

THE AUTHORITY AUDIT

For Advanced Manufacturers

68%

of B2B customers are lost due to perceived indifference.

77%

of buyers are more likely to buy when they see executive presence on social.

Are You Passive Or Present?

Are your teams consistently turning customer questions into educational content that builds trust?

Does your company have a process for identifying and sharing industry trends before they become mainstream?

Does your leadership team recognise the storytelling value of real business experiences?

Are you consistently sharing insights that help customers make better, more informed decisions?

Do your leaders actively contribute insights that could be repurposed into strategic content?