

## **WHITE PAPERS**

# When you want to become the voice of hot industry topics and generate qualified leads.

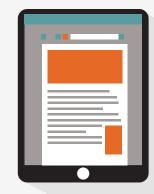
Establish subject matter expertise and thought leadership while driving high quality leads. White papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results.

### **SIMPLE DETAILS**

- Subject matter expert author
- Content acquisition (custom or re-purposed)
- Project management & production included
- PDF formatted electronic files
- Registration capabilities (optional)

## **USEFUL FOR**

- · Thought leadership
- Revealing industry knowledge
- Show subject matter expertise
- Driving high quality leads



## Almost 3/4 of marketers reported

that the most utilized types of B2B content marketing are in the form of case studies and white papers.

## **ADDITIONAL SERVICES**

These additional marketing services compliment or work well with White Papers:

## **WEBINAR**

Unveil key findings in a webinar.

## **SEARCH PRESS PRO**

Announce the release of your new white paper.

## **LEAD LIFECYCLING**

Nurture generated leads (if capturing from gated form.)