

White Paper and Webcast Marketing Best Practices

Helpful Marketing and Copy Writing Tips that Make the Most of your Campaigns

Step 1: Choose an offer that is applicable to your target audience.

- The first step in a successful campaign is to ensure the content is appropriately matched to the audience and that components of the content (e.g. title, style) will appeal to the intended audience.
- The content should be educational in style. The best formula for this is content that establishes a problem and then presents an effective means to solve that problem.
- Content that offers key insights and explanations on an existing or emerging IT technology will resonate well and help position you as a thought leader.
- Authors and/or speakers that are independent (e.g. analysts, industry experts, etc.) appeal to users far more than authors/speakers that are in marketing, sales, or product management roles.

Step 2: Ensure the title of the content communicates a benefit or problem that relates to the audience.

- Titles are a critical element of the content piece. Titles that include product or vendor names will be seen as marketing collateral and should be avoided.
- Effective Formats/Tactics:
 - Top 10 Ways...
 - 7 Tips for...
 - Best Practices in ...
 - Gain 5 Key Strategies To...
 - A Practical Guide...

Step 3: Marketing the Content Piece

- **Breaking Through the Clutter: The Subject Line**
 - To break through the email inbox clutter it is critical for the subject line to clearly identify a benefit (e.g. "The Five Ingredients of a Successful CRM Implementation") or pique the interest of the reader in the form of a question or by some other means (e.g. "Have You Made this Part of Your Disaster Recovery Plan?" or "What You Aren't Doing About Spyware, But Should Be").
- **Making a Connection: The Opening Paragraph.** Now that the reader has been intrigued enough by the subject line, the opening paragraph must quickly establish a connection with the reader.
 - The opening paragraph needs to tie directly to the target audience and highlight the issue or "pain point" that is being addressed.
 - Keep the opening concise and to the point. The first two sentences should clearly establish what the problem is and give an overview of the solution the webcast or white paper reviews.
 - People don't read e-mails, they scan them. Throughout the e-mail avoid long paragraphs of copy. Utilize bulleted lists that highlight why the recipient should pay attention to the content and what they will gain by doing so.

- **Highlighting the Critical Points: The Body Copy.** Promotional copy must be able to answer the question “What will I learn/discover from this white paper/webcast?”
 - Expert tips, best practices, lessons, etc. are of great interest to our audience. Readers do not respond well to salesy product pitches. Even if your offer’s goal is to ultimately sell a product or service try leading with something about the tips/advice they’ll get and then explain how the product ties into that.
 - When you do intend to tie in a solution be sure to explain in your copy why the solution is needed or why doing things differently might drastically improve their business.
 - Avoid exclamation marks or special characters within the text as well as excessive use of adjectives.

Glossary of Strong Verbs for Marketing Copy

Achieves	Discovers	Leverages
Aligns	Enforces	Manages
Automates	Enables	Minimizes (downtime, etc.)
Prevents (disasters, etc.)	Establishes	Maximizes
Maintains	Generates	Protects
Builds	Implements	Reduces
Coordinates	Improves	Reveals
Decreases	Increases	Streamlines

Glossary of Adjectives for Marketing Copy

Effective
 Efficient
 Easy-to-use, implement, integrate
 Greater
 High-performance
 Powerful
 Successful
 Superior
 Cost effective