



**13 JAM PACKED  
IDEAS TO  
PROMOTE  
YOUR WHITE  
PAPER**

## 13 Jam Packed Ideas to Promote Your White Paper

Companies publish white papers for three key reasons. Generate leads at the top of the sales funnel. Nurture prospects through the middle of the funnel. Help close sales at the bottom of the funnel.

Others publish white papers to attract attention to their business. Help future customers see them as the industry expert. Or claim their market space.

With that said, your B2B prospects look for them before making a purchase.

Here's a list of 13 jam packed ideas to promote your white paper.

1. **Create a landing page** – web page for people to go to and find your white paper. The sole purpose of this page is to get visitors to download your white paper.
2. **Feature it on your website** – showcase the white paper on your home page at least the cover, then put a link to your landing page.
3. **Newsletters** – mention your white paper in your newsletter and add a link of where your readers can get access to it.
4. **Sales force** – this is a great marketing piece for your sales team to use when meeting with current and new prospective customers.
5. **OEM and retailers** – your white paper helps your “Outside” sales force help market your product or service better.
6. **Email** – add a short message at the bottom of your emails or in your signature with the link to your white paper. You could also have your employees include the link inside their email signature for a broader reach when they correspond to outside vendors, customers, etc.
7. **Social media** – post a short description with the link to the landing page for your white paper. For google plus and LinkedIn you can write several short articles from your white paper then link back to the landing page. Twitter is great to add just a few words with link. Facebook is not well received for this but worth a try. If you have a Pinterest page, the cover of your white paper would go here then a link to its landing page. You may also want to tactfully add a little synopsis and link to any relevant groups you belong to.
8. **Press releases** – a one-page document great for getting traction with several syndicate sites. Make sure you use quotes from C-level or Marketing Manager. If you have any testimonials, they work well here also.
9. **Blog** – your own, guest blogs or other relevant sites. Write a short 250 – 350-word article summarizing your white paper, then link back. In fact, you could get several short articles out of your white paper.

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10. **Advertise / sponsorships** – there are three types of advertisement to consider here:
  - a. Online
  - b. Offline
  - c. Direct-response.

Journalists, radio, ad words, trade journals, podcast and video chat or blogs/vlogs all work well.

11. **Trade shows / events** – give out hard/soft copies (thumb drive), talk at a seminar, discussion, and video loop played at shows.
12. **Slide deck / webinar** – share with sales OEM, retailers. Makes great webinars, YouTube videos, and presentations. Can also put on SlideShare site.
13. **Third party** – trade publications, channel partner websites and newsletters, white paper sites and industry forums and newsletters

If you have a white paper project you'd like to discuss or get started, give me a call at 339-532-8334. You can also reach me via email at [Robin@RobinGColes.com](mailto:Robin@RobinGColes.com).