



THOUGHT LEADERSHIP: LET YOUR EXPERTS SHINE

There's no better way to create a robust content machine for your DevOps company than to tap into the knowledge of your leadership team. Start by mapping out the media outlets that align best with their professional background. Some industry pubs like DevOps.com and InformationWeek welcome contributed content. Don't overlook sponsored content opportunities like the Forbes Technology Council, which costs in the neighborhood of \$2,800/year but guarantees 10 articles for a company exec, usually a founder or CTO.

Be sure to come up with a list of broad categories for which your experts can create numerous insightful articles: AI, CloudOps, CI/CD, training and career development, DevSecOps, GitOps, etc.

Developing a consistent thought leadership PR strategy will expand your company's brand awareness, provide shareable content to customers and prospects alike, and build the perception of market leadership in the DevOps niche in which you operate.

