



TIPSHEET

Why white papers are so valuable especially for start-ups

Nine tips for founders of new business

White papers offer many advantages especially for start-ups.

When you present something new to the market, you have to make sure that partners or investors understand the innovation and all of its consequences. Also, the person who needed a long time to find the solution in the first place must first of all offer the third party the necessary information so that they are even in a position to judge the leap-forward in development.

1. Regard a white paper as a business plan for your ideas

While a business plan clarifies questions surrounding finance and business above all, a white paper offers expertise: it is about communicating your knowledge and your vision. Why is your business idea so good? What is the status quo of development in your company? How much of a knowledge head-start do you have over your competition?

This demands clear communication, which portrays complex process in a simplified way, without making it banal.

2. By providing information, you avoid advertising

In a white paper you describe the specific subject of your start-up from an expert's point of view in an objective and neutral way – as a technical explanation, a description of the scientific background, a case study, a user example or analysis. By using your knowledge you inform, convince and inspire!

It is practically impossible to communicate complex subjects in brochures or other advertising material. These are only able to give a superficial impression, which for decision-makers – above all in the phase of forming a business – often does not suffice.

3. Address your target group

You use white papers to approach decision-makers. Thereby, the people, who cannot be concerned with every single detail, should be in a position to understand and evaluate the crux of the matter. Therefore, a white paper is written in the style of a



discerning magazine – objective and informative in its content, serious in its expression.

4. Make it short, be open

A white paper is by nature limited to the essentials: On circa 10 to 30 pages, you make comparisons, arouse curiosity and deal with specialist issues. A white paper presents ideas and research results openly. Advantages and disadvantages are highlighted as honestly and objectively as possible. The white paper presents your knowledge in the form of high-quality texts and images with the aim of informing the reader and helping them to reach a decision.

5. Inspiring trust

Trust is difficult to gain and is very quickly lost. Only with a white paper, in which content and form complement one another, in which spelling and visual content are accurate and all the details are correct, can you win trust and reputation. Do not save money in the wrong place: even if you want to do everything else yourself, employ a professional editor. For spelling and factual errors have a negative effect on the “genuine trust” in your white paper.

This trust strengthens the image of your start-up – not only towards the outside world, but also for the colleagues which have participated on the development of your products and who often for the first time are seeing their work presented professionally.

6. Prove that you are ahead of the competition

Show partners, customers and investors that you, together with your ideas and innovations are a step ahead. Your personal vision stems from a white paper. You present not only your complex products and services concisely and professionally, but you also show which ideas and thoughts your work is based on. Therefore, you use high-quality infographics, to communicate facts and complex interrelationships. You portray figures and data clearly and they are understood at first glance.



7. Use new online methods for spreading your knowledge

Above all, when founding a new business, classic online advertising methods often fail – because modern internet surfers do not want to be solicited by an unknown start-up, rather they want to be informed. Colourful banner advertising are discarded or blocked, they are searching with a definite aim for serious information. In such cases a white paper with well-founded knowledge available for downloading can be of assistance. Therefore, a white paper is the ideal online marketing tool for start-ups. Preferably, it is made available for personalised downloading as a PDF-document. This guarantees rapid dissemination both to a large and diverse audience and to small groups.

8. See that your white paper is easily visible for search engines

The readable content of a white paper which is especially valuable for search engines because search engines rank high-quality, technical information higher in the hit-list than pages which only contain a small amount of relevant information or a lot of advertising. Good content influences the search-engine ranking positively, leads to greater attention, further links and ultimately result in more interested readers. And all that without any additional costs!

9. See to it that it is possible for your information systems to quantify the target audience reaction

The online circulation of a white paper generally has the advantage that a quantification of the target audience reaction is possible. Online user statistics and optional user details give detailed information about, how much interest your white paper encounters. So that the data finds optimal usage of the target audience, which is shown through the demand for and interest in your start-up's white paper, a link between online performance and the customer relationship management system (CRM) works in a seamless connection. Only in this way does the contact generated allow itself to be qualified. Above all, for start-ups a high integration between Content Management System and CRM is a technical challenge, which should not be underestimated.



Links

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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