



TIPSHEET

How do I market a White Paper online?

Five reflections on online-marketing of high-quality knowledge

1. Why online?

A White Paper is the ideal marketing tool on the internet. It can attract interest, explain high-tech information in an intelligible way, communicate information, gain trust, initiate requests from new customers and retain existing customers.

2. In which form?

A White Paper is made available primarily as a PDF document which can be downloaded individually. The compatibility of the format guarantees rapid dissemination to large diverse target groups as well as small similar ones.

3. Where is best?

The online marketing of a White Paper can happen in three ways:

- a) Its own website: A website is ideal when making high-quality information available in the context of profiling a target audience. Therefore, it requires careful examination to find out where the White Paper is in the existing online offer and how to channel the attention of the users towards it.
- b) “Syndication Networks”: Such networks are provided by suppliers, who have linked their internet sites for the purpose of marketing White Papers. Using online advertising banners, interested parties are channelled in that direction. This method makes exact target audience marketing (targeting) possible.
- c) Pay by click advertisements – often in the form of an advertising banner: This style of advertising, like using “Google Adwords,” can be a textual complement to the search result. AdWords can be found on the results page by entering a search word. In doing so, potential interested parties can be directly pinpointed through specific keywords. The connection to a search engine is ideal as the user already showed interest in



particular information by entering its search item. They are able to find exactly this information in a White Paper.

4. *Does it pay off?*

The online distribution of a White Paper generally has the advantage that it is possible to measure the reaction of the target audience. Online user statistics and voluntary user information data are able to provide detailed information about how much interest the White Paper attracts. With the aid of the investment which is necessary for this type of marketing, not only does the White Paper aim for return of investment, but also the entire online image.

5. *What significance do search engines have?*

The content of a White Paper which is readable for a search engine is especially valuable because search engines rate high-quality, factual information higher in the search results list than pages which only have few relevant pieces of information or contain a lot of advertising. This influences the search engine ranking in a positive way, draws attention, leads to further links and ultimately creates more interested parties. And all this without any additional costs!

Would you like to receive more information?

Please contact:

knowledgeatwork

Dr. Sybe I. Rispens

Wrangelstrasse 22A

10997 Berlin/Europe

Tel: (49)030- 692097520

Fax: (49)030-692097529

E-Mail: info@knowledgeatwork.eu

Internet: www.knowledgeatwork.eu