

Checklist: Must-Do Promotions

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.

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