



# Marketing Mindset

## Today's Trends With Analysis

A Kore Access Publication

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*Print this  
E-zine and  
use checklists  
as points of  
discussion  
and as tools  
for your  
marketing  
planning.*

### **In This Issue**

Dear Reader,

This issue explores the value a white paper can have in marketing your organization. We review the sections that make up a white paper in order to highlight their effectiveness in the communication of your company's unique benefits, the promotion of your solutions and the ability to persuade your readers to take action.

As in previous issues of **Marketing Mindset**, the analysis is structured to be comprehensive yet simple to implement in the planning and the evaluation of your marketing strategies. This format allows for note taking and assists with tracking action items.

We welcome all feedback and comments. We look forward to any critique that will help make this E-zine a better tool for you.

Wishing You Marketing Success,

**Maria Pinochet**, Publisher and Author  
Contact Us



## **Today's Trends – Marketing Your Knowledge with White Papers**

A white paper is a persuasive presentation of a preferred solution to a problem and will typically highlight the technical and business benefits that buyers will experience if they choose that solution. A white paper, which ranges between 3 and 20+ pages, is structured to include as many sections as necessary to further develop the argument. Historically, white papers have played a significant role in the purchasing decisions of information technology managers. Research by KnowledgeStorm, TechTarget, the Chief Marketing Officer (CMO) Council and MarketingSherpa reports that white papers have become one of the most used and shared resources across industries.



***White papers can be effectively utilized in your efforts to attract, to inform, and to convert buyers.***



## Qualifying Question

Can you add value to the services you offer your customers by aiding their buying decisions through the use of a white paper, or by updating your white paper to include additional sections?  Yes  No

*If Yes,*

Relevance to your marketing strategy:  High  Medium  Low

Priority for your planning:  Short-Term  Mid-term  Long-Term

Consider the addition of a market trend analysis to your white paper in order to describe historical market trends, highlight key trends and forecast future trends.

**Will your case be strengthened by showing, based on these market trends, why your product or service specifically meets the client's needs today and will continue to do so?**

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## Checklist

Include historical background in your white paper in order to discuss the historical use of the product or service. **Can you reduce buyer objections by highlighting how the product's evolution is relevant to a purchasing decision today?**

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Add a case study to your white paper in order to analyze an organization similar to that of the reader and to describe how it has benefited by the implementation of the preferred product or solution. **Can you increase your buyer's purchase readiness by sharing the following details of another client's success: the client's business objectives, the technical and business problems and challenges originally faced, the details of the chosen solution, and the benefits realized after implementation of the solution?**

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## Recommended Resource

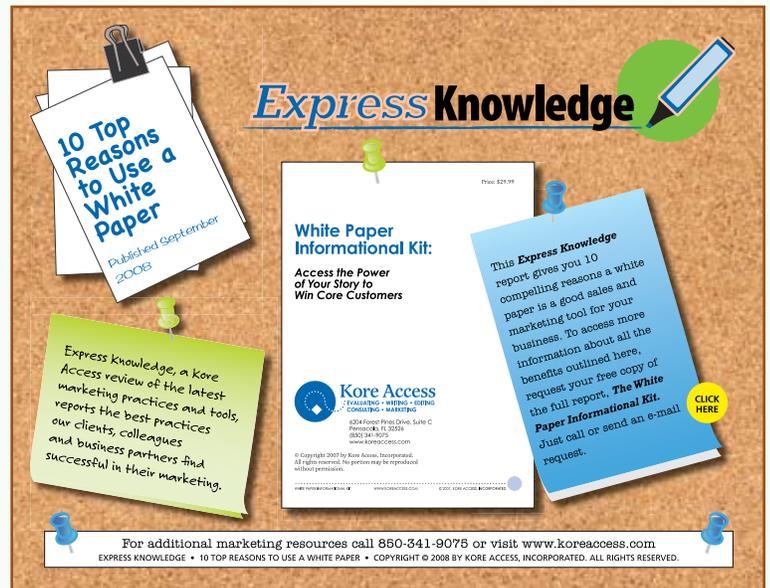
### Is Your White Paper a 24/7 Salesperson?

Does your white paper help move buyers through the buying decision process? Demonstrate to readers your unique value? Inform prospects of your solution's benefits?

For highlights on how to make your white paper into a "salesperson" that can make a compelling case to purchase from your organization, read "**10 Top Reasons to Use a White Paper,**" an **Express Knowledge**

report. Kore Access offers **Express Knowledge** as a periodic review of the latest marketing practices and tools. To read, **click here.**

(A printable PDF will be provided for your convenience.)



\* Visit the free resources section of the Kore Access Web site to access many more white paper tips that will help you increase your sales potential. **Click here.**

\* For even more white paper guidelines and marketing tips, and to review proven best practices for effective white papers, read our special report, **The White Paper Informational Kit.** To receive your free copy, please **call** or send an **e-mail** request.

*For additional marketing resources,  
please visit [www.koreaccess.com](http://www.koreaccess.com).*



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