

How to Use Your White Paper to Gain Customers

A white paper is an investment that offers a broad range of uses in your organization. The same white paper can be effectively utilized in your efforts to attract, to inform, and to convert buyers.

Offer a white paper in your Marketing Materials:

- As a handout at presentations, industry conferences and seminars
- As part of your company information packet
- As part of a lead-generation campaign
- As a giveaway at a sales meeting

Utilize a white paper in your Promotional Materials:

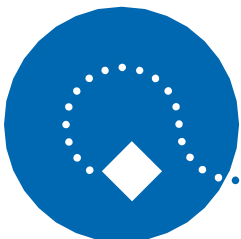
- As a giveaway to potential clients
- As a foundation to create a press release article, tip sheet, etc.
- To generate publicity
- To gain recognition by presenting at an industry conference

Offer a white paper in your Internet Marketing:

- In return for customer information
- In exchange for an e-mail address
- In return for taking a survey
- As a giveaway to generate Web site traffic
- As a bonus to a reply or registration
- As a bonus to a newsletter/e-zine subscription
- As link bait for a Web site or blog
- As an autoresponder information offering

Use a white paper in your Sales Materials:

- To support your field sales representatives
- To promote your independent representatives
- As an insert in direct mailings
- As a response to a request for more information



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6204 Forest Pines Drive, Suite C • Pensacola, FL 32526 • (850) 341-9075 • info@koreaccess.com