

## 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

### 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.)



**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.