



CUSTOMER SUCCESS STORIES

IBM Center for The Business of Government amplifies its thought leadership content via the Thinkers360 analyst & influencer community





PARTNER:

IBM Center for The Business of Government

OPPORTUNITY:

Expanding brand awareness and amplifying thought leadership content along the GovTech community as well as prominent B2B analysts and influencers.

THINKERS360 NETWORK:

Thought Leadership Marketing, Social Media Marketing, Press Release Service.

RESULTS:

Center staff gained over 5,000 profile views and over 500 thought leadership content items were amplified. Center staff also placed within the Top 10 in the Thinkers360 GovTech leaderboard.

OVERVIEW

The IBM Center for The Business of Government partnered with Thinkers360 to expand, diversify, and amplify its thought leadership to new elements of the GovTech community, as well as prominent B2B analysts and influencers.



The IBM Center for The Business of Government connects research to practice, applying scholarship to real world issues and decisions for government. The Center stimulates research and facilitates discussion of new approaches to improving the effectiveness of government at the federal, state, local, and international levels.



Michael J. Keegan

Leadership Fellow
IBM Center for
The Business of Government

“Thinkers360 offered us, through its vast network and unique platform, an opportunity to expand & diversify the reach of our thought leadership – amplifying insights from our reports, podcast, blogs, and books to a new & evolving audience.”

I OPPORTUNITY

The IBM Center for The Business of Government partnered with Thinkers360 to amplify its thought leadership content among new elements of the GovTech community as well as prominent B2B analysts and influencers.

I THINKERS360 NETWORK AND PLATFORM

Thinkers360 provided Thought Leadership Marketing, Social Media Marketing, and its Press Release Service.

This helped the Center “influence the influencers” among Thinkers360’s opt-in B2B analyst and influencer community with over 100M followers on social media combined. Thinkers360 also curated and amplified profiles and portfolios for the Center’s Executive Director and Fellows as well as its marquee thought leadership content including books, podcasts, and research reports.

I RESULTS

Thinkers360’s efforts resulted in over 5,000 profile views for Center staff as well as the curation and amplification of over 500 thought leadership content items. In addition, Center staff were able to place among the Top 10 Thought Leaders & Influencers on GovTech in the world-renowned Thinkers360 leaderboards.

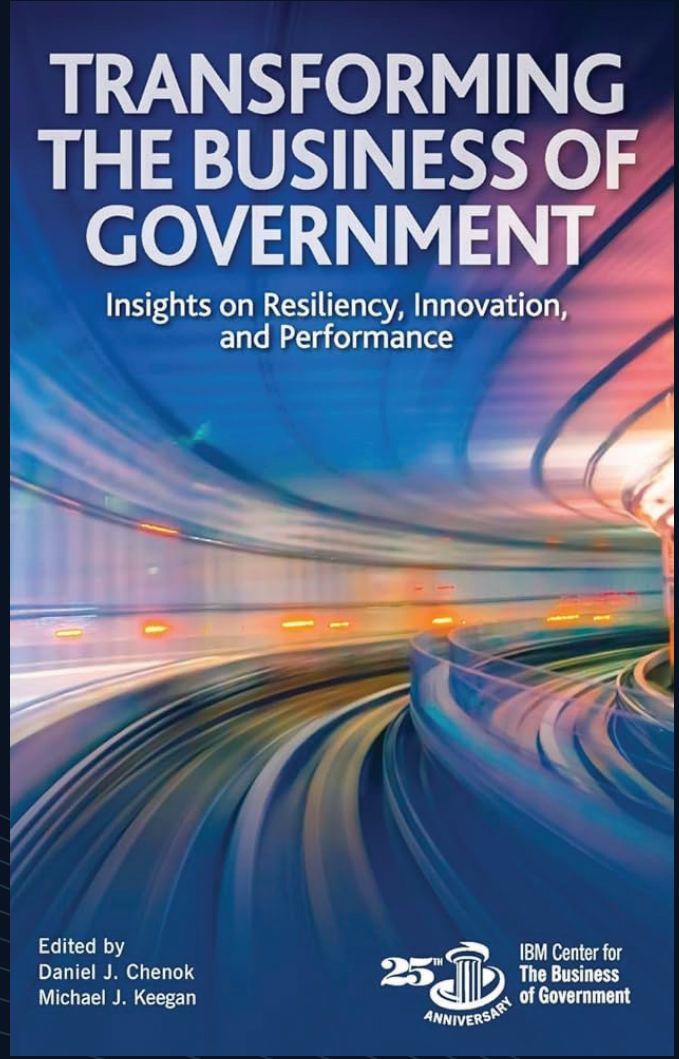


★★★★★ THINKERS360 RATING

RATINGS

5.0 ★★★★★

Quality SERVICE & DELIVERABLES	5.0	Schedule ON TIME / DEADLINES	5.0
Cost VALUE / WITHIN ESTIMATES	5.0	Willing to Refer NPS	5.0



Connecting global brands and audiences with the world's premier B2B thought leaders, analysts & influencers for game-changing results.

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