

WRITING AN ENGAGING

WHITEPAPER

FOR ANY B2B OR TECHNICAL BUSINESS

You've probably heard of this lead generation approach of creating a **deep** and **thought-provoking** whitepaper. The PDF is intended for prospects to compare solutions or be educated on an atypical product: an approach that can consistently attract new clients to a business. It also helps to persuade them to an idea or approach that your business uses.

"Getting traffic to your site is nice, but there's not much of a point if those visitors don't convert.

There's one tactic I use above all others to generate new leads:

A lead magnet."

- Neil Patel, a world leader in SEO and marketing



Picture is not of Neil Patel

The Content Marketing Low-down

Content Marketing draws on what you know (and what your writer can find out!) The report, whitepaper, or video offered connects directly to the needs and interests of your potential clients. As a result:

- Prospects, normally quite sceptical, start to understand what you can do for them... Many of these prospects may show interest and seek more information.
- Prospects tend to buy your services with little resistance or sales calls.
- Once satisfied, they refer you to their friends and associates.

Works better than advertising!

For many Business-to-Business companies, from large companies down to smaller consultants, a content marketing system works better than regular advertising for generating new highly targeted leads. If you do it right of course!

What are whitepapers?

Whitepapers are usually a downloadable guide of 6 to 14 pages, designed for prospects to compare solutions or be educated on a product type.

The key to writing whitepapers

The key to writing whitepapers is knowing what kind to use. Also, it's about choosing simple language. So, when making this special report or buyer's guide, we use everyday wording that all businesspeople know.

"Creating and disseminating content related to your product or industry is a proven technique for establishing yourself as a thought leader in your field or niche."

– Bob Bly, B2B Marketing Handbook



OUR VALUES

INTEGRITY

MAKING A
DIFFERENCE

ADDING
VALUE

CREATIVITY

Case Study

Power of Words (Jennifer) has worked with Kerry at ILP, Institute for Learning & Performance on their email series in 2022, as well as adjusting their conference and membership landing page copy.

Not having a yearly series of email reminders for all members was a major source of frustration for them, but now that they've got an automated 11-piece reminder series for each paid member type, they're now able to continually remind their members how to use the Institute's resources. Even with challenges, they are best placed to now increase retention of paid members.



One thing we know about any type of lead magnet: you cannot bore someone into subscribing! You must have a relevant and valuable offer.



Ask the copywriter for insight into types of offers that work the best for B2B or Software or Recruitment (or another industry)



Follow-up Strategies



Russell Brunson says that most website owners don't have a follow-up program - thus losing 81% of their customers by not doing so.

Use it!

Once your report is written, ensure that it gets added straightaway to your website or new one page site. Then email your database and tell them about the great information contained within, and how it's going to help them make an informed decision.

If you presently spend money on advertising, you could reallocate some advertising spend to this project. Allow from \$300 to \$1,000+ for a guide, e-course, or video script to be written. A white paper might cost from \$800 to \$1,500 Australian. After this one-off cost, you need to consider how visitors will find it.

If doing advertising, perhaps allocate a new domain name for this lead capture page' and use conversion software, e.g. Thrive Themes or OptimizePress.

Cheap & Cheery: Simply use a technology which offers pop-ups, slide-ins, pop-unders, etc for offering your whitepaper on your business website. Some email marketing systems offer this free, as does Hustle plugin (Pro comes with hosting).

Email autoresponders should be set up to make key points related to both your report and your target market's concerns... that also reflect well on the solutions you provide. Setting up three to six emails is key to your campaign's success.



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During downturns, companies rely more on marketing to help acquire leads and establish thought leadership. **White papers** are the secret weapon for companies.

- Michael Stelzner, a one-time writer who established SocialMediaExaminer.com

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