


Checklist: Must-Do Promotions for a White Paper

Here's a handy checklist to keep track of the 18 must-do tactics to promote your white paper. We recommend that you start at the top and work down.

#	Item	
1	Create an effective landing page for your white paper	
2	Feature your white paper prominently on your website	
3	Mention your white paper in your newsletter (if any)	
4	E-mail your white paper to your sales force (if any)	
5	E-mail it to channel partners (distributors, dealers or VARs, if any)	
6	E-mail it to your house list of prospects and clients	
7	Tweet about your white paper on Twitter	
8	Post about your white paper on your blog	
9	Repurpose your white paper as 2 or 3 blog posts *	
10	Announce your white paper to any appropriate LinkedIn groups	
11	Publish a press release about your white paper *	
12	Send press release and white paper to journalists and analysts for your space	
13	Send press release and white paper to bloggers for your space	
14	Get your white paper mentioned in channel partner newsletters (if any)	
15	Post it on free white paper sites	
16	Repurpose your white paper as a slide deck *	
17	Send your slide deck to your sales force (if any)	
18	Send your slide deck to your channel partners (if any)	

** Ask your white paper writer to create these for you.*

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