



# How to Create & Promote a Whitepaper

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# Table of Contents

What's in this whitepaper .....	2
Step 1: Brainstorm .....	2
Step 2: Write .....	4
Step 3: Create a nurturing campaign .....	5
Step 4: Create collateral material .....	6
Step 5: Promote your whitepaper .....	13
More tips .....	16
Final thoughts .....	17



Content is the backbone of inbound marketing. But while blog articles drive traffic and provide backlink opportunities, it's your whitepapers that most encourage conversions and sales.

## What's in this whitepaper

This whitepaper is your five-step guide to creating and promoting a whitepaper offer. It covers everything from writing to making sure your collateral content—like your landing page and lead nurturing emails—is in place and performing at its best.

### Step 1: Brainstorm

Often the most challenging part of creating a whitepaper is coming up with what to write. Think about what topics are important in your industry and write them down. Don't omit any ideas yet, even if they don't feel complete. If you have a team, sit down and brainstorm together.

#### Dig for keywords

Dig into your website's analytics profile. What keywords are



people using to find you? Are there any around which you could create a whitepaper?

## Re-purpose content

Does the sales team find themselves answering the same questions over and over again? Do you have a series of blog posts written around the same topic? Can you re-package that content into a whitepaper?

## Scope industry news

What recent developments have been happening in your industry? Is your company responsible for pioneering a new technology?

## Look ahead

Is something big on the horizon? If you make a name for yourself by writing about it first, you can position yourself as an industry leader.



## Step 2: Write

The writing process can take anywhere from a day to several months, depending on your paper's complexity. Don't be afraid to adjust the topic or scope if you start to feel like you have too much or too little content.

When your first draft is complete, ask a team member or co-worker to go over it for spelling and grammar errors, clarity, and correctness. Continue adjusting the paper until you feel it's complete, and submit it for final approval if necessary.

### Writing tips

- ❖ **Brand your whitepaper** with a cover page that includes the name of the paper, its author, and your business' logo and website.
- ❖ **Polish your whitepaper** by formatting it nicely. Style heading and subheadings, bulleted and numbered lists, and imagery.
- ❖ Simplify complex concepts using graphs and graphics.
- ❖ **Cite any resources used**, either in footnotes or a bibliography.



- ❖ **Make the whitepaper available for download as a PDF.** This is the easiest format for most computers to open while preserving links and styling.

## Step 3: Create a nurturing campaign

Nurturing campaigns are a way to feed visitors great content after they've downloaded your offer and left your website. They create positive brand recognition, as well as nurture leads further down the sales funnel by presenting them with more conversion opportunities.

Each whitepaper you offer should have a corresponding nurturing campaign. Each campaign should include 3 - 5 emails, spaced apart over time, that encourage visitors to come back to your website and download more whitepapers, subscribe to your blog or newsletter, or make a purchase.

### Nurturing tips

- ❖ **Emails content should relate to the offer.** Visitors who download a whitepaper about pay-per-click advertising



should receive nurturing emails that talk about Pay-per-click advertising.

- ❖ **Emails should contain fresh content that wasn't in the whitepaper.** Expand on several points that were mentioned in the whitepaper, or re-work several blog posts on the same topic.
- ❖ **Include calls to action.** Give people plenty of chances to convert again. Include links to other relevant offers, or to your newsletter or blog subscription page.
- ❖ **Go automatic.** Speed up and smooth out the lead nurturing process with an email automation platform.

## Step 4: Create collateral material

Although the whitepaper is the central piece of an offer, there are many “collateral” pieces that must be put into place before the whitepaper can be posted and promoted.



## Landing page

This is the page to which all of your promotional information takes visitors, and should include:

1. A title that is descriptive of the offer.
2. A short description of who the paper is for and what it contains. Keep it short and sweet, using bulleted lists if necessary. Remember that the visitor wants to know, “What’s in it for me?”
3. An image that describes the whitepaper’s topic. This can be a screenshot of a product, or a relevant image that a designer creates.
4. A form that the visitor must fill out before he or she can have the whitepaper. Collect enough information to be useful to you, but keep it short as well. Make only necessary information required.
  - 4.1. Labeling the form’s submission button “Submit” can lower conversion rates. Top-performing variations include “Click here” and “Go.” Feel free to experiment with different labels.





5. Social sharing buttons. Make it easy for visitors to email the landing page to a friend, or share it via their social media networks. Keep the sharing options simple to avoid cluttering the page.

View SEO Info Edit Outline Revisions

## 1 Marketer's Blueprint to Mobile Websites

Have you visited your website on a mobile device only to discover that nothing looks or works correctly?

With more people using their phones to browse the web, it's likely that your visitors have encountered the same problem. And with mobile Internet likely to overtake desktop usage by 2015, having a mobile website may soon be crucial to your business' online success.

In the *Marketer's Blueprint to Mobile Websites: A Guide to Mobile Website and Development* you'll find the information you need to design and develop your mobile website.

This guide includes:

- Information that can help you decide if mobile is right for you
- Approaches to mobile website development
- 5 mobile design traps to avoid
- What to keep in mind when choosing a developer

Let us help you take the steps you need to ensure that your mobile website is done right.

2 3 4 4a 5

Download

Name: \*

Email address: \*

Phone number:

Company: \*

Company website:

What is your biggest mobile strategy challenge?:

CKEditor: the ID for excluding or including this element is `digett:landing_pages@node/769.edit-submitted-Biggest-Challenge--c`.

☐ Send me the monthly newsletter!

Get my whitepaper

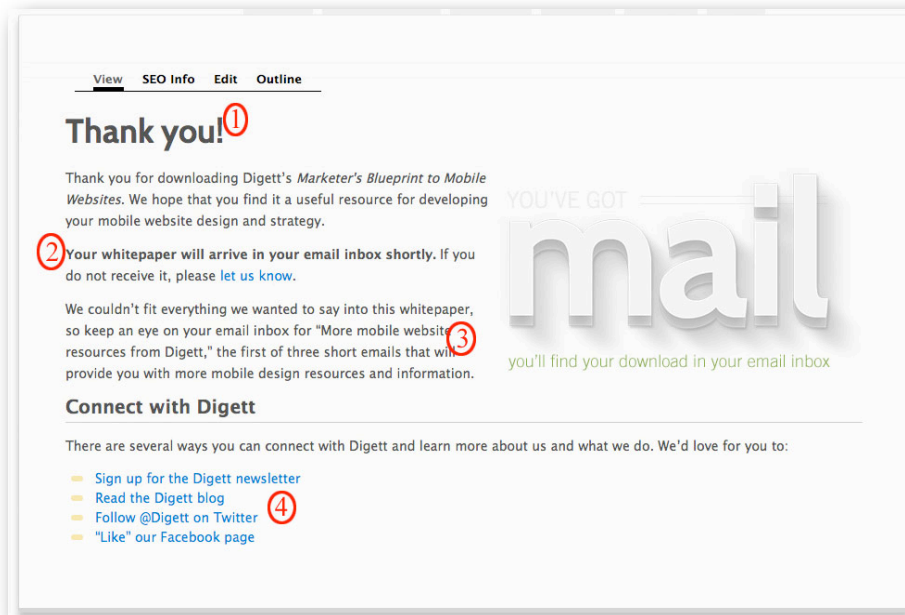
Email Tweet Share Like

## Thank you page

Also known as a confirmation page, this is where a visitor is redirected after filling out the form on the landing page. This page should include:

1. A thank-you to the visitor for downloading your whitepaper.
2. What to expect next. Will they receive an email or phone call? When?
3. A notification that they will be receiving several emails from you with more information (this is your nurturing campaign).
4. Links to more ways they can interact with you. Can they visit your blog, sign up for a newsletter, or follow you on Facebook or Twitter?





You can include your whitepaper on this page if you like. You will, however, need to label this page as “no-index” within your website’s file system. This tells search engines not to include it in search results, decreasing the likelihood that someone searching online for you will find and be able to read your whitepaper without first filling out the form.

Having your whitepaper on this page also means that a visitor who provides a false email address will receive the whitepaper without being placed on the nurturing campaign.

## Confirmation email

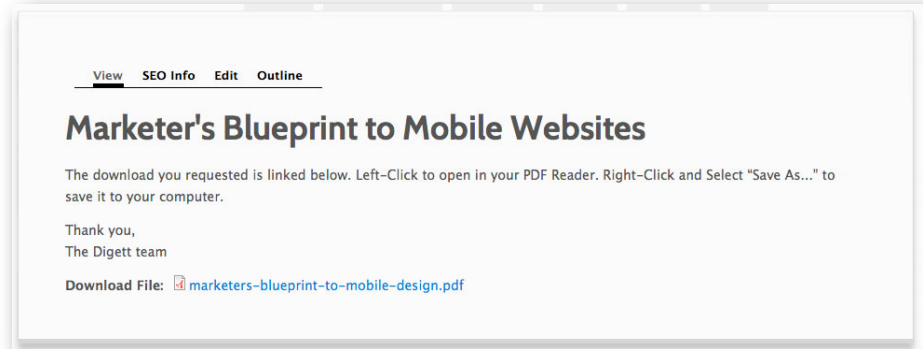
If you want visitors to provide a valid email address, you will need to create a confirmation email that is sent to the email address they provide, so visitors won't be able to get it if they don't use a real email address.

This email contains a link to the whitepaper (or the whitepaper itself).

Include on your landing or thank you page the fact that the visitor will receive an email with a link to the whitepaper. Your confirmation email should include:

1. A recognizable subject line (such as the name of the whitepaper).
2. The whitepaper, or a link to where visitors can go to download it.
3. Another notification that the visitor will be receiving more emails from you.
4. Links to more resources related to the whitepaper (a short list of related blog articles works well here).

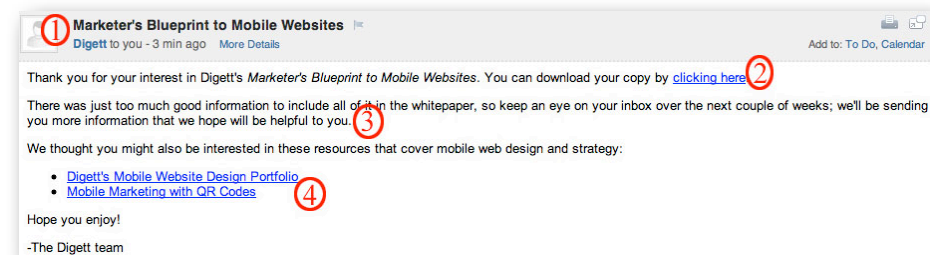




A confirmation email also eliminates the possibility that someone searching online for you will find and be able to read your whitepaper without first filling out the form.

## Download page

If you decide to use a confirmation email that contains a link to a page on your website where visitors can download their whitepaper, you will need to create a download page that contains the document and any instructions for downloading it.



Because this page contains a link to download your whitepaper, you need to label this page as “no-index” within your website’s file system. This tells search engines not to include it in search results, decreasing the likelihood that someone searching online for you will find and be able to read your whitepaper without first filling out the form.

## Step 5: Promote your whitepaper

Once your collateral content and nurturing campaign are set up, it’s time to get people excited about downloading your whitepaper.

### Blog about it

Write a short blog post that “teases” readers. Tell them what the whitepaper is about, and give them a sneak peak of its contents. Then link to your landing page.





## Marketer's Blueprint to Mobile Websites [Whitepaper]

October 18, 2011 by [Amy](#)



[Development, Marketing, Mobile, Strategy](#)

With over a quarter of the world's estimated four billion mobile phones able to access the web, mobile Internet is poised to overtake desktop usage by 2015. More people are using mobile search than ever before, and ignoring mobile website development is a luxury you won't be able to afford for much longer.



*Marketer's Blueprint to Mobile Websites: A Guide to Mobile Website Design and Development* gives you the information you need to design and develop your mobile website.

### A sneak peek

*Marketer's Blueprint to Mobile Websites* has great strategies and tips for you to keep in mind when developing your mobile website:

- There are three types of users: the casual surfer, the repeat visitor, and the "urgent, now!" visitor. Your mobile website will need to function differently based on which type of user visits.
- There are also three approaches to mobile website development; the goals you set for your website will affect which approach you choose.
- The 5 biggest mobile design traps, and how you can avoid them.
- What to keep in mind when meeting with a developer.

All this and more is just a few clicks away. [Download the Marketer's Blueprint to Mobile Websites](#) and get started on your mobile design today!

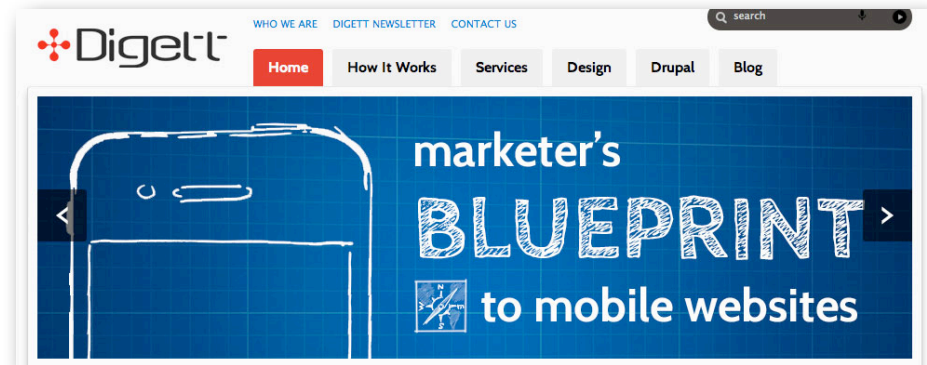
[GET THE WHITEPAPER NOW! >](#)





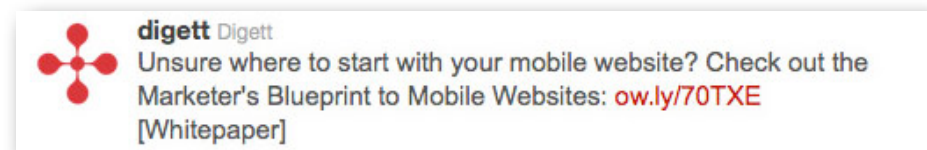
## Promote it on your website

Find pages on your website on which to promote the whitepaper. Place calls to action for the paper on your most visited pages, relevant blog articles, and/or your homepage.



## Share it via social media

Take time to come up with 10 or so tweets or status updates that promote the whitepaper, then integrate them into your regular social media publishing schedule.





## More tips

### Publish routinely

Publishing new whitepapers on a routine basis (like once per month or once per quarter) keeps people coming back to your website. Fresh content gives the search engines something to index, and provides more conversion and lead nurturing opportunities.

### Cross-promote

When you post a blog article about social media, include a call to action and link to your social media whitepaper landing page. Include links to other whitepapers in your lead nurturing emails.

### Promote older offers

Older whitepapers tend to be downloaded less, but that doesn't mean they're not still relevant. Send out occasional tweets or status updates promoting your older whitepapers, and don't forget to update them when necessary.

### Promote offline

If you're in a meeting with a potential client or chatting with someone at a business luncheon and they mention having a problem one your whitepapers could solve, tell them about it.



Give them the URL of the landing page, or point them to your homepage promo.

## Measure success

- ✦ How many downloads does your whitepaper receive?
- ✦ How many people open the nurturing emails you send?
- ✦ How many click on links within those emails?
- ✦ How many download another whitepaper?

Knowing the answers to these questions helps you know what to tweak, and decide if your whitepaper was a success.

## Final thoughts

Creating a whitepaper can be a lengthy process, but we know from experience that it's worth the effort. It can increase your website's traffic, the quality and quantity of your leads, and your sales. So what are you waiting for?

