A Whitepaper of Questions and Answers from our Webinar:

Generating Leads with Whitepapers (w/Bob Bly)

Pinpointe
Target. Deliver. Measure.

Generate Leads with Whitepapers Webinar Questions & Answers

This document summarizes the questions that were asked during the session and offline in the recent Pinpointe webinar: "Generating Leads with Whitepapers and Other Content," presented by Internet strategist and well-known copywriter, Bob Bly and hosted by Pinpointe. We had dozens of questions that we were not able to answer online, so if you posted a question that we didn't get to during the online session, please check here, as we've done our best to answer and address all questions that were asked.

Q: WHAT IS RECOMMENDED LENGTH FOR MY WHITEPAPER?

A: There are all types of content that you can use to generate leads, and various forms of 'whitepapers'. For a standard whitepaper that explains a given topic in an 'educational' format, about 3,000 words (8 – 10 pages) is common.

A 'Buyer's Guide' that summarizes multiple vendors, ad perhaps includes the background in each vendor and accompanying summary tables – might be 10-20 pages. The actual length depends on the depth you cover each vendor and the number of top vendors you cover.

Webinars are also very successful. Typical webinars run about 1 hour – 40-45 minutes of content with 15 minutes reserved after for A and A.

In summary though – it is best to use a style that is concise and specific throughout the paper. Think about using bullet points when appropriate – don't be verbose just to add content length.

Q: WHERE CAN I FIND WHITEPAPERS FROM COMPETITORS AND POTENTIAL PARTNERS FOR COMPARISON AND 'INSPIRATION'?

There are tons of whitepaper sites and sources. Here are two that are tech-centric:

www.bitpipe.com

www.techrepublic.com/whitepapers

www.cio.com/white-papers - An excellent source for papers targeting high-level IT executives.

You can also search for whitepapers sites within your specific vertical. Of course you can also directly access whitepapers from your competitors sites – this is often a great source of 'inspiration' for topics, and to best understand how you can present an 'alternate view' of the market / product / relevant issues.

Q: Do the Tips Presented in this Webinar Apply Equally to Physical and Virtual Products?

A: Yes, absolutely. You can use whitepapers and great, high value, informative content to generate leads for physical products as well as for virtual products (such as e-books, for example).

Q: Where Can I Get/Download Whitepaper Templates?

If you are using Microsoft Word to develop your whitepaper – you can download free whitepaper templates at:

office.microsoft.com/en-us/templates/white-paper-TC010043544.aspx

www.templatezone.com

Q: What do the terms "B2B" and "B2C" mean?

"B2B" means 'Business to Business' - as in businesses communicating with other businesses, whereas "B2C" means 'Business to Consumer'. The information in this webinar applies very well to both B2B and B2C markets.

Q: We are running an SEO program to drive prospects to a landing page to register for a white paer. How should we design the landing page?

A: The landing page should be sort and concise, vs. long and detailed. A single page strategy is ideal – you do not need a 2-page solution for an item like a whitepaper. The main elements to include are:

- Bold headline – make sure the headline is consistent with the SEO terms that were used to drive traffic to the landing page.
- Text, describing the paper highlights
- A picture of the whitepaper / front cover
- The registration information
- A 3-column setup often works best but you should test variations.
- You should also include: your physical address, social share buttons if available, multiple endorsements about the paper or similar resources.
- You should **not** include: website navigation. The goal is to funnel prospects in to register for your product.

For more information on developing great landing pages – please check our webinar 'Creating Landing Pages that Sell' at blog.pinpointe.com.

Q: How Can I Create a Whitepaper and Not Appear Biased, or Appear Like I am Over-Promoting My Brand?

A: The best whitepapers – they papers / content that gets read, referenced and passed around the most, are those that truly are educational and informative. Here a tips to help you maintain a style that appears less biased yet still presents your company solution:

- Remember – Educate above all else.
- Are there reasonable opportunities to mention your well-known competitors in a way that will not degrade your product and/or show your product negatively? Some people believe you should never mention a competitor in a paper. However – especially if you are a smaller competitor, referencing the leaders in your space and explaining where your product/services might even be in alignment can be beneficial.

- Consider hiring a third party such as a known writer or industry observer or analyst to co-author the paper. If your views are generally accepted and helpful – smaller, independent analysts in your field may be willing to 'lend their name' to your paper / report. You might still contribute 80% or more of the content but the paper will appear unbiased. You have the added benefit that the writer/ consultant has a vested interest in helping promote your paper / resource – which can help drive more leads.

- Co-brand the paper with an aligned business partner / company. Similar to above.

- Work in customer quotes that reinforce your key points. These can be added inline or as call-out quotes.

Q: What tools / Programs Provide Landing Page Split Optimization Features?

A: There are several landing page tools that allow you to create these A/B or split tests so you can compare multiple landing page versions and determine which is best for your audience. Some tools to check include:

Form tools:

- Wufoo forms
- Unbounce.com
- Formstack.com
- Google Site Optimizer (for PPC programs)
- www.optimizely.com
- www.instapage.com

If you are sending prospects to your landing pages through email, then many email programs, including Pinpointe, provide split testing features that you can use to create two or more

versions of your email – each with a link to a different landing page. You can then compare the conversion rates for prospects that visit each page.

Q: On Slide #55 You Mentioned Online Press Releases. Can You Recommend Companies That Distribute Press Releases?

A: Sure – here are a few companies:

www.prlog.com - free Press Release distribution

www.pr.com -- free

www.wiredprnews.com -- free

www.wiredprnews.com -- free

www.prweb.com (Owned by vocus.com) – an inexpensive service.

www.prnewswire.com - High end / most expensive (and broadest distribution)

What are the top 5 items that impact an email campaign's click-through-rate (when using email to drive traffic to a whitepaper registration page?)

- Who the email is from
- Subject (keep the subject <45 total characters)
- Product being promoted (product / prospect match)
- List quality and match
- The email content copy

Q: Can I Use Whitepapers as 'Freemium' Content?

A: Absolutely. Whitepapers and Buyer's Guides are valuable, educational resources, so consider using whitepapers in various forms as 'freemium' content. For example, on slide #48 we show whitepapers listed in the shopping cart with a price. Most people will not buy whitepapers now – but you can use this technique to establish a 'value' or price for your paper(s), and then offer the report/paper for free.

"Freemium" is a business model by which a product or service (typically a digital offering such as software, media, games or web services) is provided free of charge, but a premium is charged for advanced features, functionality, or related products and services. The word "freemium" is a combination of the two aspects of the business model: "free" and "premium".

Another example would be to offer the first chapter of a book for free, and then make the full book available to prospective readers for a premium.

Q: HOW DO YOU RECOMMEND USING FREEMIUM CONTENT TO GENERATE SALES LEADS?

A: Consider the following ideas:

- Are you offering an e-book? As noted above – give away the first chapter for free and allow prospects to download the entire content for a fee.
- Software? Offer a free trial that the prospect can upgrade for a fee.
- SaaS product? Offer a limited function / version of the product for free (for example, a company that offers landing page solutions might allow you to create 1-2 pages for free. You can create more for a premium.
- On your registration / landing page, include a content sidebar that describes and makes available your 'freemium' offer.

Q: BOB – DO YOU OFFER WHITEPAPER COPYWRITING AND/OR CONSULTING SERVICES?

A: Yes. Please contact me at rwbly@bly.com or visit my site at www.bly.com.

Pinpointe Questions

Q: WHAT SETS PINPOINTE APART OTHER EMAIL SOLUTIONS LIKE CONSTANT CONTACT?

- Pinpointe's 'business class' email marketing system is the most feature-rich, cloud –based solutions available today for mid-sized enterprises and organizations.

- **Pinpointe Professional** edition is a powerful full-featured email system with WYSIWYG editor, spam checker, email previewer and more.

- Use Pinpointe autoresponders and email nurturing campaigns to nurture leads over time, and improve response and product conversion rates.

- Pinpointe transparently integrates with Google Analytics, so all of your campaigns can be tracked, monitored and analyzed within Google analytics.

Q: WHAT IS PINPOINTE'S PRICING?

Pinpointe offers flexible pricing based on the number of active contacts in your list or the number of emails sent. Pinpointe also offers non-expiring, pay-as-you-go options.

For the latest pricing please check www.pinpointe.com/get-started.

About Pinpointe

Pinpointe is a leading provider of feature-rich, cloud-based email marketing automation software based in the heart of Silicon Valley, California. As former marketers, we've been in your shoes. Our team has a passion for helping mid-sized B2B and B2C marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization.

Other Resources

If you're a Business to Business marketer and are want to stay on top of the latest marketing trends, tips and best practices, then please sign up for our twice-a-month Tips 'n Tricks. Once or twice a month we'll send you a briefing with tips and tricks. We'll also include a link so you can op-out or update your preferences, any time.

Pinpointe Site: **www.pinpointe.com**

Pinpointe support Blog: **www.pinpointe.com/blog**

Contacting Pinpointe

Pinpointe sales and support are available from 7am to 5pm PST, M-F. We can be reached at:

(800) 557-6584 or (408) 834-7577, Option #2

General Information: info@pinpointe.com

Sales: sales@pinointe.com

Twitter (Email Tips): @Pinpointe (www.twitter.com/pinpointe)

Please feel free to pass this handy whitepaper on to friends and colleagues.

PUBLISHED BY: Pinpointe On-Demand, Inc. Email Marketing for Businesses.