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The Ultimate Guide to White Paper Strategy for Tech Companies

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Imagine this: A new prospect lands on your site—you know, the site you spent days and weeks *agonizing* over?—they look around, they hover over that “contact” button and THEN...they leave.

This probably happens more times than you’d like to know, and it can be incredibly frustrating to see all those eyeballs landing on your page, only to leave without a trace.



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White Papers Can Kickstart Your Growth

Maybe you've heard the term "White Paper" thrown around, maybe you've read a few of them, heck—maybe you even HAVE a white paper already!

But chances are, if you landed here, you want to learn how you can up your marketing strategy to generate more leads and—ultimately—get more conversions. Right?

Well here's the deal, white papers are a delicate dance that require you to think strategically, because they could be the only shot you have to get that precious information: your prospect's email address!

The Key To A Killer White Paper Strategy

Lead magnets are absolutely *essential* for any business seeking to add more emails to their list, gain consistent website traffic, and convert more prospects into actual paying CUSTOMERS. I would argue, though, that this is even more important for technology companies.

Why? 3 Reasons:

1. High-ticket items have more hoops to jump through to convert
2. Competition
3. Complex products can confuse or intimidate prospects, thus it takes them longer to trust you before they buy

The problem is, too many businesses jump into white paper creation without thinking 20 steps ahead. They don't develop a *strategy* that puts them in the



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The first thing you should be asking yourself *before* creating a white paper for your business is: Why do we want a white paper to begin with?

Some of the more common answers might be:

- To generate more leads
- To get more email conversions for our funnel
- To speak in-depth about our product offerings

And those are all well and good, but I'm challenging you to think *PAST* those options. To find the *real* reason a white paper seems like the right move for your company.

I imagine that reason sounds more like...

“We need a way to really *explain* our product to potential consumers.”

“We want to create an engaged audience for the long-term growth of our business.”

“We can't seem to get people into our email list, even if they're already following us.”

NOW we're getting somewhere!

With all that in mind, let's dive into the top 5 steps you can take to create a white paper strategy that *actually* serves your company's needs in the long



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1 – Establish Expertise The Right Way

The first step to any killer strategy is identifying your target. It won't do you any good to aim the arrow if your bullseye is sitting in a different field!

Make sure you and your team get painfully clear on who's in your target market. And more than that, why *exactly* you are writing this white paper.

Crafting a well-researched report on your industry or product is a fantastic way to establish your expertise. By providing relevant examples, statistics, and solutions to your potential customers, you give them the chance to learn about you in a way that is not *directly* selling to them. You're simply inviting them into the fold and teaching them some of what you know in hopes that it'll add value to them.

2 – Trust Is a Brick Wall



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Never underestimate the power of TRUST! If you're in a technological field, you're probably selling a product or service that is expensive, detailed, and/or complex. Which means you need to establish a bit more trust with your consumers than, say, a company that sells a \$10 toothbrush or a \$5 keychain.

Your potential customers are going to have many more questions and sticking points to get through before they're willing to invest in you.

Writing a targeted white paper can go a long way in developing this trust.

Trust is a brick wall, you have to lay the foundation, brick-by-brick before you have something sturdy and steadfast.



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have a lot of good content on your website or social channels to back it up and hammer in the idea that you REALLY know what you're talking about.

3 – Give First, And Give Fast

Before I write anything else here, I need to make one thing abundantly clear: This white paper is NOT, I repeat, NOT meant to be a sales pitch. So toss that silly idea straight out of your head.

The purpose of this white paper is to engage with your prospects in an in-depth discussion of a topic that is important to them.

It's to GIVE them information for free, simply because you can.

Approach each customer with the idea of helping him or her to solve a problem or achieve a goal, not of selling a product or service.

– Brian Tracy

By doing this, you GIVE them valuable information for free, and fast! They shouldn't have to scroll through a 10 foot long landing page full of upsells to get the resource you're offering.

It should be EASY for them. Because you're giving information freely, in hopes that they'll like it and find enough value in it to learn more about you and your business.

It's that simple.



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4 – Funnel For Your Life

With all that said, once a prospect downloads your white paper and shows interest in your business, it is your turn to put them in your funnel.

If you're not sure what the term “sales funnel” actually means, let me give you a quick refresher.

According to [Ring DNA](#), a sales funnel “refers to the buying process that companies lead customers through when purchasing products. A sales funnel is divided into several steps, which differ depending on the particular sales model.”

Those “several steps” are where the magic happens.

Now that you have your prospects email address, it's your turn to **KEEP ADDING VALUE** to them via your newsletter and blog.

They still reserve the right to unsubscribe if they got everything they needed and don't want to hear from you anymore. And that's fine, they're not a good lead for you then.

But this is your chance to step up and back up everything in your white paper with even more valuable info that might answer any additional questions they have.

Establishing a solid “white paper funnel” can help you qualify those leads that are actually worth pursuing, and give your sales people a better idea of what these prospects are interested in hearing more about.



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As mentioned in #4, once you have their email address and they've progressed a few more steps through your funnel, it's your turn to start selling.

This is where you'll be leaning on the **Law of Reciprocity** to ask for something small in return now that you've given them all this free information.

That "something small" should be a phone call, email conversation, webinar registration, etc. Something that gets them to interact with you in a more personal capacity so you can learn more about their pain points and they can learn more about your solutions.

Now, once you've gotten someone to progress all the way to the end of your funnel, it's finally time to sell.

The goal here is to have such a happy prospect that you can **anchor high**.

This is a sales concept that can be tricky to implement, especially if your business is new and you're feeling a little desperate for new sales.

Basically, you want the first number out of your mouth to be HIGH. Higher than they might be willing to go. Why? Because that'll be the number that sticks in their mind. That'll be the number they compare every following number to. And that'll be the number they start to believe you're WORTH.

Yes, it may sound counterintuitive, but it works. Here's an amazing [video by Chris Do](#) going into this sales technique in-depth. I highly recommend you watch it, especially if sales are something you're struggling with.



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Once you've anchored your prices high, the negotiation is about finding the price point your prospect is actually comfortable with. And if they can't meet your floor number, then they're probably not a good fit. That's okay, let them go and keep pursuing other leads. Who knows, they might come back!

A Final Word On Killer White Papers

Now that I've outlined the 5 things you should consider *before* making your next white paper, I want to say a few things about design and presentation.

It used to be true that white papers were a dry read. They were stodgy and bland and read much like a scholarly report. Not so anymore!

We live in the digital age where you're competing with a heaping pile of information for your prospect's attention.

You NEED to invest some time and money in *design*!



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Make it look nice. Present it the same way you'd present your business online. Put some effort into it and make it easy on the eye! Why? Because it'll keep your prospect reading, and you *really* want them to read the whole thing so they get every ounce of value out of it that you put into it. Capiche?

Alright, are you ready to go create a killer white paper strategy for your business?

If so, what was the most helpful tip in this article for you? Drop a comment below and let me know!

And if you or your team have any questions about your white paper strategy, feel free to reach out to me and I'll help any way I can.

Originally published on the [MadCopy Blog](#).

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I am a freelance writer, content strategist, and marketer for Health Technology companies. I specialize in creating targeted [blogs](#), [emails](#), and [lead magnets](#) for startups and businesses in the HealthTech & FemTech fields.



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