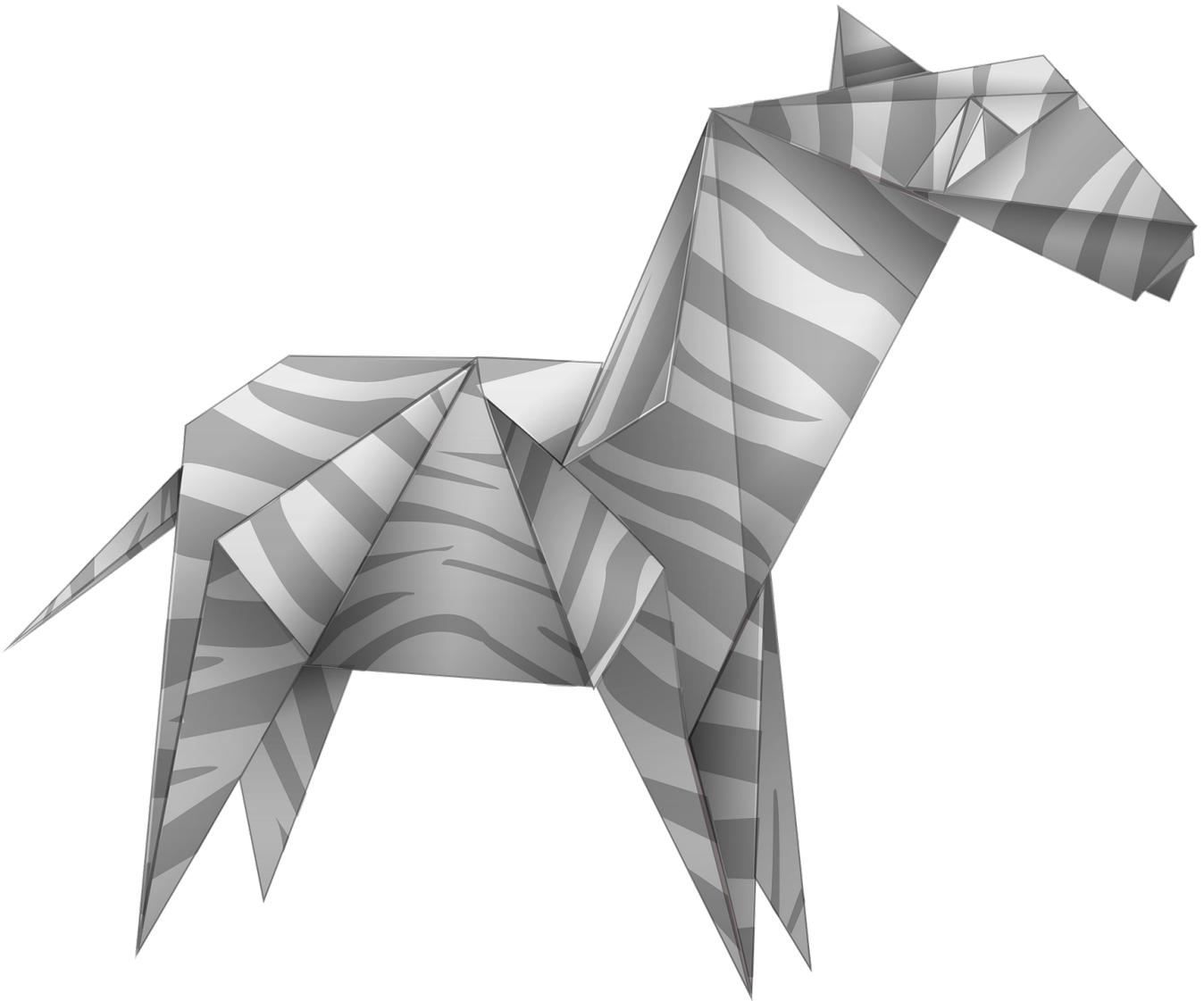


# How To Reach More People With Your White Papers

*By Deb Monfette*



White papers are valuable tools in a marketer's toolbox. They can help companies of any size to communicate an idea, explain a complex process, and introduce a new trend, product, or service.

White papers help to educate and influence business buyers to make better decisions. They're known to attract decision makers who are ready to make a purchase.

This guide shares powerful benefits along with ideas to get the most value out of your white papers. A well-written, educational white paper, along with supporting content, can simplify and shorten the entire sales process.

## 12 Powerful Benefits of a White Paper

A white paper and its supporting content can help your company:

1. **Educate.**

Educate your prospects, customers, channel partners, and even your own internal team on a complex process, a big challenge, or an innovative or disruptive solution. It will help everyone to be more prepared and make better decisions.

2. **Identify a big challenge.**

Identify a big challenge your buyers are faced with and your company can solve.

3. **Introduce a new industry trend, concept, or product/service.**

Introduce a new industry trend, a disruptive concept or idea, or a new product or service that you offer. It gives you the opportunity to share your knowledge with your audience about the possibilities that lie ahead, the challenges they can overcome, and the benefits.

4. **Be influential.**

Be influential especially in the awareness and consideration phases of the buying process when executives and decision makers are researching for solutions to challenges and looking for answers from sources they can trust.

5. **Simplify a complex process.**

Make your solutions easier to understand and ones that your prospects can relate to.

6. **Increase trust and credibility.**

A valuable piece of content, such as a white paper, can help educate people to avoid making a bad decision. This is a great way to establish your credibility and build trust with your potential and current customers.

7. **Nurture your potential and current customers.**

Stay in touch with your potential and current customers without selling and instead give them something of value.

8. **Shine as experts and thought leaders.**

Share your in-depth knowledge consistently on a specific topic in your industry. You'll be seen as a go-to trusted resource and thought leader in your space to grow your audience.

9. **Offer a "leave-behind".**

Offer a "leave behind" piece of content at a sales meeting with a potential or current client. This helps reinforce your message, gives them more details, and enables you to continue engaging with them.

10. **Produce sharable content with SEO benefits.**

Create valuable, educational information that helps people make decisions and gets shared by an interested audience. Use selected keywords in your title to help you get found. Also, create and use hashtags to highlight the key topics.

Then, find and join in on conversations about your topic.

**11. Generate qualified leads along the buying cycle.**

Provide a trail of content on key topics in the white paper that educate readers along the stages of the buying cycle, from awareness through to the decision phase.

**12. Speed up buying decisions and close sales.**

White papers are known to attract decision makers who are ready to make a purchase. These resources can educate buyers to be prepared, eliminate objections, identify gaps, see the possibilities that others have experienced, and enable them to be prepared and ready to make a decision.

White papers are valuable tools that can provide you with a steady stream of opportunities for years to come.

However, many companies spend serious time and money to write a white paper and just post it to their website. It sits there waiting for visitors to download. With all the information floating around out there your one-off white paper may never get the exposure it should.

So why not make your white papers work *for* you?

## How to Reach More People With Your White Papers

One of the smartest choices you have to reach more people and make your white papers work *for* you would be to repackage them into other types of content. You can repackage existing white papers or plan your strategy *before* you create them.

### White Papers Already Created

Select an existing white paper with a topic that was popular with your audience and addresses a relevant issue people are searching for today. Then follow these four steps to bring it back to life.

## ***4 Steps to Repackage Existing White Papers***

### **Step #1. Identify That One Main Topic and Key Supporting Points**

Identify that one main topic for the white paper that solves a key challenge, fills a critical gap, introduces something new, or gives buyers something they want. Next pull out a list of the key points that support it and choose the top 3-5.

### **Step #2. Select the Benefits For Your Company**

Look at the *12 White Paper Benefits* list on pages 2-3 of this report. Select the top 3 benefits you would like to see your content support and enhance. Then decide if the topic and points you chose in Step #1 best fit these benefits and the needs of your buyers.

### **Step #3. List Types of Content**

List of the types of content you can create and use for repurposing your white paper. Decide on which content you can create internally and what needs to be outsourced. Keep this list handy for all your repackaging needs.

### **Step #4. Plan and Track Your Strategy**

To track your strategy create a checklist, a mind map, or a table, like the one below. Fill in your tracker with your main topic, company benefits, key supporting points, and the content types you picked in Steps 1-3 above.

Keep it simple. Then add it to your full content strategy.

## WHITE PAPER CONTENT REPACKAGING MAP

**Note:** This is a simple map to get you started. You can add other elements (e.g., writer, dates, revisions, titles, keywords).

Main Topic	[Company] Benefits	3-5 Key Supporting Topics	Internal Content to be Created	Outsourced Content
	1.	1.		How-To Article
	2.	2.		New Method Post
	3.	3.		Why Article
		4.	Collaboration Blog Post	
		5.	Q&A Podcast	Tip Sheet
		Combined Topics	Infographic Webinar Selection Guide	List Post Case Study Slide Presentation

Use this list to design your strategy, track your progress, and update your plan. You can determine how you'll use these content assets based on the challenges and desires of your potential customers and the benefits you wish to focus on. Remember to collaborate with your sales teams so they can pick and share the right content with your prospects and customers when they need it.

## **Planning to Create A New White Paper**

The best way to get the most value out of your white papers is to plan your strategy *before* you create the white paper. The most effective topics touch on your buyers' challenges and desires, first. Follow these eight steps.

### ***8 Steps to Get the Most Out of Your New White Paper***

#### **Step #1. Pick Possible Topics**

Pick 3-5 topics that solve a key challenge, fill a critical gap, introduce something new, or provide something that your buyers want that your solutions can address. Survey or ask your customers, collaborate with your sales and service teams to see what people are asking about, and research these topics to gauge online interest. Also find out what your competitors are talking about.

#### **Step #2. Choose Benefits For Your Company**

Look at the *White Paper Benefits List* on pages 2-3 of this report. Choose the top 3-5 benefits you would like to see your white paper and supporting content achieve.

#### **Step #3. Write About 3 Possible Topics**

Write articles or blog posts on each of your top three topics and that support your biggest benefits. See what interest they drive and questions they prompt.

### **Step #4. Pick the Main White Paper Topic**

Pick one topic that drives the most interest and fulfills your top three benefits. This will become the main topic for your white paper.

### **Step #5. Plan and Track Your Strategy**

Use the *White Paper Content Repackaging Map* above to plan out your content repackaging strategy.

### **Step #6. Create Buzz**

Create buzz around the white paper to arouse curiosity with the supporting content. Write a few short blog posts and/or a longer-form article on the topic. Create visual content, such as an infographic, a colorful eye-catching diagram, or a checklist. Publish these before the white paper is complete. The key is to arouse curiosity for more in-depth information and round up any questions and feedback. You can even host a webinar on the topic to gather questions, feedback, and gage interest.

### **Step #7. Plan and Create the White Paper**

Plan, research, and create the white paper based on your efforts in the last six steps. Incorporate any supporting content you created.

### **Step #8. Create Supporting Content**

Revisit the *White Paper Content Repackaging Map* and create other content that can be used along the buying cycle that supports the white paper. Share a supporting article to introduce the white paper just before it's published.

As you craft the other types of content, link them together to create a content network of information. This helps you guide readers to the next step through your content. It also helps to strengthen the powerful benefits of your expertise and your solutions.

## Why Should You Repurpose Your White Papers?

**Here's a list of benefits for repurposing your white papers:**

- Increases the chance of your message being found and shared by your audience.
- Extends the life of your content providing even more value.
- Enables more qualified leads to find you by exposing your message to more people.
- Creates warm prospects with anticipation for your white paper.
- Publishes consistent messages to attract attention and build relationships.
- Greater chance of being found in search engines like Google on your topics and keywords.
- Shows your expertise and thought leadership on the subject matter to build credibility and trust.

A new prospect needs to be exposed to your marketing message, on average, at least seven times before they're ready to make a decision. Today with all the content noise, busy buyers, and many other obstacles, it could be as high as 12 touches or more just to get an appointment. Repurposing your white papers can help you easily create these touches.

### Summary

White papers have many benefits for the reader. Perhaps the biggest of all is that they help decision makers understand the issues, see you as a trusted resource, and enable them to make better decisions.

As a company, they can provide you with a steady stream of opportunities for many years. Instead of just publishing them on your website, make them more valuable. Repackage them. Simply extract key points and create other types of content to extend the life of your message and reach more people in different ways. You should see a noticeable spike in interest for your white papers.

If you need help to write and repurpose your white papers, email me and we can set up a time to discuss your ideas and get your questions answered.

Are you planning a white paper, but are distracted with other priorities? Check out my [White Paper Plan](#), a proven system to save you \$\$\$, time, and frustration while you get better results. If you're new to my services, this also gives you a chance to try them out and see how I can make your white paper project shine.

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## About Deb Monfette

Many companies I work with are delighted with content that's not fluff, or just facts either. They tell me that I help them bring out an unexpected element of surprise combining data with real-world experiences, or heart, that's often missing in B2B and technology content.

I've had the pleasure to work with companies like Brainstorm, Inc. with Microsoft Products; Agero, Inc.; Customer Engagement Magazine on stories and projects with companies like T-Mobile, Barneys New York, the Branding and Engagement HR Conference with companies such as Blackbaud, Adcap Network Systems, Benaissance (WEX Health) and more.

To find out how I can help you create content that delights and surprises you, your audience, your customers, your employees, your partners, and your investors check out my [website](#) or my [profile](#) on LinkedIn.

**Why not check out my [Content Resources](#)** to get valuable tips and strategies to reach, engage, and influence more people in different ways with customer-centered content, visual content, and ideas to repackage your content.