



## TIPSHEET

How do I market a White Paper offline?

*Five examples of classic publication options*

### *1. Trade fairs*

Stands at trade fairs are a good way to market a White Paper. The stand draws attention to the White Paper, while in turn the White Paper generates increased and lasting interest in what is being presented at the fair.

### *2. Lectures*

A lecture gains added value through a White Paper, in that you can integrate high-quality infographics, which have been developed for the White Paper, for example, in a PowerPoint presentation. After the lecture, interested parties are then able to take this high-quality information with them – not on just pieces of paper, but as a sound, compact White Paper.

### *3. Print Media*

Specialist magazine or newspapers offer their services as classic print media, in which the whole White Paper or parts of it can be offered as a high-quality editorial article.

### *4. Advertising*

A White paper is not an advertisement. However, advertising and other PR material can refer to a White Paper as free additional information. In this way, the interested reader is made aware of any ongoing specialist information.

### *5. Business Partners*

A White Paper can be given to business partners or stakeholders as a booklet or as a part of the business portfolio. This is also conducive to customer loyalty over and above the dissemination of specialist information.



Would you like to receive more information?

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