

TRUST ACCELERATION

# Turning Influencer Content Into Qualified Pipeline

HOW B2B MARKETERS CAN USE  
TARGETED FAME TO BUILD BRAND  
AWARENESS AND GENERATE LEADS



# The Trust-Brand-Reach Crisis in B2B Sales

In recent years, it's become obvious that the marketing funnel is a myth. We now know that buyers don't make decisions in a linear way but, as Google's 'messy middle' research shows, through a complicated web of touchpoints that make our old models look childishly simplistic. But some truths can be stated simply: we know that buyers complete 61% of their journey before they even engage vendors. So the central question for B2B marketers is: "how do we influence that 61%?"

With buyers making high-stakes decisions and with a myriad of vendors to choose from, we have to close three critical gaps to turn marketing activity into revenue:

## *The Trust Gap*

Over 85% of B2B buyers say trust is critical when choosing a supplier, and people are increasingly seeking sources of independent thought and zero bias. If you're not showing up until late in the journey, you'll find that the buyer's trust has already been won – just not by you.

## *The Recognition Gap*

90% of buyers choose vendors from their day-one list. If you're not top of mind when that list is compiled, either the sales process will be an uphill battle with little chance of success, or you will never make the running in the first place.

## *The Attention Gap*

Dull content is 6x less effective and costs 2-3x more to promote. Your marketing is fighting against a tsunami of competition to reach decision makers. Traditional marketing assets – whitepapers and case studies – struggle to stand out in a landscape saturated by AI content.

## *How influencer content can help you close the gaps*

While B2C markets have developed mature influencer marketing frameworks, B2B has struggled with how to effectively use platforms like LinkedIn. This lack of maturity presents a significant and unexploited opportunity for first movers.

Post-COVID, we've seen a rise of influential voices – respected professionals and former executives – leveraging professional platforms like LinkedIn to build engaged audiences and communities in niche areas. These experts have become new sources of information for buyers.

Strategic content partnerships with these voices offer a direct path to solving the three critical gaps:

### *Closing the Trust Gap:*

You stop relying on your own brand's slow, self-led storytelling ("look at me") and borrow the credibility of an external expert who is already trusted by your ICP to point them in the right direction ("look at them").

### *Closing the Recognition Gap:*

You accelerate your brand awareness not through cold advertising but through a trusted voice that brings you into the world of their existing audience as a collaborator.

### *Closing the Attention Gap:*

You replace bland corporate content with content that is human-led and matches what buyers consume day-to-day on social media: authentic, conversational, and engaging.



## *Combining influencer content with intelligent demand gen*

We believe that strategically combining influencer content with targeted demand generation is the best way for B2B marketers to exploit this opportunity.

Instead of the usual slow, organic grind, you start working with others who have already built attention, recognition and trust, entering into buying conversations earlier and with more credibility, and cutting the time it takes to build trust from months or years to weeks.

The Trust Acceleration framework combines the benefits of both influencer marketing and targeted demand generation so you can reap the full benefits of qualified leads in the short term and growing brand awareness in the long term.

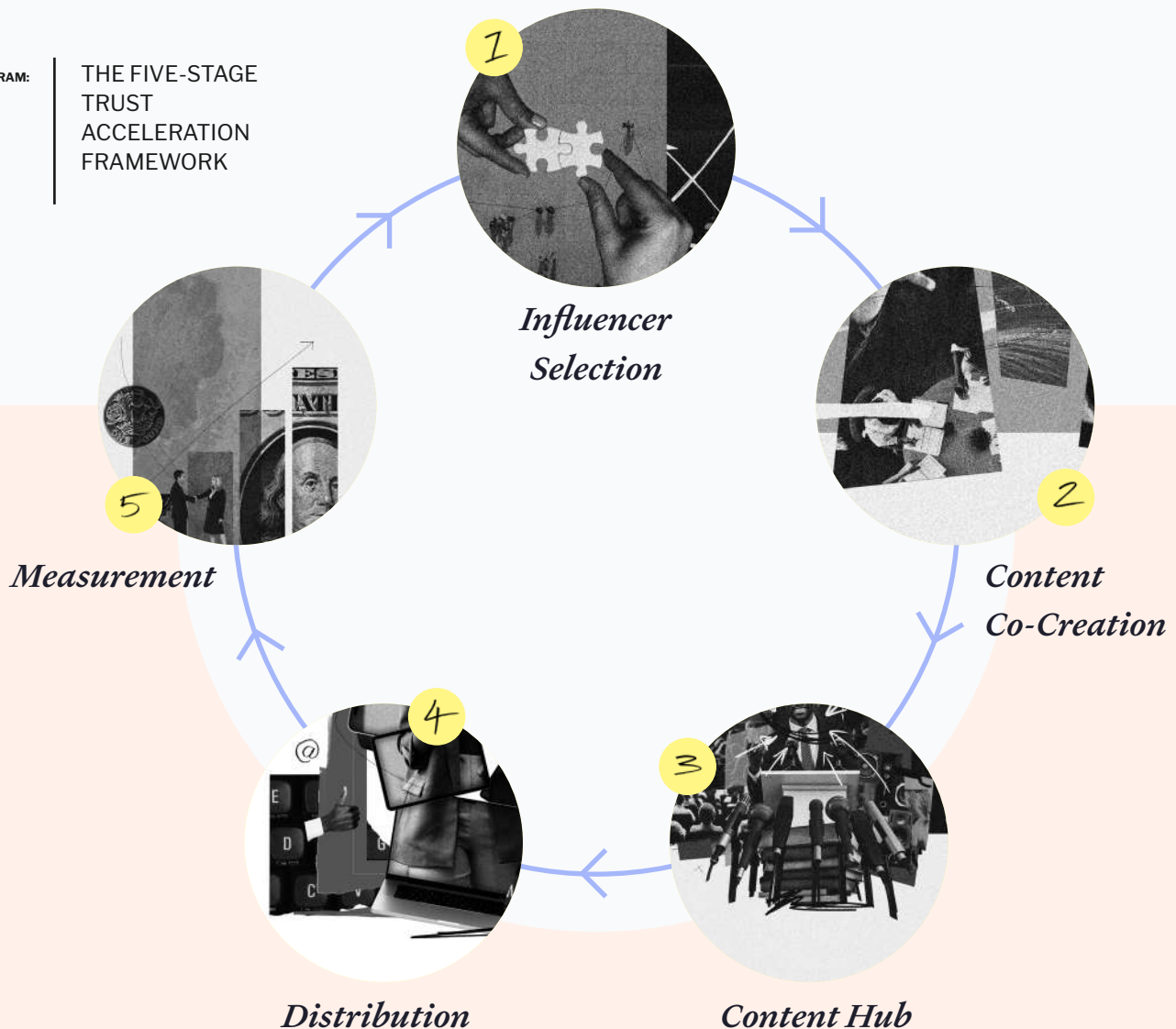
This guide will show you how...

# How Trust Acceleration Works: The Five-Stage Framework

Whether you build this capability in-house or partner with specialists, successfully accelerating trust through influencer partnerships means following a systematic approach that marries human-driven content with insight-driven targeting.

DIAGRAM:

THE FIVE-STAGE  
TRUST  
ACCELERATION  
FRAMEWORK



## STAGE 1:

# *Finding the Right Influencer*

The B2B and B2C influencer landscapes are very different. In B2B we're not talking about lifestyle personalities but respected practitioners, former executives, and subject matter experts who've built audiences through sharing genuine expertise.

### *What makes a B2B influencer?*

- Domain authority through deep vertical expertise
- Audience quality over quantity: 5,000 engaged practitioners beats 50,000 casual followers
- Active content creation demonstrating ongoing market relevance
- Multi-channel presence beyond just LinkedIn
- Professional credibility from C-suite roles, published work, or recognized industry contributions

### *The criteria you need to match against*

The influencer-brand fit determines everything that happens downstream. A bad match is going to lead to content that misses the mark and wastes budget, whereas a successful match will feel natural to audiences. We evaluate potential partners across five dimensions:

- **ICP alignment:** Does their audience match your target buyer profile?
- **Content compatibility:** Does their style fit your message?
- **Values alignment:** Do they share perspectives compatible with your brand?
- **Competitive landscape:** What relationships exist with competitors?
- **Channel mix:** Do their strongest platforms reach your target accounts?



"We're in a really new space. I think if you compare it to more established, mature consumer industries like fashion or sports, there's probably a more definitive framework on how to evaluate people – average engagement rate, average post views, things like that. That doesn't quite exist in our space yet. Maybe it will in five years, but right now it's quite a manual process with a lot that goes into it."

— KRISTEN SESTO,  
CUSTOM INFLUENCE



## The vetting process

Don't skip due diligence. You'll want to see historical performance data, audience demographics, and past partnership examples, and interview candidates to assess cultural fit and communication style.

Plan to evaluate 4-6 candidates per campaign. You should be looking for "hell yes" fit rather than settling for "good enough." You don't want your brand messages to feel forced – they should feel like natural advice to the influencer's audience.

"It's really surprising – if you look hard enough, you will find someone talking about that mega niche thing. This guy's got a following on social media that is totally engaged, he's built a little community, and you're like 'bloody hell, wow.' There's a lid for every pot. We've been doing this for three years now, and if we can't find somebody in an industry, we won't make a recommendation.

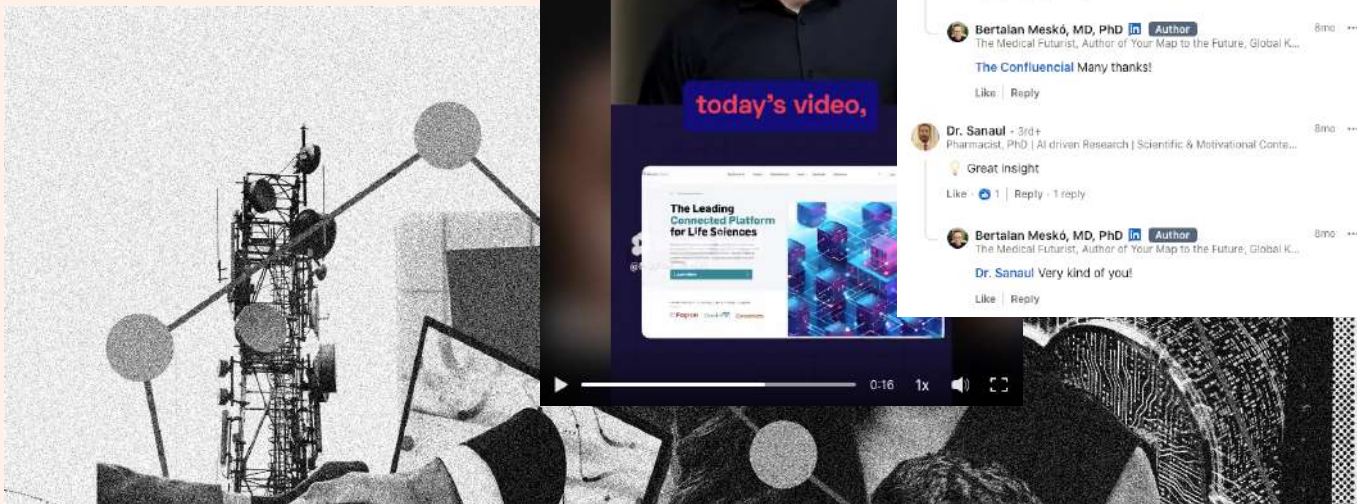
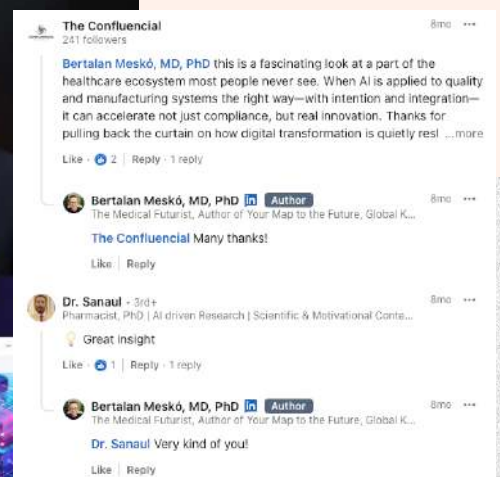
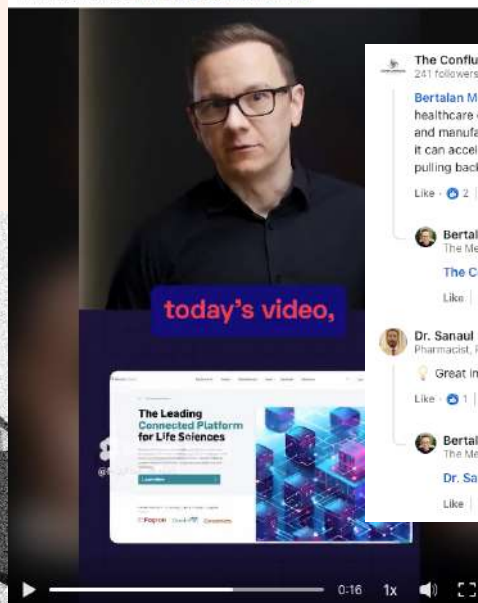
— GUY O'BRIEN  
CUSTOM INFLUENCE

## MASTERCONTROL'S NICHE SUCCESS: RELEVANCE TRUMPS SIZE

MasterControl is a pharma/life sciences tech company. They needed to reach super-niche quality managers with messaging about their clinical trial software solutions.

They chose an influencer with deep credibility in that exact space, despite a modest follower count.

Because the influencer was clued up on the complexities of clinical trial technology, the campaign resulted in a highly engaged, relevant audience.



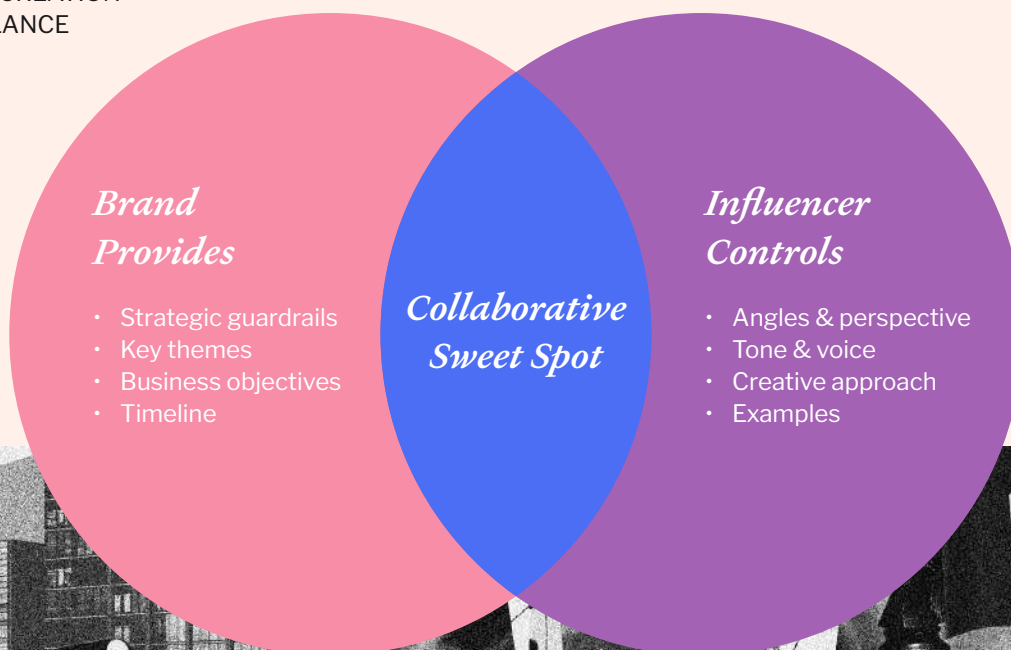
*STAGE 2:*

# *Co-Creating Content that Balances Strategy and Authenticity*

You need strategic alignment with your message, but audiences can instantly detect inauthentic sponsored content. This is the co-creation paradox. You escape it by treating influencers as creative collaborators, not like a billboard you're renting.

As a brand, you provide the strategic guardrails while the influencer brings their voice, perspective, and creative approach. Neither side has complete control, and that's the way it should be.

DIAGRAM:

CONTENT  
CO-CREATION  
BALANCE

## *The strategic guidelines you need to provide*

- Core topics and themes aligned to your campaign
- Business objectives (awareness, thought leadership, lead generation)
- Key messages (not scripts)
- Technical accuracy requirements
- Prohibited topics or approaches
- Timeline and deliverables

## *The creative freedoms you must grant*

- Specific angles and perspectives on topics
- Tone, style, and voice
- Content format and structure
- Examples and analogies they choose
- How they integrate brand mentions
- Their honest perspective (even if it includes constructive criticism)

"It's about strategic guidelines with creative freedom. You need to give them interesting nuggets to talk about – data, insights, unique perspectives – but then trust them to discuss it in their voice. Audiences can immediately tell when someone is just reading a script."

— KRISTEN SESTO,  
CUSTOM INFLUENCE



## WORKBOOKS: CONVERSATIONAL CONTENT THAT BREAKS THROUGH



To generate leads for their CRM software in the manufacturing space, Workbooks wanted to create content that was more conversational and humanized the brand.

They collaborated on a video call format featuring niche manufacturing influencer Maria Villablanca and one of Workbooks' existing customers.

Allowing the customer's point of view to come through, rather than overtly shilling the product, led to content that felt natural and organic.

The authentic approach paid off: the video generated nearly 2,600 views on the influencer's YouTube channel – 4x her typical performance of 400-700 views – making it one of her most-watched videos.

## Content formats that work

- **Video content:** Interview formats, commentary pieces, explainer content (hero videos for hubs, short-form social clips)
- **Written thought leadership:** Co-authored whitepapers, research reports, newsletter features
- **Live formats:** Webinars, podcast episodes, conference panel participation
- **Research collaboration:** Influencer-led surveys generating proprietary insights

The aim is to give influencers genuinely interesting material to discuss, so consider commissioning surveys or research reports. Original data makes content inherently more shareable and quotable.

## Timeline expectations

Allow 1-2 weeks for brief and alignment, 2-4 weeks for content creation, and 1 week for review and revisions. Larger programs with many content pieces might need longer. Keep things moving quickly by restricting the number of people who need to sign off on influencer content to a very small group.

“Historically, the holdups are mostly on the brand side. They need a group of people giving consolidated feedback. If the feedback is like ‘we’re gonna have John check it, then Sally’s gonna check it,’ it’s a disaster. We’ve learned through experience that you’ve got to keep it tight. Who’s making the decisions on what’s going to go live? You can’t add a person to weigh in with their opinion in the middle of the process. That’s going to slow it down.”

— KRISTEN SESTO,  
CUSTOM INFLUENCE

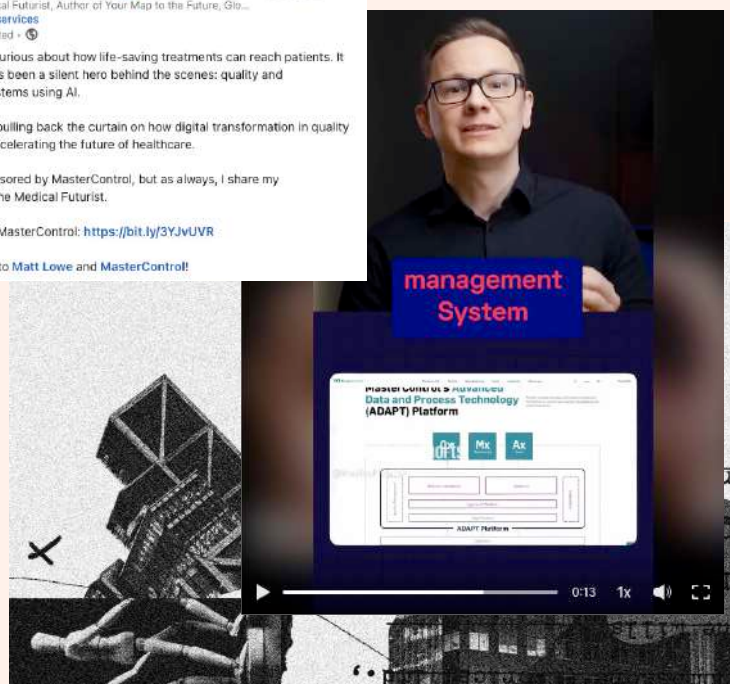


## HUMANIZING THE SPEC SHEET

MasterControl wanted to break free from dry, compliance-heavy content norms.

They partnered with “The Medical Futurist” to create a conversational explainer video (approx. 4 mins).

The content focused on brand storytelling (not product sheets) and featured a soundbite from their Chief Strategy Officer, successfully combining corporate branding with the creator’s content.



## STAGE 3:

# *Creating a Persistent Brand Presence with a Content Hub*

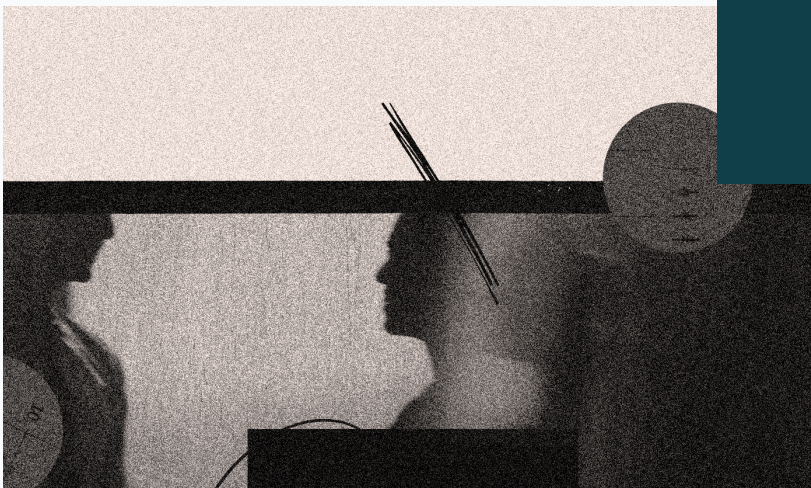
Social media posts disappear from people's feeds within hours. When you create a content hub around the campaign, you have a persistent, navigable destination where prospects can explore your point of view at their leisure. This provides greater opportunities for building trust, and for the capture of leads and intent signals.

### *A Trust Acceleration hub provides*

- **Longevity:** Content remains accessible and discoverable over time
- **Depth:** Space for comprehensive exploration beyond social post limits
- **Control:** Branded environment you can iterate and optimize
- **Data:** Detailed engagement metrics you can't get from third-party platforms
- **Progressive engagement:** Visitors can progress to higher-intent content

"The hub is at the heart of the program. We can drive people there from multiple channels and create stickiness within that environment, they're drawn in from one piece of content and go 'actually this one looks quite interesting as well.' The idea is bringing them into that education space to engage more and more with the brand, which improves brand recall, and builds trust."

— JENNIFER BRENNAND  
THE INSIGHT COLLECTIVE



## Components of a successful hub

- 1 **Influencer Welcome/ Hero Video**  
An opening video (30-90 seconds) from your influencer partner establishes credibility and sets the context. This is their perspective on why the topic matters, not a sales pitch.
- 2 **Featured Thought Leadership**  
This is the collaborative, long-form piece (research report, whitepaper, trend analysis) that serves as hub anchor content – the piece you’ll promote most heavily.
- 3 **Supporting Content Library**  
A collection of related content pieces:
  - Short-form video clips from influencer
  - Articles and blog posts
  - Relevant existing brand content
  - Industry research and data
  - Case studies and customer stories
- 4 **Organized Navigation**  
Content organized by:
  - Topic/theme
  - Content type (video, articles, research)
  - Audience segment
- 5 **Conversion Pathways**  
Strategic opportunities for deeper engagement with clear calls-to-action for each buying stage:
  - Newsletter subscription
  - Gated content downloads
  - Event registration
  - Demo requests or consultation offers

## Hub setup and management

### What’s Provided

As part of the program, your campaign lives within a dedicated category hub on the Insights for Professionals platform – a co-branded destination that positions your content within a trusted, educational environment.

That means:

- Technical infrastructure and hosting managed for you – no setup, no maintenance
- Access to IFP’s established professional audience alongside your own traffic
- Account-level engagement tracking that we manage and report back to you

We handle the technical infrastructure and provide the performance insights you need, so you can focus on what matters: creating compelling content and building meaningful relationships with your audience.

### Keeping It Fresh

Don’t let your hub stagnate. Plan for:

- Regular content refreshes based on performance data
- Seasonal or event-driven updates
- Expansion as your partnership deepens



## THE ANATOMY OF A SUCCESSFUL HUB

A cybersecurity company partners with an industry thought leader to create an IT Security Hub:

- **Hero video:** Influencer discusses emerging threat landscape (90 seconds)
- **Featured eBook:** Co-authored report on security transformation
- **Content carousels:** 6 articles + 3 existing client pieces
- **Fireside chat interview:** With full transcript and short video clips

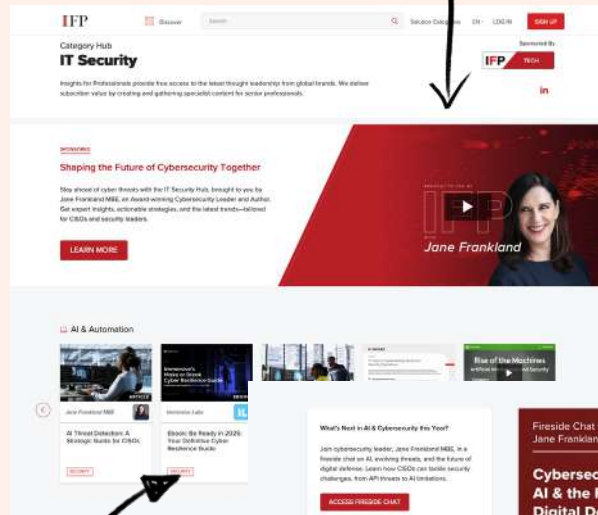
The hub lives on the Insights for Professionals platform. It's co-branded between the company and IFP, giving it educational credibility beyond a corporate microsite. It also allows for detailed account-level tracking (dwell time, content engagement) of ungated content.

"With a hub on the Insights for Professionals platform, because we own it, we can help track and measure detailed account level reporting. Whereas if traffic is going to a client's landing page, short of having a pixel on a page, we lose a lot of visibility."

— JENNIFER BRENNAND  
THE INSIGHT COLLECTIVE



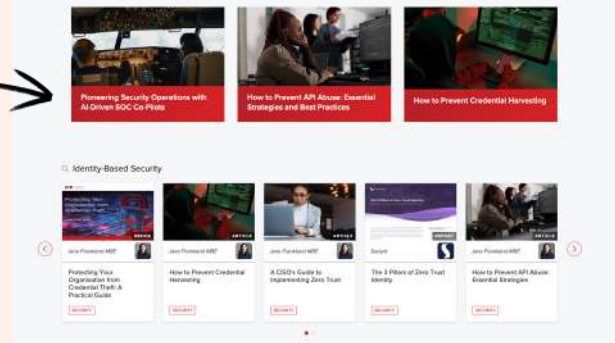
Hub welcome video  
by influencer



Thought leadership  
asset collaboration  
between your brand  
and influencer

Short-form  
asset carousel

Your content



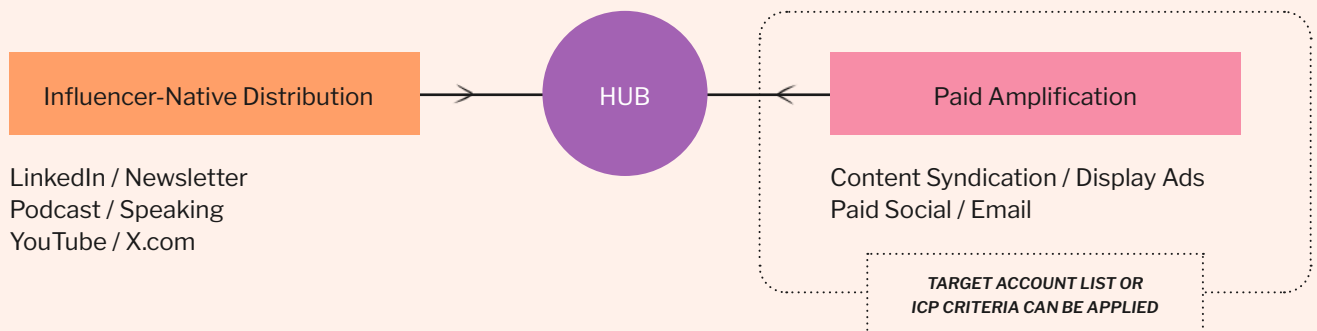
## STAGE 4:

# Reaching Target Accounts with Intelligent Distribution

Great content in an undiscovered hub generates zero business impact. Instead of “publish and hope,” we use a distribution model that gets your influencer-backed content in front of the right accounts, repeatedly, across multiple channels.

DIAGRAM:

## THE TWO-PRONGED DISTRIBUTION MODEL



## *Prong 1: Influencer-Native Distribution (organic reach)*

This is the reach that you're explicitly paying for – the influencer's existing audience and platform.

### **Social Platform Promotion**

- LinkedIn posts with commentary and links
- Twitter/X threads and discussions
- Instagram or TikTok (rare in B2B, but growing)
- Platform-specific content formats  
(LinkedIn articles, Twitter Spaces)

### **Newsletter Mentions**

B2B influencers often have thousands of highly engaged email subscribers.

### **Podcast Integration**

With influencer as either host or guest, episodes featuring your collaborative content extend its reach and provide opportunities for long-form discussion.

### **Speaking Opportunities**

Influencers can present content via conference and event appearances, webinars, and virtual events.

"Reach varies dramatically depending on who you're working with. Tom Goodwin's got a million followers, someone else has got 20,000. But it's not just about follower count, it's about engagement quality and audience relevance. A niche influencer with 15,000 highly relevant followers often outperforms someone with 100,000 mixed followers."

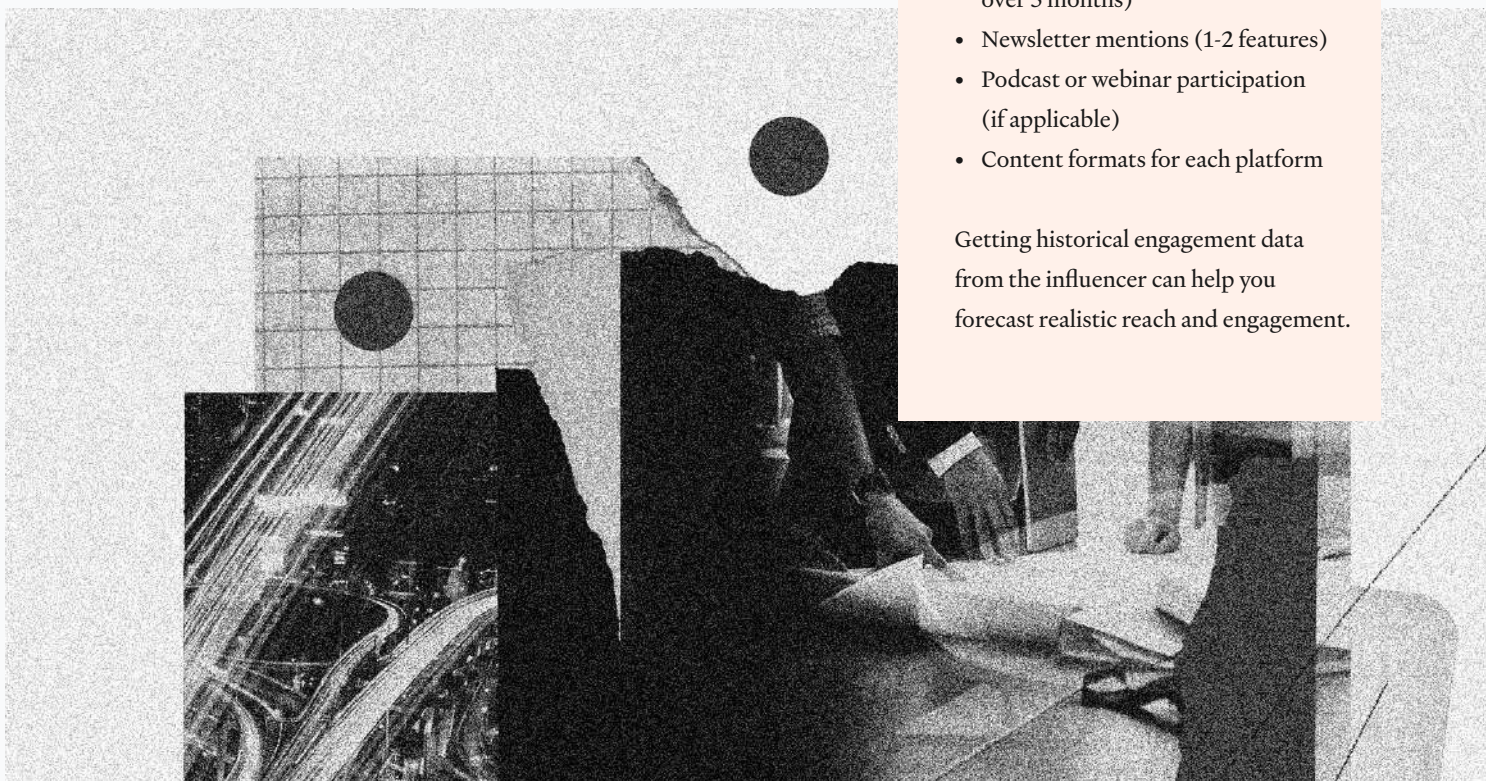
— Jennifer Brennan  
The Insight Collective



### *Set clear expectations:*

- Minimum post frequency  
(e.g., 4-6 LinkedIn posts over 3 months)
- Newsletter mentions (1-2 features)
- Podcast or webinar participation (if applicable)
- Content formats for each platform

Getting historical engagement data from the influencer can help you forecast realistic reach and engagement.



## Prong 2: Paid Amplification (targeted distribution)

The organic reach of your influencer gets you started but paid amplification ensures you reach specific accounts you care about most.

### Content Syndication

Distribute your hub content through B2B content syndication networks targeting your ICP, guaranteeing that your content reaches relevant audiences beyond the influencer's existing followers.

### Paid Social Amplification

- Sponsor influencer posts to extend beyond organic reach
- Create additional ads featuring influencer content
- Target specific accounts and personas
- LinkedIn Thought Leader ads (when the influencer is willing)

### Account-Based Display Advertising

Programmatic display ads targeting specific companies and job titles. Used for:

- Driving traffic to hub from target accounts
- Remarketing to hub visitors
- Building awareness in greenfield accounts

### Email Marketing

- Targeted emails to purchased or opt-in lists
- "Retouch" emails to everyone who engaged with initial content
- Nurture sequences driving hub visits

## The multi-touch approach

Modern B2B buyers need at least 8 touches before converting, so layer your channels to create more opportunity.

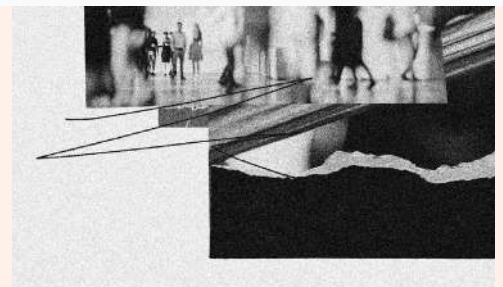
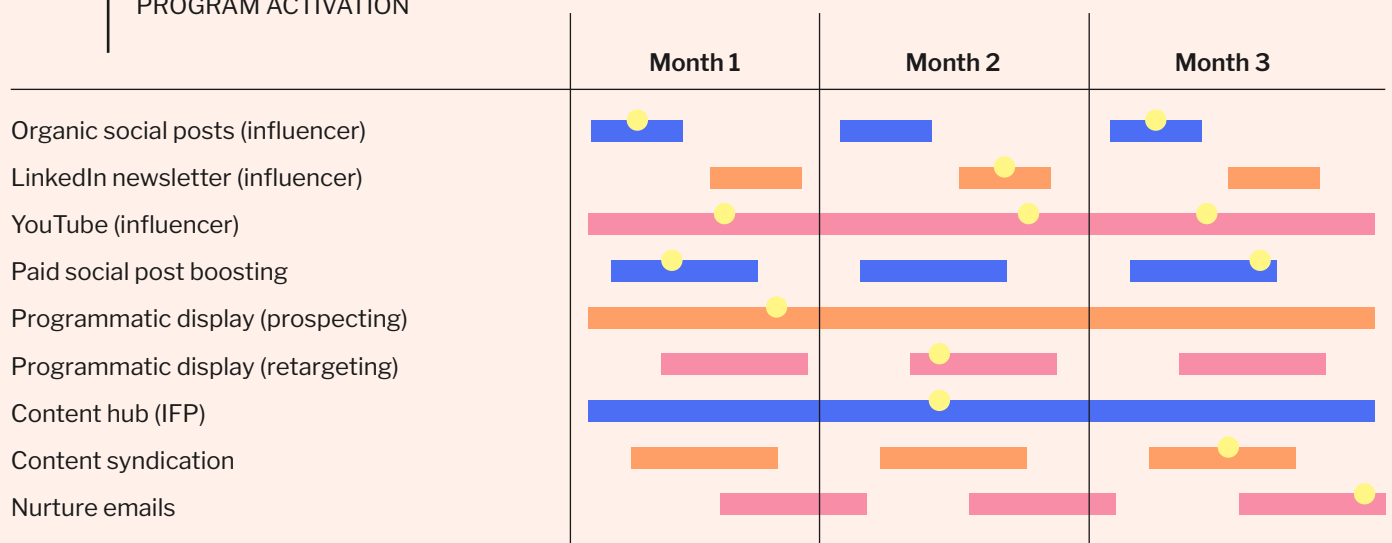


DIAGRAM:

### INTEGRATED CHANNEL PROGRAM ACTIVATION



Key:

Yellow dot Multi-touch user journey example

## Budget allocation guidance

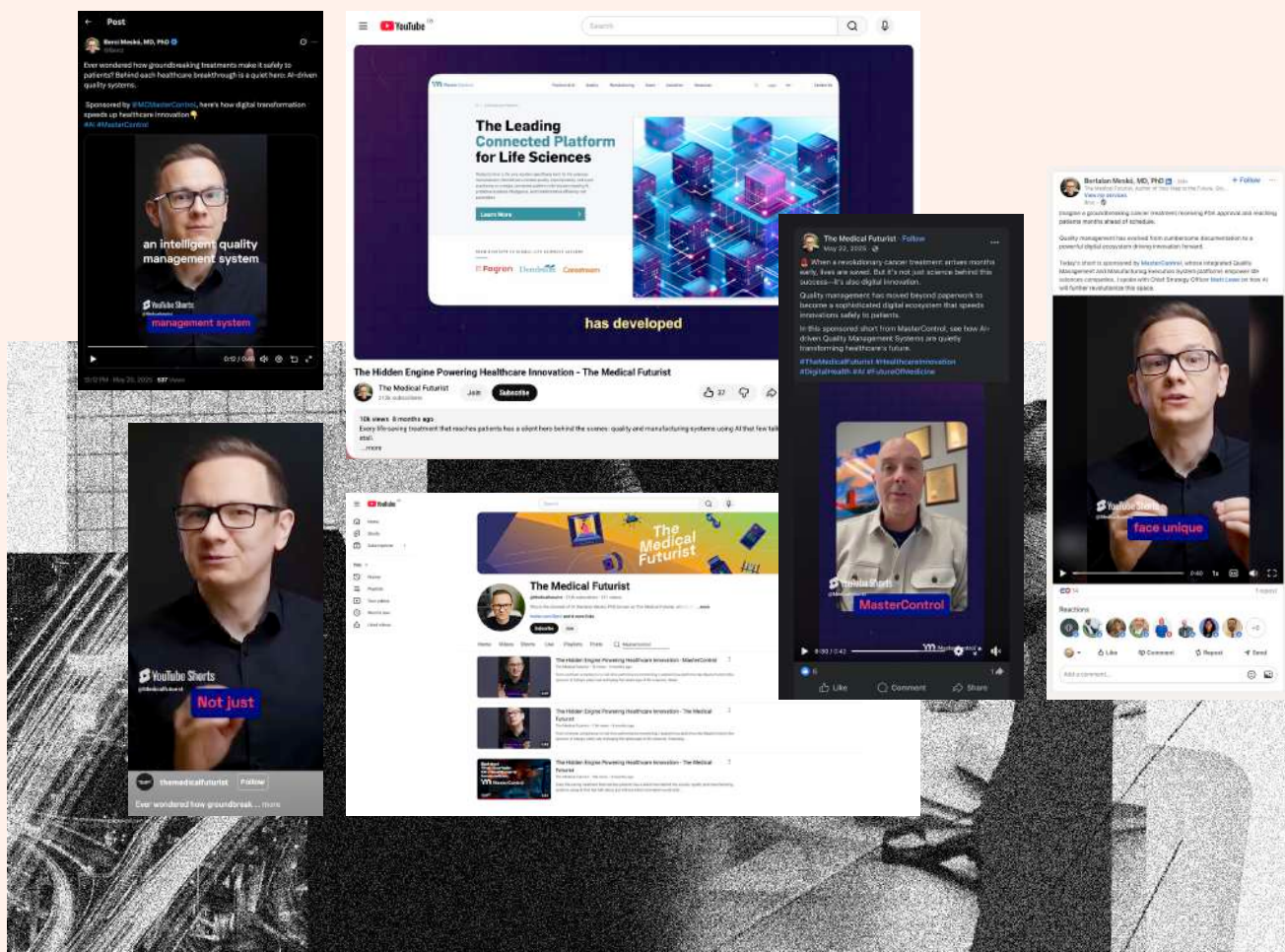
- 30-40% to influencer partnership and content creation
- 40-50% to paid distribution and amplification
- 10-20% to hub development and maintenance
- 10% to measurement and optimization

## MASTERCONTROL'S MULTI-CHANNEL APPROACH

The MasterControl video content was promoted via multiple channels: the influencer's YouTube channel and LinkedIn short-form clips, inclusion in their newsletter, and email campaigns from The Insight Collective, ensuring multiple touches for target accounts.

"Influencer content is more in keeping with what people are engaging with day-to-day on social media. If you can get away from the traditional whitepaper method, you've got a chance of actually engaging the audience in a better way. There's already a good feeling about it. I trust them to point me in the right direction. They're telling me that this brand is worth checking out. I'll do that."

— GUY O'BRIEN  
CUSTOM INFLUENCE



## STAGE 5:

# Measurement and Sales Enablement

Trust acceleration metrics are different to those you'd track with pure demand generation. You're measuring both short-term engagement and long-term trust-building. Both matter.

### Immediate engagement metrics

- Hub traffic and time-on-site
- Content consumption (videos viewed, articles read, downloads)
- Social engagement on influencer posts (likes, comments, shares)
- Email open rates and click-through rates
- Paid media performance (CTR, CPM, conversion rates)

### Account-level intelligence

More valuable than aggregate metrics because they tell you which specific target accounts are engaging.

- First-time hub visitors from target account list
- Return visits from target accounts
- Content consumption patterns by account
- Engagement progression (awareness -> consideration -> intent)
- Account-level scores based on cumulative engagement

## WORKBOOKS: FROM ENGAGEMENT TO SALES-READY LEADS

The conversational video content went beyond generating views to create qualified pipeline.

On LinkedIn, the campaign achieved 58k impressions and reached 30k members, meeting or exceeding platform engagement benchmarks. When The Insight Collective retargeted interested prospects to the hub, 65% engaged with the influencer content, demonstrating genuine interest rather than passive scrolling.

Most critically for sales enablement, 78% of generated leads achieved a DemandBI score of 80+, meaning they were immediately ready for ABM workflows or BDR engagement. Sales teams received not just contact information, but qualified prospects who had already been warmed by trusted third-party content.



## *Business impact metrics*

Connect engagement to revenue outcomes:

- Marketing qualified leads (MQLs) generated
- Sales accepted leads from engaged accounts
- Influence on pipeline from target accounts
- Deal velocity changes for engaged vs non-engaged accounts
- Win rates for engaged vs. non-engaged accounts  
(requires 6-12 months data)

## *Using hub content for sales enablement*

### **Engagement Alerts**

Notify sales when target accounts show heightened engagement. “Company X had 3 people visit your hub this week and download the research report” is powerful intelligence for outreach timing.

### **Conversation Starters**

Sales teams can reference shared content: “I saw several people from your team engaged with our research on topic Y. What challenges are you seeing in that area?”

### **Account Warming**

Accounts that engage with influencer content that establishes familiarity and credibility are warmer prospects than cold outreach targets.

### **Content for Sales Outreach**

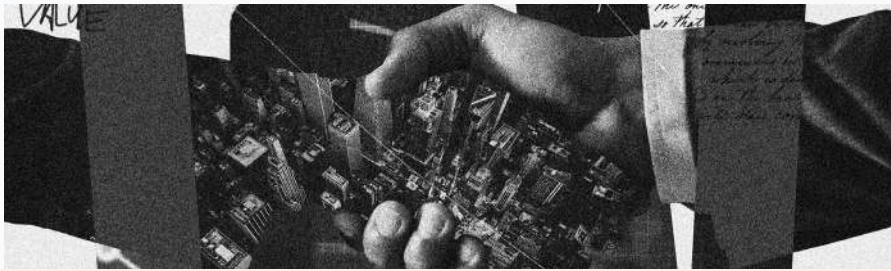
Sales teams can use hub content in their outreach – sending articles, sharing videos, referencing insights. The influencer partnership makes content more shareable than pure vendor materials.

“The Trust Acceleration framework gives you that red thread from brand to demand – you can truly track engagement from top of funnel to bottom of funnel. We can see a prospect engaged with videos on LinkedIn, somebody from the same company **has been interacting with content on the hub**, and then the **IT Director** downloaded the whitepaper. That insight is really valuable for prioritizing which accounts to follow up with.”

— JENNIFER BRENNAND  
THE INSIGHT COLLECTIVE



*Trust acceleration via influencer partnerships is a marathon, not a sprint. While early metrics provide proof of engagement, revenue impact won't show up until later.*



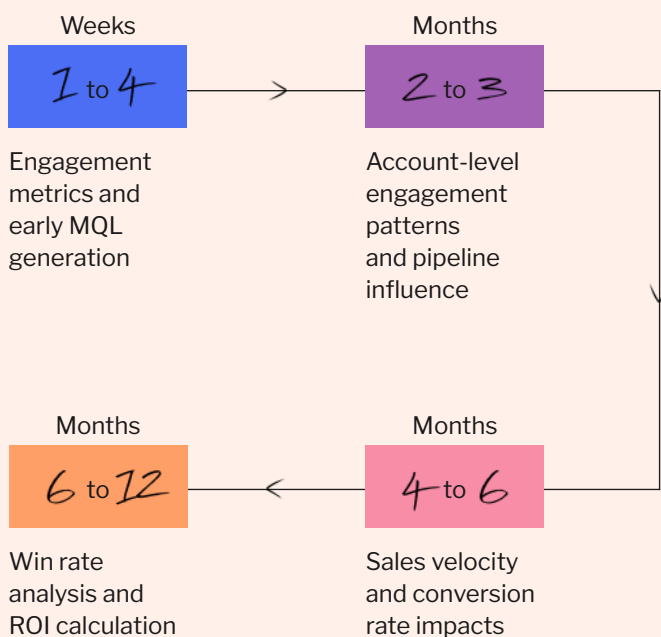
"Traditional influencer work is very much in that content brand awareness space. But what this allows brands to do is take that content and put it into a model that creates leads. So you're using the content to generate demand, not just awareness."

— GUY O'BRIEN  
CUSTOM INFLUENCE



DIAGRAM:

#### TIMELINE FOR MEASURING SUCCESS



# Why It Works: The Science of Trust Transfer

Human beings are wired to rely on trusted sources when evaluating unfamiliar options. In complex B2B purchases where the stakes are high and where there are many vendors to choose from, it's natural for buyers to seek validation from credible third parties before engaging. Audiences extend trust from the influencer to brands the influencer recommends.

“In many ways, fame operates as a form of social proof and can be leveraged as such for a B2B audience,” explains behavioral economist Rory Sutherland. For B2B brands who aren't already famous, this creates an opportunity: borrow credibility from voices who already have it.

## *The first-mover advantage*

B2B influencer marketing is relatively new, which means there's a huge advantage for early movers who can act before we reach saturation point:

- Less competition for credible voices
- Lower partnership costs
- Greater share of attention
- First-mover brand associations

## *The compounding effect*

Unlike paid advertising that stops when budget stops, influencer partnerships create lasting assets:

- Content remains discoverable long-term
- Search visibility compounds over time
- Brand associations strengthen with repetition
- Relationship depth with influencer increases

“Instead of having a slow organic grind using your own social media network, you start working with other people who've done that work already. They've built up audiences, built up communities within niche areas, and you come into that space as a collaborator. You're immediately seen as a brand to work with, a brand to be aware of, with recommendation built in.”

— GUY O'BRIEN  
CUSTOM INFLUENCE



## *What makes this different from alternatives?*

| TRADITIONAL INFLUENCER MARKETING                                                                                            | TRUST ACCELERATION                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Consumer influencer marketing focuses on reach and impressions. A beauty influencer might make 50 sponsored posts per year. | B2B trust acceleration focuses on depth and relevance. A B2B influencer typically does 2-4 deep partnerships annually.                                         |
| PURE DEMAND GENERATION                                                                                                      | TRUST ACCELERATION                                                                                                                                             |
| Standard demand gen pushes brand-created content to target audiences.                                                       | Trust acceleration leads with third-party credible voices, making audiences more receptive to your message.                                                    |
| BRAND ADVERTISING                                                                                                           | TRUST ACCELERATION                                                                                                                                             |
| Brand campaigns build awareness over time through repeated exposure.                                                        | Trust acceleration builds awareness with built-in credibility because the source is already trusted, compressing the timeline from awareness to consideration. |

## *The advantage of integration*

Trust acceleration works best when you plan the content creation and distribution strategy together. The influencer partnership informs what content you create; your distribution capabilities determine how far the content will reach beyond the influencer's organic audience.

"People get scared about 'B2B influencer marketing' – what is it? It's content creation. All we're doing is creating great content and making sure that we're building credibility in. It's video content, it's social content, it's thought leadership to add into your campaign content mix. When you think about it like that, on its simplest level, the fear goes away."

— JENNIFER BRENNAND  
THE INSIGHT COLLECTIVE



# *Making the Internal Case for Trust Acceleration*

Often the biggest barrier isn't skepticism, it's budget. Most B2B marketers don't have a dedicated budget for "influencer marketing" yet so they need to start small, prove that it works, and then secure the funding to scale up their efforts.

## *The proof-of-concept approach*

### **Find Seed Budget from Existing Programs**

Because trust acceleration supports multiple marketing objectives, pilots can be funded from various budget sources:

- **From events:** Influencer content amplifies event promotion and extends reach beyond attendees (£20-30k)
- **From demand gen:** Enhanced content for lead generation programs (£30-50k)
- **From content marketing:** Elevated thought leadership with broader distribution (£20-40k)
- **From product launches:** Credible third-party voice supporting launch messaging (£25-40k)

You're not requesting a new budget for influencer marketing, but testing a new approach to enhance [events/lead gen/product launch] performance.

### **Remember: Document Everything**

Treat your first program as a formal pilot:

- Set clear success metrics before launch
- Track performance rigorously
- Document qualitative feedback from sales and prospects
- Calculate cost-per-lead vs. alternative channels
- Capture testimonials from internal stakeholders
- Build the case for year two



## *The pitch for dedicated budget*

After your successful proof-of-concept you might be able to say:

- “We tested trust acceleration with £50k from our Q2 event budget”
- “Generated X MQLs at £Y cost-per-lead vs. £Z from other channels”
- “Sales reported warmer conversations with engaged accounts”
- “Requesting £150k dedicated line item for FY26 to scale what worked”

In our experience, this path – prove with borrowed budget, scale with dedicated budget – is how most successful influencer marketing programs actually get funded.

“I was on a call yesterday where they'd done a little bit of influencer marketing at the start of the year, went really well, but didn't have the budget in the planner for the rest of the year. So now they're forecasting their budget for next year and they're like, 'We've got a defined influencer budget now because we know it works.'”

— GUY O'BRIEN  
CUSTOM INFLUENCE



# *Taking the Next Steps to Faster Trust and Qualified Pipeline*

We opened this guide with three critical gaps: trust, recognition and attention. Traditional marketing tactics still work, but addressing these gaps with them is a long, slow process. Trust Acceleration offers a faster path.

Throughout this guide we've seen how strategic influencer partnerships close the trust gap by borrowing established credibility. How co-created content cuts through the attention gap with authentic, engaging storytelling. How intelligent distribution amplifies reach while maintaining targeting precision. And how using the framework lets you combine brand building with immediate lead generation.

Trust Acceleration works best when you're ready to:

- Invest in relationships, not just campaigns
- Grant some creative freedom to external voices
- Measure long-term trust alongside short-term leads
- Commit to systematic, sustained execution

It's not about replacing your existing demand generation, but about making everything else more effective: content performs better, sales conversations start warmer, deal velocity increases and win rates improve. But the early-mover window won't stay open indefinitely.



## *How The Insight Collective and Custom Influence can help*

We've built the Trust Acceleration framework specifically for B2B brands navigating this opportunity. Whether you're ready to test the waters or scale an existing program, we offer three activation tiers:

| INSIGHT & INFLUENCE    | 1) AMPLIFICATION PARTNER (CRAWL)                                                    | 2) IFP HUB PARTNER (WALK)                                                                                         | 3) BRAND TO DEMAND PARTNER (RUN)                                                                     |
|------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Primary Goal           | Short-term social media amplification and lead generation.                          | Establishing long-term brand presence and gathering account intelligence.                                         | Full, always-on influence to meet annual demand/lead targets.                                        |
| Duration               | 1–3 months                                                                          | 3–6 months                                                                                                        | 12 months                                                                                            |
| Minimum Investment     | £50k (Total)/ £20k per month                                                        | £150k (Total)/ £25k per month                                                                                     | £350k (Total)/ £30k per month                                                                        |
| Content Ownership      | Utilizes existing client branded content.                                           | Utilizes co-branded (Client & IFP) content with influencer input.                                                 | Utilizes co-branded (Client & IFP) content with quarterly refresh.                                   |
| Hub Inclusion          | No dedicated hub. Focus on leveraging existing assets.                              | Ownership of a Category IFP Hub.                                                                                  | Ownership of a Category IFP Hub with quarterly content refresh.                                      |
| Influencer Involvement | Analysis of existing assets for social posts; LinkedIn posts; Newsletter inclusion. | Hub co-brand (Welcome video / Masthead); Digital asset collaboration (Foreword/co-brand); Exec interview/Podcast. | Full Q by Q program mapped out across year; IRL events as host/moderator; Quarterly exec interviews. |
| Competitive Guardrail  | N/A                                                                                 | N/A                                                                                                               | Full partnership with brand competitor exclusions as part of contract.                               |
| Sales Enablement       | Leads generated; Retouch email nurture.                                             | Leads generated; Hub ABM performance metrics.                                                                     | Account Intelligence reports on top engaged accounts; Full ABM media metrics.                        |

The first step is a conversation. We can help you evaluate fit, identify potential influencer partners, and determine which activation tier makes sense for your objectives and market position.

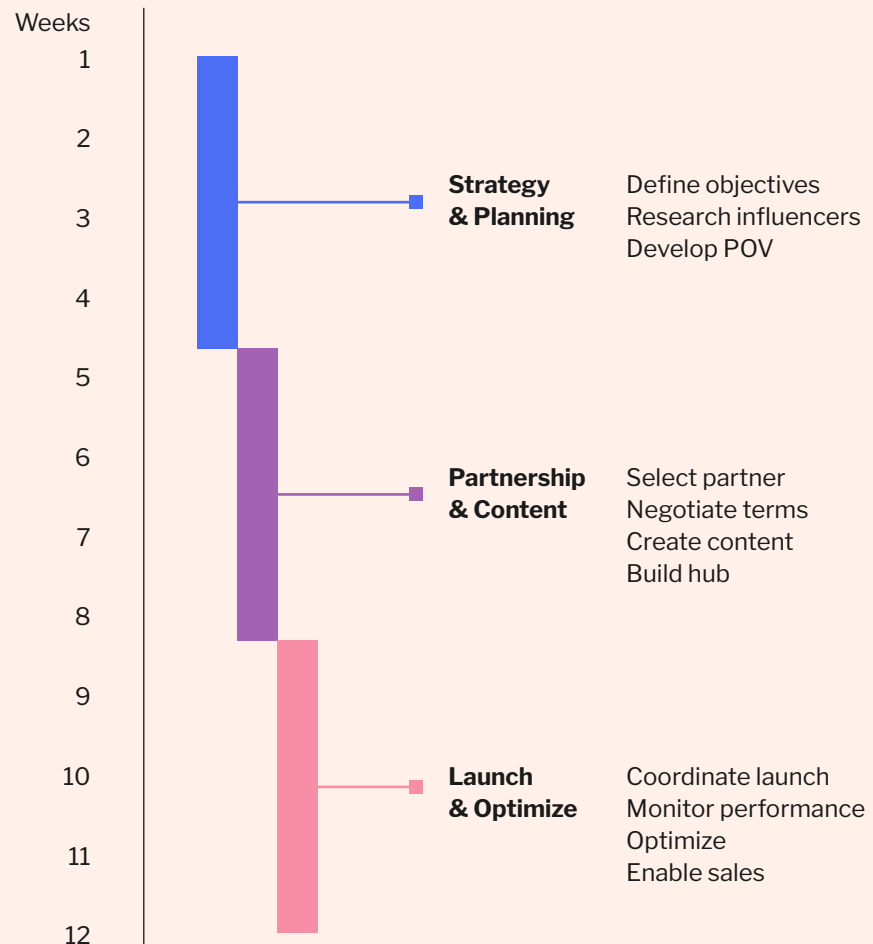
### **Contact:**

- The Insight Collective: [jennifer.brennand@theinsightcollective.com](mailto:jennifer.brennand@theinsightcollective.com)
- Custom Influence: [guy@custominfluence.com](mailto:guy@custominfluence.com)

# Getting Started: Your First 90 Days

DIAGRAM:

## 90-DAY LAUNCH TIMELINE



PHASE 1:

# Strategy and Planning (Weeks 1-3)

## *Define Your Objectives and KPIs*

What are you optimizing for and how will you measure it?

- Shortening sales cycles in enterprise accounts?
- Building awareness in new market segments?
- Establishing thought leadership position?
- Generating qualified leads in target accounts?

Clear objectives inform every downstream decision.

## *Identify Your Target Audience*

Who specifically needs to trust you?

- Job titles and seniority
- Industries and company sizes
- Geographies
- Current awareness level of your brand

## *Develop Your Point of View*

What unique perspective can you bring to industry conversations?

- Proprietary research or data
- Customer insights from your position in market
- Technical innovations you're pioneering
- Trends you're observing that others aren't discussing

## *Research Potential Influencer Partners*

- Who are the respected voices in your space?
- What platforms and formats do they use?
- Who is their audience?
- What's their content approach and style?
- Have they done brand partnerships before?

Create a shortlist of 6-10 potential partners.

*PHASE 2:*

# *Partnership and Content Development (Weeks 4-8)*

## *Evaluate and Select Your Partner*

Reach out to shortlisted influencers. Evaluate based on:

- Audience fit with your ICP
- Authentic enthusiasm for your topic area
- Professional compatibility and communication style
- Reasonable expectations around compensation and deliverables
- Historical performance data

Plan to have conversations with 3-4 before selecting.

## *Structure the Partnership*

Negotiate clear terms:

- Content deliverables (formats, quantity, timeline)
- Distribution commitments (posts, newsletter, speaking)
- Exclusivity and competitive restrictions
- Approval processes and revision rights
- Compensation structure
- Performance metrics and reporting

Get everything documented.

## *Develop Content Brief*

Collaborate with influencer on:

- Core themes and topics
- Key messages (but not scripts)
- Supporting data or research
- Format and length preferences
- Timeline and milestones

Remember: provide strategic direction, grant creative freedom.

## *Build or Adapt Your Hub*

While content is in development, prepare your hub:

- Select platform (owned vs. third-party)
- Design user experience
- Establish measurement infrastructure
- Integrate with existing marketing systems



*PHASE 3:*

# *Launch and Amplification (Weeks 9-12)*

*Coordinate  
Launch*

Time influencer promotion with your paid amplification:

- Influencer posts go live
- Paid social campaigns launch
- Email campaigns deploy
- Display advertising begins
- PR and additional promotion activated

*Monitor Early  
Performance*

Watch first 2 weeks closely:

- What content resonates most?
- Which channels drive highest engagement?
- Are target accounts engaging?
- What's the quality of early leads?

*Optimize  
in Real-Time*

Adjust based on early data:

- Increase budget on best-performing channels
- Create additional content around resonating topics
- Refine targeting based on engaged accounts
- A/B test messaging and creative

*Enable Sales*

Brief sales teams on:

- The program and its objectives
- How to identify engaged accounts
- How to reference content in conversations
- Who to contact for account-specific engagement data

# Building for Long-Term Success

Trust Acceleration is not a one-time campaign. The most successful programs evolve into ongoing partnerships:

## *Quarter 2:*

Evaluate performance, create second wave of content, deepen relationship with influencer, expand to additional influencers or verticals

## *Quarter 3-4:*

Integrate learnings into broader marketing strategy, build influencer partnerships into annual planning, establish systematic approach for future partnerships

## *Year 2+:*

Develop influencer network across multiple topics/verticals, create always-on content engine, leverage accumulated hub content and brand authority





Custom Influence deliver Social-first thought leadership powered by B2B influencers. We help business and technology brands tell their story and connect to engaged audiences through creative and impactful partnerships with independent business voices.

See Beyond. Think Ahead.

We're not another lead gen vendor – we're your strategic effectiveness partner.

At The Insight Collective, we harness intelligence, collaboration, and human insight to turn marketing into measurable impact.



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