distribution of that content - to our 8,000-member community and via LinkedIn. Most partners choose to amplify the impact by also distributing through their own channels.

## *Milford Asset Management - best practice in leveraging content*

*"Our whitepaper has already been downloaded by over 1,000 advisors and has proved so enduring and evergreen. We've turned it into social posts and PD Day presentations, and it's been a strong driver of traffic to our website."*



**Kristine Brooks**  
Chief Country Officer, Australia  
Milford Asset Management



### **Sources:**

1&2: 2021 B2B Thought Leadership Impact Study Edelman/LinkedIn



## ***Find out more***

Unsurprisingly, written thought leadership is one of our most in-demand offerings.

If you want to put co-created, data-driven, contemporary thought leadership to work for your brand, reach out to our Chief Commercial Office, Danni Visser, at [danni@ensombl.com](mailto:danni@ensombl.com), or our Chief Marketing Officer, Richard Dunkerley, at [richard@ensombl.com](mailto:richard@ensombl.com).