

# White Papers

## Benefits

- **Generates Leads**—Download from website in exchange for contact info or use as leave-behind at sales meetings and trade shows
- **Establishes trust**—Educational content written in neutral tone creates confidence in your solution
- **Positions the company as a problem solver**—Shows understanding of business challenge and how you are able to solve it
- **Demonstrates thought leadership**—Lets you express visionary thinking and convey new directions in technology
- **Improves brand recognition**—Also read by journalists and analysts; the content is often turned into articles
- **Facilitates purchasing decision**—Educates customers on the solution and process; guiding the final decision
- **High return**—Recent study shows content effectiveness is second only to trial software downloads.



## Why White Papers?

White papers are the most sought after content by prospects when learning about or evaluating new technology, and most read between 5-10 papers every three months.

White papers will help your company demonstrate thought leadership and position your company as the problem solver. With their educational content, white papers help you establish trust and credibility with your customers, and help drive brand recognition and garner press attention.

## What's in a White Paper?

- **Description of the business or technical problem**—Shows your company has a complete understanding of the issues and impacts facing your customers.
- **Background/history/market drivers**—Provides information about what led to the problem what's been tried before, and how changing market conditions contribute.
- **High-level solution**—Explains generically, how customers can solve the problem.
- **Benefits**—Lists the financial and business benefits of solving the problem.
- **What to look for in a solution**—Checklist of considerations when implementing the solution.
- **Specific company solution**—Introduces your company's product or service and explains the solution in detail.
- **Summary**—Recap of problem, solution, and benefits.
- **Call to action**—Leads the customer to the next step: phone call, e-mail, website.

## What are they?

White papers are educational marketing documents that describe a business problem and how to solve it. They can be business, technical or a combination of both, and are used to show your customers that you understand the challenges, know how to solve them, and have a product or service that can help.

White papers are written in a neutral tone, and though they are always soft-sell, they are also a persuasive document. They are typically 8-12 pages in length and delivered in PDF.

## Creation Process

- Complete creative brief
- Gather existing information
- Interview subject matter experts
- Research topic
- Determine the angle
- Write first draft
- Review/revise (twice)
- Document design and print