

HEY, THOUGHT LEADER, IF YOU SEE SOMETHING ...

# SAY SOMETHING!



## Tell 'em what you think

Thought leaders **bring great minds together** around shared values, experiences, ideas and aspirations.

Boost your brand of thought leadership with an IAR Marketing **“Conversation Starter”** campaign, and **turn up the volume on your vision, voice and influence.**

We recognize the premium values of innovation, access and relationships in your pursuit of market leadership. Our collaborative 3D method — **Discovery, Development and Distribution** — ensures your story is original, authentic and aligned with your brand and business goals for **maximum market impact!**



### Engage

Say something new.



### Educate

Teach and share.



### Amplify

Align with like-minded leaders and trends.



### Activate

Capitalize on momentum and trust to expand your professional networks.

## Like what you hear? Here's what you get.

- An editorial quality 1,000-to-2,000 word e-book or white paper to **set the foundation for your conversation**
- Spin-off articles for **blog and media placement**
- Infographics for **visual impact**
- Supporting **social media posts and promotional email copy**
- Designed to **your brand specifications** and standards
- Linked to your site and social networks to **drive and track traffic**
- Produced hand-in-hand with **a partner committed to your success**

Interested? Let's talk. Contact [chris@iarmarketing.com](mailto:chris@iarmarketing.com) to start the conversation.

CONVERSATION  
STARTER IAR  
MARKETING ★  
[www.iarmarketing.com](http://www.iarmarketing.com)