

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.