



HOW THOUGHT LEADERSHIP CAN BE SHAPED BY STREAMING INTERNET RADIO



James Obermayer
Funnel Media Group, LLC

HOW THOUGHT LEADERSHIP CAN BE SHAPED BY STREAMING INTERNET RADIO

In our social-driven world, thought leadership is becoming a much sought-after branding position says Modern Marketing Partners in its [white paper](#) “*Thought Leadership Marketing Guide: Tips & Trade Secrets for Success.*” TLM (Thought Leadership Marketing) was started by big consulting firms twenty-plus years ago as they published research and positioned their companies as leaders, and it continues today for many industry categories. The more newly minted term “Branded Thought Leadership” is taking hold and appearing more often.

Many companies and leaders don't know that they're already considered thought leaders in their industry. It happens to them over time as they assert ideas and provide direction within an industry, while others timidly refrain. Those who lead create products that excel and become a visible part of a forward-thinking message. They write books, take a stand within the industry for issues and against problems, speak, and often unwittingly display their leadership.

But it takes more than just wanting something to get it, especially when it comes to establishing a position in the buyer's mind. No doubt buyers purchase a leader's product, but they often double down on products associated with thought leadership and buy with less scrutiny in a shorter period of time.

Many companies feel that, due to their innovative products, they can assume a position of thought leadership if they identify themselves as a substantial contributor or spokesperson within their industry. It may happen over many years – Boeing comes to mind; or with innovative products – Apple comes to mind; or it may be due to a combination of products, people, and leaders.

Regardless, if the company feels it has a claim on thought leadership it has to:



- 📡 Stake out a public position
- 📡 Decide on the leadership messages it wishes to convey
- 📡 Decide who in the company is prepared to communicate the leadership position
- 📡 Use multiple communications vehicles to penetrate the marketplace and possibly usurp someone else (often a larger competitor)

The tools and processes needed to assume a thought leadership role have, until recently, been time consuming, expensive and laborious. It often required a creative public relations department, and talented company spokespeople. It often required credible research, white papers, case studies, and articles published in prestigious journals. Speaking at conferences is usually a significant part of the toolset as well. Taking a position on public interest topics, even without a direct connection to the products or company, is often a path to thought leadership – Marc Benioff, CEO of Salesforce (pictured above) comes to mind.

STREAMING LIVE INTERNET RADIO ESTABLISHES THOUGHT LEADERSHIP REWARDS

Streaming Live B2B Internet Radio was born within the podcast industry. The difference between the two is that the former has a set, weekly broadcast time, accessed from the program host's website(s) or radio channel, and the listener simply clicks the 'listen' button. The live program replays are then later available as podcasts. This is not to downplay the podcast industry, with new podcasts started daily and some reaching huge audiences of thousands, or hundreds of thousands, of listeners per episode.

Edison Research, the premier provider of information that is all things podcast related, said in a post entitled [The Infinite Dial](#) that: "Half of Americans Listen to Online Radio Weekly; Podcast Consumption Surges."



"Powered in part by the ever-expanding proliferation of smartphones, digital audio behaviors such as listening to online radio and podcasts are achieving significant mass

usage... the study, a nationally representative telephone survey performed to the highest research standards, finds that 50% of respondents age 12 and older listened to some sort of online radio in the last week, a rise from 44% last year. With 57% of Americans using online radio monthly, the conversion of monthly to weekly users is now 88%.”

At the Funnel Media Group we learned that B2B Live-Streaming Internet Radio for at-work listeners is one of the easiest, most assertive, and most productive methods to assume the mantle of industry thought leader.

THOUGHT LEADERSHIP GOES TO THOSE WHO CLAIM IT!

At the Funnel Radio Channel, we believe that corporate program sponsors and program personalities who use internet radio as a platform develop a reputation as an industry thought leader much faster than with any other medium. Using a talk show format, the program host interviews industry leaders, as well as customers and prospects. The result is that the host and host company gain a thought leadership reputation within months instead of years.

Part of the magic lies in the ability to use the program’s recorded content as podcast replays, available later on subscription basis through iTunes, and Stitcher for Android. The content, in whole or in part, can be pushed out to customers and prospects. The transcript can be fed into white papers, ebooks, and published books. Interviews with customers can be used as testimonials.

B2B INTERNET STREAMING RADIO PROVIDES A CORNUCOPIA OF CONTENT-DRIVEN THOUGHT LEADERSHIP

In addition to the magic words ‘Thought Leadership,’ the next hottest topic today is “content management” and creation. See the book [Inside Content Marketing](#) by Theresa Cramer and her interview on [SLMARadio.today](#). Companies are creating departments with content managers and journalists to drive content creation. With their podcast replay capability, internet radio programs provide the nexus to create multiple content opportunities which these new departments crave (see the accompanying chart).

With electronic files and transcripts, the program interview be can placed into books, white papers, blogs, customer and prospect promotions, etc. The keyword-rich program content adds to the quick, widespread distribution of thought leaders’ messaging.

How Thought Leadership is Rapidly Created by B2B Internet Radio



Copyright Funnel Media Group™

The radio program content establishes the host company and its program commentator as leaders when the content is used in many different ways, in many different venues.

Because this content is spread to the reading and listening public so pervasively and inexpensively, Branded-Thought-Leadership takes hold due to the sheer volume and SEO keyword use.

HOSTING A PROGRAM IS EASY

Internet radio with a talk radio format is spontaneous and authentic because it is unrehearsed and not PowerPoint driven; it doesn't sell and the listener knows it. Program hosts can be company presidents, company founders, CIOs, CSOs, CMOs, and product managers. Unlike creating a podcast recording, inserting music, and then making it available as a website podcast, a streaming channel runs its live programming through a studio. There is a studio engineer, announcer, streaming service, prerecorded commercials or announcer commercials, etc.

The program host, for instance, is contacted by the studio engineer a few minutes before the program begins; the engineer calls the guest(s) and the program is launched. After the live programming, the program may be edited for sound quality and made

available for replay (podcasts). Most programs run weekly (some bi-weekly), so that the live listeners can ‘tune in’ at scheduled times. Of course, if they subscribed through iTunes or Stitcher, they can listen anytime, from their car, or while jogging or exercising.

On the Funnel Radio Channel there are five programs, all thirty minutes each, which play one after the other on Thursdays. Of course, should someone miss a program they can access it as a podcast from the host’s website, iTunes, or Stitcher for Android.

The program host, company and commentator assume a leadership position by interviewing industry executives, then rendering their own thoughts and opinions via the talk-radio format.



For instance, Matt Heinz of Heinz Marketing is the host for [Sales Pipeline Radio](#). Heinz has interviewed about 40 executives and authors on his weekly radio program. His listenership continues to grow and his perceived thought leadership expertise in the field of Sales Pipeline Creation and Management also grows with each guest and each listener. Matt’s latest book is [Full Funnel Marketing](#).



Another long-running program (more than three years) is [MSPNow Radio](#) by Continuum, hosted by Nate Teplow and Joe Taveno. Their listenership is over

60,000 and their thought leadership position is well established in the managed server provider industry.

Leadspace, the predictive analytics company, ran a [successful Leadspace Radio](#) program for 18 months with Steve Gershik as the host. Those episodes are still available on the company website.



In July of 2016 [DemandGen Radio](#) launched and is hosted by David Lewis, the founder and CEO of DemandGen International and author of the book [Manufacturing Demand](#). This is a bi-weekly program that interviews industry end-user experts, authors and demand generation personalities. Recently, Lewis interviewed Kate

Federhar of CenturyLink and Jon Miller of Engagio.

CRMRadio.today interviews Customer Relationship Management industry experts to solve the nagging problems of CRM implementation, use, and ROI measurement. It is hosted by Jim Obermayer and Susan Finch. Those interviewed so far include David Raab - Raab Associates, Brian Carroll - B2B Blog (pictured to the left), Bonnie Crater - FullCircle Insights, Jim Dickie – CSO Insights, and Paul Petersen of Goldmine.



Brian Carroll
Evangelist, Author, Speaker

CRMRadio.today

Each of these companies has in common a desire to establish their thought leadership positioning.

Several hosts have authored books, speak at conferences, and use streaming internet radio programming as a way to assume a higher level of thought leadership.

While the radio format for a weekly program requires a host moderator, or several moderators, to spend an hour a week on the program (or bi-weekly if the program is biweekly), the overall time requirement is less than with similar forms of promotion (webinars for instance). Webinars can take hours for rehearsals, PowerPoint presentations, two to four email blasts to thousands of potential attendees, often at a considerable cost for an audience which is smaller than with internet radio and the subsequent podcast replays.



Steve Richard
Founder & CRO
ExecVision.io

SLMARadio.com

The Sales lead Management Association (SLMA), which has the longest-running programming on sales lead management (every week for six years on SLMARadio.com), published a blog entry in June: [How Internet Radio Reaches At-Work Listeners with Work-Related Content](#). This entry showed that there are 17 clearly defined benefits for hosting an internet radio program as part of your thought leadership approach.

A recent broadcast on SLMA Radio entitled: [How Internet Radio Reaches At-Work Listeners: The Importance of Streaming Live](#) tackled the subject of internet radio from the studio's and host's perspectives.

The SLMA set a goal to interview industry executives who are traditionally difficult to reach, but who respond easily to requests for radio program interviews. The program's goals included:

- 📻 Introduce SLMA to industry leaders
- 📻 Assume the mantle of leadership for the industry segment
- 📻 Create revenue to support the SLMA in its mission to be the voice of sales lead management

The weekly program is now on its 331st weekly episode, with 83,000 listeners downloading episodes. Susan Finch and Jim Obermayer are hosts of the long-running SLMA Radio.

Within a few years of its first broadcast, the SLMA started SLMALive as a radio channel and began producing programs for other companies. SLMALive has morphed into the Funnel Radio Channel and is now dramatically expanding its subject matter programming (CRM, DemandGen, Pipeline Management, Customer Marketing, etc.).

If thought leadership is something you aspire to, consider hosting your own live-streaming internet radio program. You'll find it is a fast track to thought leadership.

ABOUT THE AUTHOR:

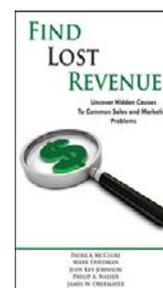
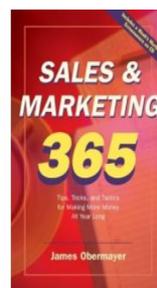
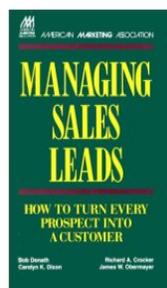
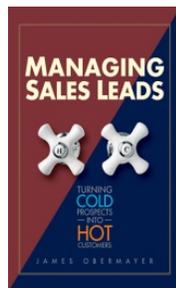


James W. Obermayer is the principal and publisher for Funnel Media Group, LLC, and a principal with Sales Leakage Consulting, a Washington State-based firm. Obermayer is also the founder of the 8,200-member Sales Lead Management Association, and author/co-author of four books on sales and marketing.

[Funnel Media Group LLC](http://www.funnelmediagroupllc.com)

jobermayer@funnelmediagroupllc.com

Author and Co-Author of the following books:



How Thought Leadership Can Be Shaped by Streaming Internet Radio



FunnelMediaGroupLLC.com