



But do you really need a white paper?

A decision tree for helping you decide which marketing asset best fits your needs.



Steve Bryant
Head of Content

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At Article Group, we believe in the power of white papers.

That's why we make them for companies like Google and Salesforce.

We also believe in the power of aligning the right asset to your marketing goals.

That's why we partner with all of our clients to truly understand what they're working towards, and then to provide the appropriate content to persuade your audience.

Do you really need a white paper? Maybe. This decision tree should lead you in the right direction.



Steve Bryant
Head of Content

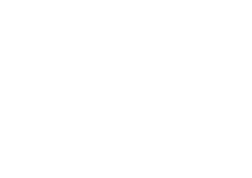
Steve specializes in content strategy, branded content, product development, and editorial operations. Yes, he'd love to get a drink.



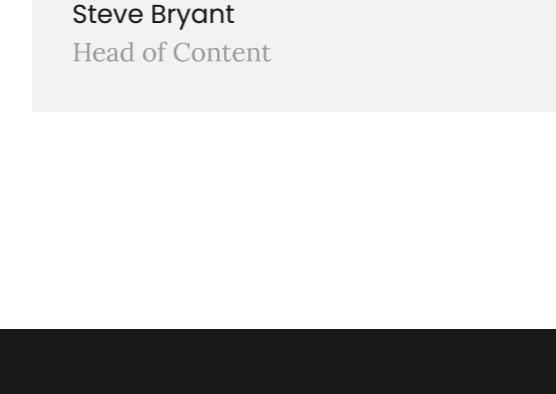
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Steve Bryant



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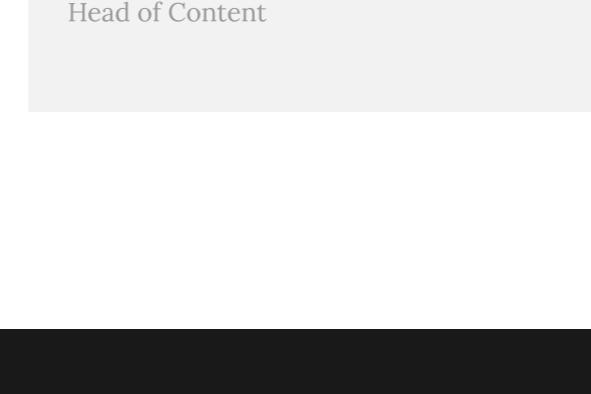


What you need, dear brand, is a point of view

How to make better content decisions and start delighting people already.

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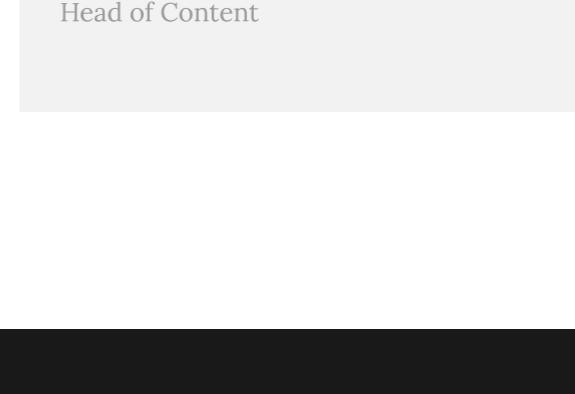


Don't persuade. Explain.

Lessons from AWS Re:Invent, explaining super complicated ideas, and avoiding the curse of knowledge.

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Will WeWork for love

One startup's journey to build an inclusive dating app in the land of casual misogyny.

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Head of Content