



TIPSHEET

Why choose a White Paper?

Five reasons for a lasting customer relationship

A White Paper is a high-quality product for the purpose of knowledge transfer – here is an infographic to illustrate a “Ionencanal” in the human brain.

1. First give – then get

From this stance you are able to gain the attention of interested parties. With a White Paper you share your knowledge with the reader, without any commitment whatsoever, but instead with a leap of faith. So you give them an important foundation for their decision.

2. Knowledge Transfer

A White Paper is a high-quality product for the purpose of knowledge transfer – enlightened customers are the best customers (catchphrase: “Educational Marketing”).

3. Trust

A White Paper creates confidence and builds reputation. It strengthens the image of your firm or department – not only on the outside, but also with your colleagues who are participating in the development of your products, who see their work presented professionally.

4. Thought Leadership

A White Paper shows your partners, customers and investors that you are right on the edge with your ideas and innovations. Your specific vision emerges from a White Paper. They introduce not only your complex products and services succinctly and professionally, but also show which ideas and concepts form the basis of your work.



5. Online Marketing

Classic advertising methods often fail online – because modern Internet surfers don't like to be manipulated, they prefer to be informed. Colourful banner ads are cancelled or blocked, users specifically seek out reliable information. In this case, a White Paper can assist by making well-founded information available for downloading. Thereby, the White Paper is the ideal tool in online-marketing.

Would you like to receive more information?

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