

REAL AGENCY THOUGHT LEADERSHIP RESEARCH TOPICS

**If you think your topic is too niche, or too weird,
think again.**

If you're considering thought leadership research, you'll need to decide on a topic.

What's a good topic? One that will engage your ideal prospects. One that allows you to share your expertise and both strategic and tactical advice that is truly helpful. One that will support a year of thought leadership content.

How niche is too niched? Since our research is custom-designed from the ground up, the sky's the limit with respect to what you can explore. Just check out this list of **50 REAL thought leadership studies** we've conducted for our agency clients.

1. The impact of "placemaking" in real estate development
2. How marketers with small teams are managing work
3. The attitudes of "best in class" organizations
4. Women's attitudes about how brands should market to women when it comes to "taboo" subjects
5. The needs of mission-driven organizations
6. How organizations that collect data use it for decision-making
7. The needs of buyers of industrial manufacturing products and services
8. Attitudes behind the Rural Migration
9. Consumer attitudes about personal injury lawyers
10. Attitudes and tactics of organizations building thought leadership reputations
11. Attitudes of farm equipment dealers and distributors
12. The attitudes of people from Maine, about being a "Mainer"
13. The attitudes and needs of organizations around employee benefits communications
14. Consumer attitudes about buying a new home
15. The attitudes and needs of channel marketing managers
16. Attitudes around patriotism and military service
17. The impact of collaboration in the travel and tourism industry
18. How consumers feel about oncologists
19. Consumer trust and interests with respect to medical provider websites
20. The impact of branding on EBITDA
21. How association members feel about the value of their membership

22. How association members are doing after a year of the pandemic, both personally and professionally, and how they view DEI efforts in their organizations and industries
23. Training and development attitudes and offerings, and how organizations are handling outplacement activities
24. Consumer attitudes around continuing education
25. Career satisfaction in the health and beauty industry
26. The attitudes and challenges of marketers in law firms
27. How agency clients are moving forward a year into COVID
28. The attitudes and needs of agency leaders with respect to legal services
29. How followers of thought leaders feel their credibility and what they're seeking from those leaders
30. How consumers feel about accessing health care
31. How South Dakota residents feel about farmers and farming
32. How impact-driven organizations feel about their marketing activities
33. How consumers feel about restaurants
34. How trade show exhibitors feel about exhibiting and their marketing opportunities
35. How retail, online and direct-to-consumer brands feel about the changes in retail and how they're marketing
36. The attitudes and challenges of organizations with small marketing teams
37. How agency leaders feel about their challenges and opportunities
38. Attitudes of IT marketers around content
39. Attitudes of home buyers with respect to buying homes online
40. How organizations in the travel, tourism and hospitality industry feel about operationalizing collaboration
41. Attitudes of marketers communicating complex messaging about their marketing and messaging efforts
42. How marketers feel about the use of technology to inform creative and make it better
43. How non-profit leaders feel about marketing and creating a closer connection between doors and beneficiaries
44. How women feel about luxury products, services and experiences
45. Attitudes of lawyers around marketing
46. How small business owners feel about their opportunities, challenges, and resources that help them grow
47. Attitudes of leaders in organizations working to develop their thought leadership
48. Attitudes of association members around peer engagement and resources from their associations
49. How agency employees feel about working in agencies, and what will entice them to stay
50. How local municipalities feel about the health of their leadership pipelines, and the importance of local leadership

Well-strategized research can provide years of unique and helpful content that sets you apart from the pack. And the more you do, the more your thought leadership position will grow.

What will your topic be?

Want to learn more? Visit audienceaudit.com for examples, resources and support.