Advanced Blog Training

White Papers: What You Need To Know

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Interactive
LIMITED LLC

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A GOOD WHITE PAPER SHOULD…

- Be part of a broader content strategy
- Be a valuable long-term asset
- *Effectively address the pain points of your target market*

Approach a white paper as a bigger project than just a single piece of marketing collateral. A good white paper should provide quality content for future blog posts, social media posts, infographics and more.

STRUCTURING A WHITE PAPER:
Choosing A Topic

Who is your target audience?

What are their greatest pain points, needs and/or interests that are being addressed by this white paper?

What are you providing in this white paper that your audience cannot get elsewhere?

What are the key Google search terms you're looking to target/own as a result of this white paper and related content?

CHOOSE A GREAT TOPIC

Choose a topic with potential to dig deep into your audience's needs and pain points and provide them with a good solution. Generate your own survey data based on your current customer base even if it's a limited sample size.

Topics like pricing, software functionality and features and product comparisons are a great place to start. ***Leverage your company's expertise to give your audience a white paper with real educational value.***

STRUCTURING A WHITE PAPER:
The Title

Ensure your title represents what is in the white paper	Consider search engine optimization as part of the title creation	Grab attention with a bold, yet clear and easy to understand title	Create a short, powerful title
Keep titles under 60 characters so your title appears well in search engines	Use dates, numbers, comparison terms and pricing to drive interest	Keep in mind what is working for competitors	Use KEYWORDS

CHOOSE A GREAT TITLE

PRO TIP

Once you decide on a title, ask other people in your company if the title grabs their attention. If it doesn't, go back to the drawing board.

STRUCTURING A WHITE PAPER: Don't Skip ***The Outline***

The first step in the process is creating an outline. Yes, it will take time and delay the start of the writing process. However, it will *save you time* in the long run and ensure you have *a better final product*.

Focus on readers' needs, interest and pain points… ***And a solution***	Minimize the attention spent on your company and its products
Collaborate with your team for outline creation	Map out sections and subsections

STRUCTURING A WHITE PAPER:
The Introduction

1. **Set up the problem**, need or pain point right up front
2. **Grab your readers' attention** in the first sentence or two. Strive to make a great first impression—try using a controversial or bold statement
3. **Introduce the framework** that will be used throughout the white paper
4. **Indicate the objectives** of the white paper, as well as the specifics of what will be included in subsequent sections

STRUCTURING A WHITE PAPER:
The Problem

1. What are companies and/or individuals struggling with most, and why?
2. What are the specific problems, needs and/or pain points?
3. What are the potential benefits of addressing these problems, needs and/or pain points?
4. *Answering this question will help your readers understand why your solution is of value; and more importantly, entice them to continue reading.*
5. What data points help to support answers to the above questions?

STRUCTURING A WHITE PAPER: ***The Solution***

1. Provide a detailed description of each part of the solution. *Use subcategories as required to help readers draw distinct boundaries between different parts of the solution.*
2. Be very clear regarding the benefits of each of the solutions, including how it specifically impacts your audience.
3. Provide specific, real-world examples to support your solution(s). *When possible, use multiple examples to target your solutions to different segments of your audience.*
4. Create a data table, graph, or visual representation of your solution(s).

STRUCTURING A WHITE PAPER: *The Conclusion*

1. Summarize the white paper objectives.
2. Review the problem statement(s).
3. Highlight the solution(s) and their value to your audience
4. Finish with a strong statement and information on where they can go for additional information and resources.
5. Provide a list of available resources for your audience.

STRUCTURING A WHITE PAPER: *Production Tips*

GRAMMAR & EDITING

Make sure several editors read through your white paper for quality control. Correct spelling and grammar will back up the credibility of your company.

PROMOTING OTHER ASSETS

Use the white paper to link to your other content marketing assets, such as other white papers, case studies or blog posts.

Make sure these assets are highly relevant to the topic and are focused on answers to the problem(s) rather than pushing your company's products

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WHITE PAPER LANDING PAGES
Best Practices - Testimonials

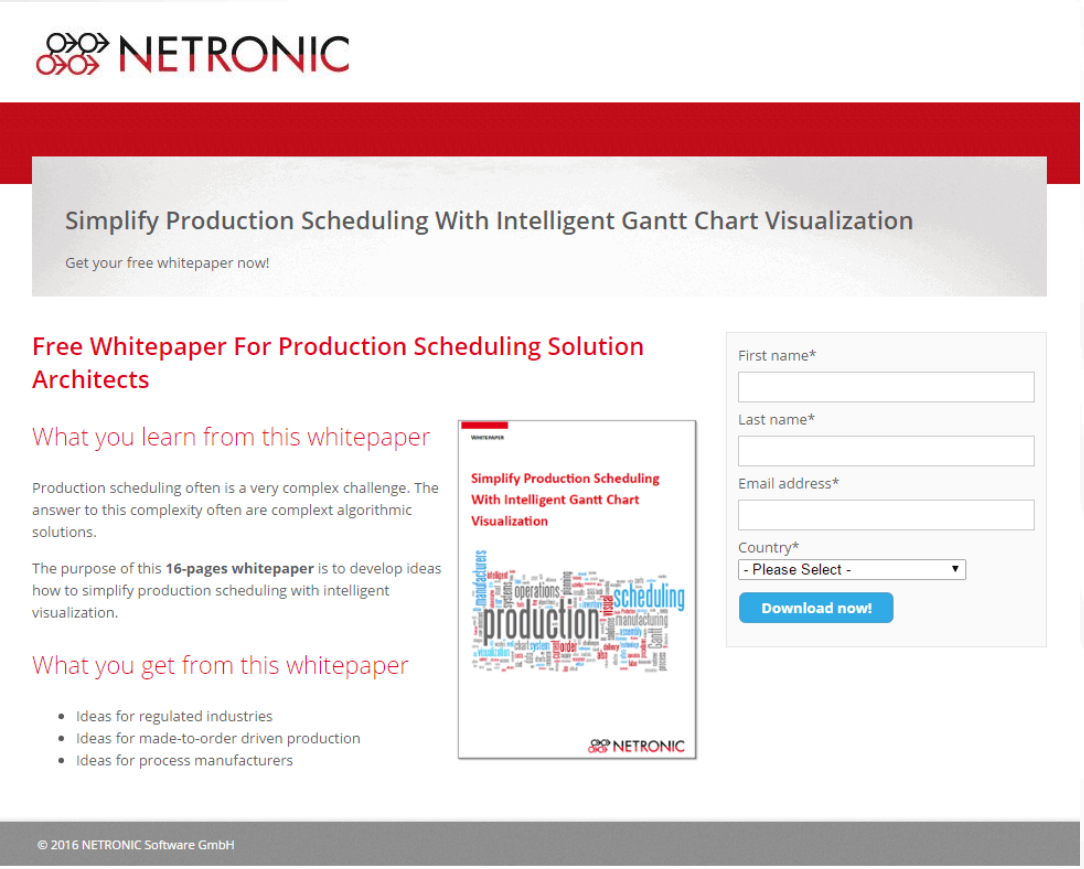
Testimonials are a powerful and cost effective marketing tool.

Upon completion of your white paper, ask a client or a reputable source in your industry to read and review your white paper.

Include a short testimonial blurb on your landing page.

"A fantastic resource for helping me narrow our search for an Enterprise Grade ERP for our franchise operations"
Don Hammond, CTO - Zip Line Unlimited

WHITE PAPER LANDING PAGES
Best Practices – White Paper Summary

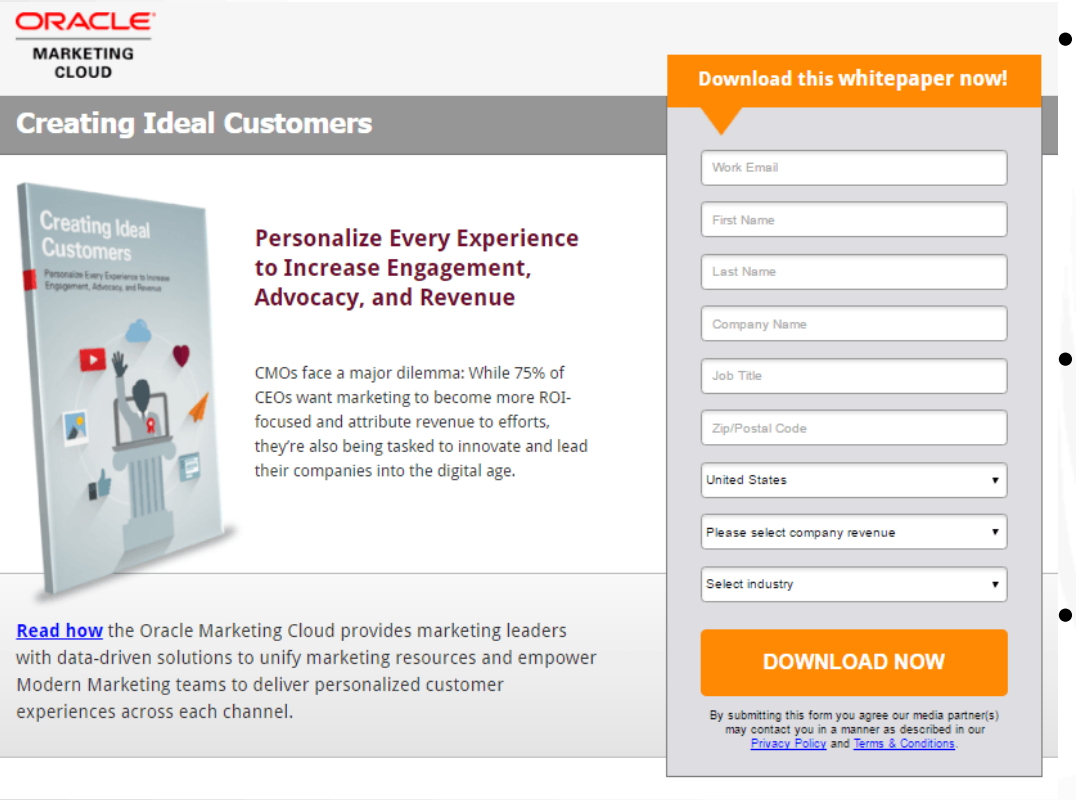


Summarize the key points of your white paper and what readers will get from reading it

- Bulleted text quickly lets visitors know what they'll get by reading the white paper
- Mention the length of the white paper so page visitors know how much content they're getting in exchange for their information

WHITE PAPER LANDING PAGES

Best Practices – Keep Your Forms Short



- Your prospect's contact info is like currency. Ask yourself how much they will "pay" for this info.
- Include a call to action like "download now" with a bright button
- Your landing page text should also include a good call to action

GATED vs. FREE White Papers

GATED WHITE PAPERS

Ask yourself honestly if your prospects will "pay" for this content with their contact info.

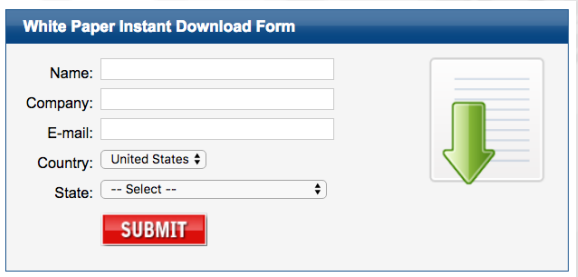
Even if they will you may be better off running it ungated

WE ALL WANT TO DRIVE LEADS...

But getting a good branded white paper into a prospect's hands is often much more important than making them fill out contact info. A White Paper with embedded CTAs can drive more leads than a gated paper

EXPERIMENT WITH BOTH METHODS TO SEE WHAT IS WORKING BEST

Embed Tracking Links Within your White Paper's CTA's



An Excellent Blog Post About the Pluses and Minuses of Gated Vs. Ungated Content

DO NOT Gate Your Content When You Don't Have Ungated Content to "Back You Up"

DO NOT Gate Your Content if You Haven't 'Program-matized' the Follow-Up And Nurture Phase

If you are going to leave your paper ungated put it on a page of your website as well as making it available by pdf. Google Algorithm values quality has over quantity when it comes to content.

Reuse & Repurpose White Paper Content
Shorter & Blog Posts

Choose a key point from your white paper to summarize in a blog post and link back to your white paper. This is the type of blog post you tend to write on a daily or weekly basis, with an approximate length of 400 words. This type of blog post allows you to focus and emphasize on a single or a few related points.

You can then "double up" by completely rewriting the original blog post and posting about the same topic on both the ERP/CRM Software Blog and your company's blog.

Reuse & Repurpose White Paper Content
Infographics and Video

Turn the content from your white paper into an infographic or short video and share in a blog post and on social media.

Don’t forget about ERP infographic websites and the ERP/CRM Software Blogs.

Promoting White Paper Content
Banners

Design a banner to promote your latest white paper.
Banners can be placed on your website, used in PPC marketing, and featured inside of a blog post.
Implement a banner design into your social media profile. Get creative.

Reuse & Repurpose White Paper Content
Email Newsletter

Share your new white paper with your current customer base, especially if the information is relevant to them. A new customer is great—it's an opportunity to expand your overall customer base, however, your current customers probably drive a bigger portion of revenue than new ones.

Reuse & Repurpose White Paper Content
Social Media

This is another great way to share your white paper with your current customers. Many people who follow brands on social media do so to support businesses they like and want to connect with. Provide valuable content and engage your audience.

Reuse & Repurpose White Paper Content
Press Releases

Spread the word about your white paper with a well-written press release.

(We recommend 24-7 Press Release)

WHITE PAPER OPPORTUNITIES

ERP SoftwareBlog CRM SoftwareBlog

As a member of the ERP/CRM Software Blog, you have a unique white paper partnership opportunity…

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Two Annual White Papers by the ERP/CRM Software Blogs

Our goal each year is to publish two white papers.

The ERP/CRM Software Blogs choose a white paper topic and you're invited to contribute!

We take all of the contributions from our members and turn the information into a white paper, featured on the ERP/CRM Software Blogs and around the web. We also design banners and ads.

Two Annual White Papers by the ERP/CRM Software Blogs

Our white papers get downloaded thousands of times.

As a contributor, your company logo gets featured on our contributor credits page *free of charge*.

This is a great branding opportunity!

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ERP SoftwareBlog

CRM SoftwareBlog

PERSONALIZED WHITE PAPER PRICING

ERP SoftwareBlog CRM SoftwareBlog

You can purchase a personalized copy of the ERP/CRM Software Blog white papers to promote with your own branding. We will replace blog and contributor logos and brand the white paper exclusively with your logo and an about page. *Pricing from $125-$225.*

This is a great way to market a white paper at the fraction of the cost

*Please note: white paper text cannot be changed due to copyright issues

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PERSONALIZED WHITE PAPER PRICING

White Paper Rebranding Includes:

- Personalized White Paper PDF
- Set of 8 banner ads you can customize (PSD files)
- Cover image graphic
- Email template you can personalize and send to promote white paper

ERP SoftwareBlog

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CRM SoftwareBlog

(contact Anya Ciecierski at anya@erpsoftwareblog.com to learn more)

RESOURCES

Contellio for Infographics www.contellio.com

Fiverr.com for Banners
www.fiverr.com

CAL Business Solutions – White Paper Example
www.calszone.com/30questions

The Partner Marketing Group
http://www.thepartnermarketinggroup.com/content/

24-7 Press Release
http://www.24-7pressrelease.com/

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