



TIPSHEET

Return on Investment

Five reasons why a White Paper pays off – especially in an economic crisis

1. Online-Sales

A White Paper is superior to classic advertising in that the potential for targeted online sales enables a very exact measurement of the target audience reaction.

2. Sustainability

A White Paper has the effect of being more sustainable than other methods of communication. The knowledge, which is communicated, remains up-to-date for a relatively long period. Research findings, facts and expertise have a long-term advantage for the reader.

3. Target Audience Optimisation

The professional presentation of specific specialist knowledge optimises its relevance for the projected target audience. If they consider the information which is presented to be meaningful, then this contributes to a positive decision, and highlights the intellectual “head start” given by of the provider of the White Paper (“Thought Leadership”).

4. Customer Contact

In contrast to mere advertising, a White Paper generates professional customer contacts that lead to sales or to a successful grant proposal (“Lead Generation”).

5. Identification and Integration

White Papers facilitate the identification of those who took part in its creation with the business or the organisation. They foster the professional development of the staff and represent an external gauge for the development culture and innovation capability of a business. This separates the business from its competitors and confirms it as an interesting employer or partner.



Would you like to receive more information?

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