**What is a Whitepaper?**

A **whitepaper** is a persuasive, authoritative, in-depth report on a specific topic that presents a problem and provides a solution. Marketers create whitepapers to educate their audience about a particular issue, or explain and promote a particular methodology. They're advanced problem-solving guides.

**Why is it called a whitepaper?**

The term **white paper** originated with the British government, and many point to the Churchill **White Paper** of 1922 as the earliest well-known example under this name. ... **White papers** are a way the government can present policy preferences before it introduces legislation.