

---

---

## **WE'VE POSTED OUR WHITE PAPER ON THE NET, BUT NO ONE IS CLICKING OR CALLING!**

### **HOW TO BUILD A COMPREHENSIVE (BUT SIMPLE) WHITE PAPER MARKETING PLAN**

White Papers have a great reputation for really working – for getting more leads, closing more sales and helping companies reach positions of thought leadership in their industry.

And yet... many companies have this complaint:

**We've written a great White Paper. We've posted it on our website – and there has been VERY LITTLE RESPONSE.**

Like the tree falling in the forest, if no one hears about the White Paper, does it really exist? Well, sure, it's there, but if it doesn't have an effect, if it's not noticed, does it really matter?

In order for your White Paper to matter it has to be heard, read, it has to make an impact. Posting White Papers alone is clearly not enough.

This report presents ways to market White Papers more effectively so they can truly be heard falling into the hands of prospects, decision makers and buyers – So you can hear a resounding YES to your product or solution.

#### **80% of Companies Make the Same Mistake**

According to leading B2B copywriter Steve Slaunwhite<sup>1</sup>, nearly 80% of companies make this very same mistake. They post their White Paper to their website and wait. And wait some more.

Why? It boils down to inexperience. While brochures have been around for centuries, White Papers as marketing tools are a relatively recent phenomenon. And while it is clear that they

---

---

Posting a White Paper to your website is not enough to make it effective.

---

<sup>1</sup> Steve Slaunwhite, interviewed by Sheldon Gladstein, GladsteinConsulting, February 16, 2007

work, companies simply are not aware of the means to get them to do so.

White Paper specialist Michael Stelzner presents a similar argument. In his book, *Writing White Papers*<sup>2</sup>, he describes the “post and hope” fallacy. Companies spend a lot of money and effort to put out a terrific White Paper only to post it their website and wait - “if you post it they will come.” Companies are inevitably disappointed in the results, often questioning the efficacy of their choice of White Papers as a tool.

### **Blame the Messenger, not the Message**

In situations like this, it’s not the message, but the messenger that’s the problem. White Papers are uniquely effective - they slip under the “don’t try to sell me” radar. They convince in a non-threatening way. And they have a great track record of closing deals.

But they have to be seen to be effective. When they are not seen, it’s their method of delivery that must be further examined.

### **Make a White Paper Marketing Plan**

White Papers are extremely valuable marketing tools. Your mission is to get them seen as much as possible, to get them passed around. And once they get into peoples’ hands, they will work very strongly and effectively for you.

Considering how valuable a tool they are, it is more than worthwhile to make a Marketing Plan for getting them seen. This plan does not have to be overly complicated or expensive. What it should be, though, is varied and far-reaching. Don’t just post it - use the different means at your disposal to expose your White Paper as much as possible. Get it seen. And when it is seen, it will certainly be heard.

---

White Papers have to be seen to work. Just posting is not enough.

Make a multi-faceted White Paper marketing plan.

---

<sup>2</sup> Stelzner, Michael A. *Writing White Papers: How to Capture Readers and Keep Them Engaged*. WhitePaperSource Publishing, Poway, CA 2007

## Suggested Marketing Plan Components

Steve Slaunwhite provides several suggestions for steps companies can take to market their White Papers. These steps can be taken in part or in whole – based on what works for the individual company. The important thing is to plan ahead with numerous components, to utilize a varied comprehensive plan.

---

### Marketing Plan Suggestions:

- Separate landing page
- Ezine promotion
- Physical Handouts
- Salesperson “Leave Behind”
- Trade show distribution
- Repurposing
- Direct Mail
- Press Release

#### *Price Tag Promotion*

White Papers need to be promoted and sold as items of strong value. Giving them away for free lowers customer perception of the actual worth of the White Paper.

This doesn’t mean you need to charge customers. Rather, they should be promoted and “sold” as if they had a price tag. To that effect:

- Put an icon on the front page indicating the newly available White Paper
- Build a separate landing page devoted to the White Paper
- Use compelling sales copy on the landing page
- Use contact information as the “sales price” for the White Paper download and start that first step of having your White Paper get customers in the sales funnel

#### *E-Promotion*

Companies that have an electronic presence besides their website should certainly use that to get the message out about their new White Paper:

- Add descriptive content and a link to the landing page in the company e-newsletter or ezine

- Send promotional copy with a sign-up link to the opt-in e-mail list
- Announce the White Paper with a more personal discussion style in company blogs

#### *Print Hand Out Promotion*

In addition to the typical PDF production style, companies should print physical copies of the White Paper. Remember to keep it professional looking, but not too slick – White Papers work because they are not brochures – they go beneath the “hype radar.” That means not being too stylized, not having the company logo everywhere, etc.

Once available in a physical version:

- Distribute as a highly effective “leave behind” tool for salespeople
- Use at trade shows for marketing material that will truly stand out from the thousands of brochures that get “circular filed”

#### *Repurpose*

White Paper content can be easily repurposed. This will get their message out in other media, while at the same time, give an opportunity to deliver the actual White Paper as a supplement.

- Convert the White Paper content to PowerPoint slides. Present the slides as part of an Executive Lecture, or a similar sales presentation. Make the actual White Paper available as a hand-out following the presentation
- Submit a magazine-style article based on the White Paper content to business publications. Add a link to the White Paper sign-up form

### *Lead Generation – Direct Mail Piece*

Direct Mail campaigns for White Paper signup have been known to have dramatic response rates of 3%, 5%, even 7%, depending on the strength of the material.

Prepare a simple, one page Direct Mail piece to appropriate mailing list prospects. Use your ezine list, opt-in list, or perhaps a purchased list for your mailing list.

- Add an icon sized picture of the White Paper
- Use promotional copy for the White Paper
- Keep it straightforward, short, and direct

### *Press Release*

Press Releases can be another valuable methodology for gaining readers of your White Paper. This is particularly so if the product is really new, unique and different.

- Structure it well – make it “Newsy”
- Either attach the actual White Paper (if you know the editor) or attach a note saying contact us, we’ll send you a copy

### **Additional Marketing Plan Possibilities**

Steve Slaunwhite describes the above marketing plan suggestions as best practices. They are particularly effective in terms of their simplicity – they do not require tremendous budgets, or intense levels of preparations to reach maximum impact.

But they are by no means the only possible components of an effective White Paper marketing plan.

Michael Stelzner presents a number of additional suggestions:

### *Syndication*

---

---

Other Marketing  
Plan Ideas:

- Syndication
- Public Relations firm
- Adwords
- SEO
- Podcasts

Companies frequently promote their White Papers via syndication networks. In this scenario, companies pay a service provider who places the White Paper across a network of targeted websites based on ideal leads<sup>3</sup>.

### *Public Relations*

Companies often hire public relations firms to promote their White Papers, as well as the new technology or service it describes.

### *Pay-Per-Click Advertising*

Google Adwords and similar tools are frequently effective methods of drawing attention to White Papers. They are particularly targeted, as only those who are looking for the solution you offer click the relevant advertisement.

Stephan Tornquist, research director of MarketingSherpa.com<sup>4</sup> provides some further suggestions:

### *Search Engine Optimization*

Make sure to use the latest Search Engine Optimization techniques, particularly in Press Releases describing the White Paper. This will enable a great deal of exposure in business press, in blogs, and at times in the mainstream press as well.

### *Podcasts*

While rather new, Podcasting can likewise have a positive effect in getting the word out about your White Paper. Make sure to use someone with a passionate voice (both literally and figuratively) to announce and describe your product or service.

---

<sup>3</sup> For a list of syndication resources, refer to Appendix III of Michael Stelzner's "Writing White Papers: How to Capture Readers and Keep Them Engaged."

<sup>4</sup> As interviewed by Nettie Hartstock for WhitePaperSource, <http://whitepapersource.com/marketing/tornquist-interview.html>

Podcast in a series, rather than just in an isolated one-shot scenario.

### **Putting it All Together**

White Papers are extremely valuable tools for getting leads, closing sales, and becoming known as industry leaders.

But White Papers must be seen to get your message heard.

Posting your White Paper to your website and waiting is a recipe for failure and disappointment.

Use the ingredients in this report to build a Marketing Plan to promote your White Paper. Make sure it gets seen. Make sure it gets read. Only then will response you intended for it be strongly heard.

#### **About Gladstein Consulting – White Papers that Work**

Sheldon Gladstein specializes in writing White Papers that are clear, interesting and above all, highly effective.

He has years of experience explaining technical solutions in concise, easy-to-read material. He combines this with the eye for writing effective copy –

- Knowing who the customer is
- Knowing how to reach the customer
- Knowing how to make the customer nod her head and say – this is what exactly what I need

To learn more about Gladstein Consulting:

Visit [www.whitepapersthatwork.com](http://www.whitepapersthatwork.com)

Email [info@gladsteinconsulting.com](mailto:info@gladsteinconsulting.com) or

call (718) 874-9212