

Step by step guide to succeeding with white paper marketing

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What is a white paper?

Today, the term is most commonly applied to "deep dive" style publications. Businesses — especially in the consulting, financial, or B2B sectors — use them to communicate their organization's philosophy on a topic, make the case for the superiority of their product, or simply to present research findings related to their field.

2

Do you need a white paper?

- Do you want to be a thought leader?
- Do you need to generate leads?
- Do you need to disseminate research?

3

Choosing a topic

- Are you an expert in this topic?
- Does it address your customer's interests?
- Does it fill a content gap?

4

Writing a white paper

Do the research

Disseminate

Set goals and

Choose a topic

Write it



White Paper Marketing Handbook

IM Harris



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