

White Papers

FOR DUMMIES

Top Challenges Facing B2B Marketers



GENERATE LEADS



STAND OUT FROM THE CROWD



ENGAGE PROSPECTS

Some "experts" say there are **40** different types of white papers

Most agree there are **8 or 10** different types

But what if there are really only **3**?



Why do people like white papers?

An effective white paper helps a target reader understand an issue, solve a problem, or make a decision.

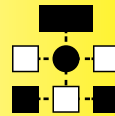


Nothing works better than a white paper to introduce, explain or justify a B2B offering.

Anything new
has to be introduced



Anything complex
has to be explained



Anything expensive
has to be justified



White papers can help any B2B company sell anything relatively:

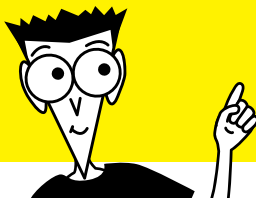
- New
- Complex
- Expensive



The 3 Main Flavors of White Papers

As different as vanilla, strawberry, and chocolate ice cream

Type	Backgrounder	Numbered List	Problem/ Solution
Flavor	Vanilla	Strawberry	Chocolate
Definition	An in-depth look at the features and benefits of a B2B product or service	A numbered set of tips, points or questions on a topic	A new, improved solution to a major problem
Qualities	Predictable	Light & Lively	Rich & Satisfying
Length	6-10 pages + cover	5-10 pages + cover	6-10 pages + cover



Problem/Solution

white papers work best to generate leads and build recognition... and will keep working for a year or more

95%

of business buyers search the Web before contacting any vendors

Numbered List

white papers work best to engage prospects during a complex sale and cast FUD* on competitors

* Fear, uncertainty, and doubt

Product Backgrounder

white papers work best to support a technical evaluation or cost/benefit analysis



At the Top of the Funnel

Problem/Solution White Paper

DESCRIBES A NEW, IMPROVED SOLUTION TO A SERIOUS PROBLEM

Tip: Always mention the problem in the title, so that your white paper shows up in search results.

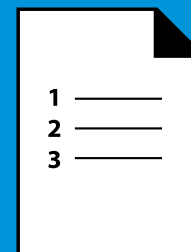


In the Middle of the Funnel

Numbered List White Paper

PRESENTS A SET OF TIPS, QUESTIONS, OR POINTS ON SOME ISSUE

Tip: You can combine a numbered list with either other type of white paper.



At the Bottom of the Funnel

Product Backgrounder White Paper

EXPLAINS THE TECHNICAL OR BUSINESS BENEFITS OF A CERTAIN B2B OFFERING

Tip: You can mention a specific product name in the title.



For many more tips and best practices on planning, producing, and promoting white papers, get "White Papers For Dummies" or visit www.ThatWhitePaperGuy.com

Also available as an e-book for Kindle, Nook, Kobo, iOS or Android devices.



Most white papers fall into one of three flavors:



Product Backgrounder



Numbered List



Problem/Solution

You can mix a numbered list with either flavor, yielding five flavors to choose from.

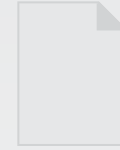
Do not mix a product backgrounder with a problem/solution, or try all three flavors in one. Those mixtures just don't work very well.



Problem/Solution

Typical Page Count:

6 to 10 pages + cover



Cover or Title Page (optional)



Executive Summary: 1 page



Business or Technical Problem: 1 to 2 pages



Existing Solutions: 1 to 2 pages



Better Solution: 1 to 2 pages



Case Study: 1 page (optional)



Buyer's Guide: 1 page



Conclusions & About the Company: 1 page

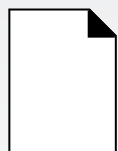
Backgrounder

Typical Page Count:

6 to 10 pages + cover

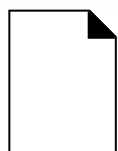
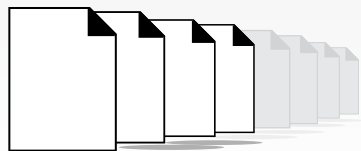


Cover or Title Page (optional)



Introduction: 1 page

Technical Features & Benefits: 4 to 8 pages



Conclusions & About the Company: 1 page

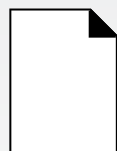
Numbered List

Typical Page Count:

5 to 10 pages + cover

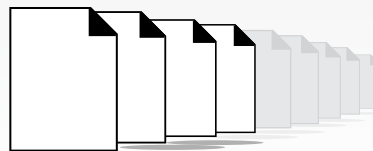


Cover or Title Page (optional)



Introduction: ½ to 1 page

Numbered Sections: 4 to 9 of whatever length



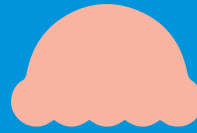
Conclusions & About the Company: ½ page (optional)



Product Backgrounder

Numbered List

Problem/Solution



DEFINITION

A **deep dish** of features and benefits of a certain product or service

A **numbered set of tips**, questions, answers, or points about an issue

A **persuasive essay** that uses facts and logic to present a new solution to a problem

ALSO CALLED

Evaluator's guide, product briefing

List-based article, Top 10 List

Special report, executive briefing, market overview

AUDIENCE

Prospects at the **end** of the buying process

Anyone interested in that issue

Prospects at the **start** of the buying process

APPROACH

A **hard sell** that pitches the technical or business benefits of a product or service

A lively **roundup** of points, questions, or highlights about an issue

A **soft sell** that educates prospects about an issue and positions your firm as a trusted advisor

WHEN TO USE

1. Your firm is a leader that easily attracts many prospects
2. To support a product launch

1. You need quick content for a blog, e-newsletter, magazine, or calendar
2. To spread FUD on your competitors

1. Your firm wants to generate as many leads as possible
2. To build recognition for your company

LENGTH

6 to 10 pages + cover

5 to 10 pages + cover

6 to 10 pages + cover

TYPICAL SECTIONS

- Introduction
- Product or service features and benefits
- Conclusions & call to action
- About the Company

- Introduction
- Between 4 and 9 numbered points
- Conclusions & call to action
- About the Company (optional)

- Executive Summary
- Nagging problem
- Existing solutions and drawbacks
- Recommended solution
- Case study (optional)
- Buyer's guide
- Conclusions & call to action
- About the Company

LEAVE OUT

Hype, marketing-speak

Product features, hype, marketing-speak

Product features, hype, marketing-speak

REPURPOSE AS

Demo, webinar, press release (launch only)

Blog post, magazine article, press release

Presentation, webinar, blog post, press release