



# EXECUTIVE PRESENCE

**executive presence (adj.)**

*the ability to inspire confidence that one is worthy of being followed*

Thought leadership is one of the most powerful public relations tactics available in today's socially connected world. Executives who demonstrate expertise and authenticity gain followers and drive exponentially more traffic to company channels.

Prioritizing thought leadership as part of a corporate communications strategy is a savvy way to gain prominence with an ever-expanding online audience.

## BUSINESS-TO-BUSINESS *is now* HUMAN-TO-HUMAN

Executives have robust professional networks from years of education, jobs and philanthropy. Activating and expanding this network can tap into resources that propel a company to the next level.

With more than **800 million** users on LinkedIn, there is no better place to identify and cultivate these valuable connections.

**75%**  
Of job switchers use LinkedIn

**65M**  
Decision makers on LinkedIn

**57M**  
Companies on LinkedIn

**20%**  
Of investors use LinkedIn for due diligence

**87%**  
Of marketers say LinkedIn #1 for content marketing

## CORPORATE CONTENT IS WHITE NOISE

The LinkedIn data is clear: personal posts get 10X more views than company posts. The content that makes users stop scrolling and start connecting comes from people they know, like and trust - not from faceless organizations. Thought leaders are the ones commanding LinkedIn engagement through personal stories, lessons and insights.

## FULLY MANAGED LINKEDIN PRESENCE FOR EXECUTIVES

Executive Presence transforms executives into thought leaders, giving them a megaphone to amplify their company's message. We target the right audiences with consistent, engaging, data-driven content designed to keep an executive top-of-mind. When it comes to recruiting top talent, raising capital or launching a product, you'll have a vast and diverse network primed to support your efforts.

Effectively leveraging LinkedIn is a full-time job. The Executive Presence process includes:

