

White Paper Guidelines & Recommendations

Create a Unique Value Proposition

- Clearly define what sets your white paper apart from others in your industry.
- Highlight a unique angle, proprietary data, or a novel solution to pique readers' interest.

Segment Your Audience

- Consider segmenting your audience based on their specific needs and pain points.
- Create customized versions of your white paper tailored to different segments if necessary.

Problem Statement

- Clearly define the problem or challenge.
- Explain why it's important or relevant.
- Provide context and any relevant statistics or data.

Use Interactive Content

- Experiment with interactive elements like clickable prototypes, interactive charts, or quizzes.
- Interactive white papers can engage readers more effectively and keep them involved

Optimize for Mobile Devices

- Ensure your white paper is responsive and mobile-friendly.
- A growing number of readers access content on smartphones and tablets.

Offer a Content Upgrade

- Provide additional resources such as templates, checklists, or toolkits.
- These extras can add value and encourage conversions.

Highlight Quick Wins

- Early in your white paper, emphasize solutions or actions that can deliver quick, tangible results
- This can motivate readers to take action sooner.

Interactive Calls to Action

- Instead of a single CTA at the end, insert CTAs strategically throughout the white paper.
- Encourage readers to take small actions as they progress through the content.

Implement Remarketing Strategies

- Use remarketing ads to target individuals who have engaged with your white paper.
- Keep your message in front of them to increase the likelihood of conversion.
Reinforce the importance of your solution or recommendations.
Encourage the reader to take action or further explore the topic.