

### Your Challenge: Promoting Your Good Works

You know how to boost sales and promote your products, but you're less clear when it comes to growing and promoting your company's reputation.

*How can you promote the best aspects of your reputation, but in a way that is authentic and not self-serving?*

### Solution: Leadership Marketing

**Leadership Marketing** is a custom platform with the goal of promoting your reputation and positioning you as a thought leader in your industry.

### What is Leadership Marketing?

Your company has a good reputation-- you lead your category, your insights and innovations are noteworthy, and customers are asking you for insights and expertise on relevant issues. You should be able to promote that reputation like you would a product. To accomplish this, Kith creates a Leadership Marketing platform comprised of programs, practices and policies that help shape your company's reputation. We build off the 4As of Reputation Management - Awareness, Assessment, Authority and Action.

### How we do it:

1. Lay the groundwork for a creative comprehensive leadership marketing plan via baseline services (i.e. Risk Framework, Stakeholder Research, Situational Intelligence, etc.)
2. Customize a solution based on research and your culture to determine the right way to tell your story.
3. Create infrastructure to highlight your industry-leading insights- includes webinars and podcasts and engaging content off a durable platform.

### What you get in return:

- A measurable, logical reputation management framework in place enabling your organization to get the credit it deserves.

### Client Success Stories

**Cargill** Kith partnered with Cargill Meat solutions to create a content platform for addressing key issues impacting their customers and the consumers. The platform initially anchored by quarterly webinars received very favorable responses from customers and generated earned media from the Wall Street Journal and leading trade publications.

### Thought Leadership

[Webinar Replay - Credit in Critical Moments: The 4 A's of Reputation Management](#)

