

White Paper

Crucial Technical Topic

IN THIS ISSUE

THE NEW STANDARD
AND ITS EFFECT ON
DESIGN AND
PRODUCTION

ALL THE NEW
PROCESSES OF
COMMUNICATIONS
FOR



New technology

by Jamie Jo, CTO

According to the standards committee on this topic, video, OTT, playout, mobile, and technology are lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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A TOP TECH TRENDS
MEMES OF 2018

Worksheet: How to use white papers to drive sales



Worksheet: How to use white papers to drive sales

This worksheet will help you produce an easy to follow checklist for: Creating a White Paper, Maximizing its Impact & Driving Sales.

What Makes a Good White Paper?

Relevance of Topic - *What are your customers & prospects telling you they need help with most?*

Research - *Detailed research to start with will make producing your white paper a much more straightforward process.*

Presentation/Easy to Understand - *Set the content out clearly and in a logical, easy to follow format. Produce an outline with chapters and sub-headings first.*

Engaging - *Consider using graphics, illustrated research results etc to enhance your white paper.*

Worksheet: How to use white papers to drive sales

How To Market Your White Paper

Promote to people you already know and to people you don't know - *Post on your social media platforms and website. Include a summary in any e-newsletters/communications to your contacts database.*

Create an email campaign - *Use the white paper as an initial 'hook' when starting a conversation with prospects*

Engage with trade publications - *Speak with publications who host/promote white papers. Develop article ideas using the white paper to pitch to editors*

Empower your sales team - *Your white paper can be a valuable tool when speaking with prospects.*

Presentations & Awards - *Pitch a speaking presentation based on your white paper. Can you submit its findings for an industry award?*



Let's finish this worksheet together. Book a 12 minute call and we'll work with you to get it done!

[Click here to book a \(free\) 12 min collab call](#)

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