

Your PR Strategy Might Be the Reason People Don't Trust Your Brand – Here's How to Fix It

Opinions expressed by Entrepreneur contributors are their own.

It's 2025, and the business landscape is more crowded than ever. In almost every industry, buyers have endless choices – and less patience for cold calls, generic email blasts or outdated lead forms. Traditional lead generation isn't just ineffective—it's being ignored.

Instead, organic marketing has taken center stage. In fact, up to 27% of businesses now say the majority of their leads come from organic search. It's no surprise that more companies are shifting away from interruption-based strategies and leaning into credibility-driven approaches, especially through thought leadership PR.

Related: [5 Effective Thought Leadership PR Tactics for Your Startup](#)

What is thought leadership PR – and why should you care?

Thought leadership PR isn't about blanketing your brand name across every outlet or going viral on social media. It's about positioning you – the founder, executive or expert – as a trusted authority in your space.

When someone Googles a question related to your industry, do

they find your voice offering insight, or someone else's? Thought leadership puts you at the center of that conversation. It builds a digital footprint that not only earns trust but also turns you into the go-to source when prospects are looking for solutions.

Three ways to build thought leadership authority

You don't need a PR team or a massive media budget to get started. Here are three powerful ways to establish yourself as a thought leader:

- **Content marketing and media coverage:** Publish insightful blog posts, LinkedIn articles and industry op-eds that show your depth of thinking. Contribute to relevant media outlets. When others cite your expertise, your credibility grows.
- **Podcasts:** Tap into loyal, niche audiences by appearing on podcasts or launching your own. Podcast listeners are high-intent and tend to view guests as trusted guides.
- **Social media:** Share behind-the-scenes knowledge, timely takes and actionable insights on platforms like LinkedIn, Instagram or TikTok. Informative content – not flashy branding – is what earns trust.

Why thought leadership wins in today's market

Modern buyers – especially in B2B – are savvier than ever. They're not waiting to be sold to; they're researching before you even know they exist. One study found that 70% of the B2B buying process happens before a prospect reaches out.

That means your public presence matters. When potential clients search for answers and consistently find you offering

them, you've already earned their trust before the first call.

And that trust accelerates everything – your credibility, your sales process, and your word-of-mouth momentum. Thought leadership turns your name into a shortcut for quality.

Even more: it builds long-term loyalty. When customers see you not just as a vendor but as a trusted advisor, your value increases and your relationships become stickier.

What real thought leadership looks like

To be clear, thought leadership isn't just about posting content. It's about being relevant, helpful and authentic.

Here's what works:

- **Speak from experience.** Share stories and lessons – not just facts. Talk about challenges you've faced or trends you've navigated.
- **Offer guidance, not self-promotion.** No one wants a sales pitch masked as content. Give people ideas they can use, even if they never buy from you.
- **Pick a niche and go deep.** You don't need to be everywhere. You need to be clear about who you serve and what you stand for. This clarity helps the right people find you – and follow you.

For example, if you run a wellness brand, talk about how your approach to stress management helped a client avoid burnout. If you run a PR firm, break down real-world strategies that helped a small brand punch above its weight.

Related: Own Your Expertise – 13 Ways to Elevate Your Thought Leadership

Choosing the right platform and strategy

Where you show up matters as much as what you say. Align your thought leadership strategy with where your audience actually spends time:

- **LinkedIn**: Ideal for B2B leaders, consultants and service providers.
- **Instagram and TikTok**: Better for consumer-facing experts and brands.
- **YouTube or Substack**: Great for deep dives and long-form storytelling.

Don't try to be everywhere – pick one or two platforms where you can consistently show up with substance.

The long-term power of evergreen authority

Unlike cold outreach or paid ads that stop working the moment you pause spending, thought leadership is a compounding asset. Blog posts, podcast interviews and articles keep working for you long after they're published. They show up in search results, circulate among peers and reinforce your credibility over time.

Yes, it takes consistency and intention. But for entrepreneurs who want to build a trusted name and attract ideal clients without chasing them, it's one of the most effective moves you can make.

In a market full of noise, be the

signal

Today's buyers don't just want to know what you sell – they want to know what you stand for. Thought leadership PR helps you rise above the noise, become known for your expertise and create inbound momentum that feels effortless – because it's built on earned trust, not constant pitching.

Your next customer is already searching for answers. Thought leadership makes sure you're the one they find.

<https://www.entrepreneur.com/growing-a-business/your-brand-isn-t-broken-your-pr-strategy-is-heres/492686>