

How to Increase Sales to Public Safety Agencies Using White Papers

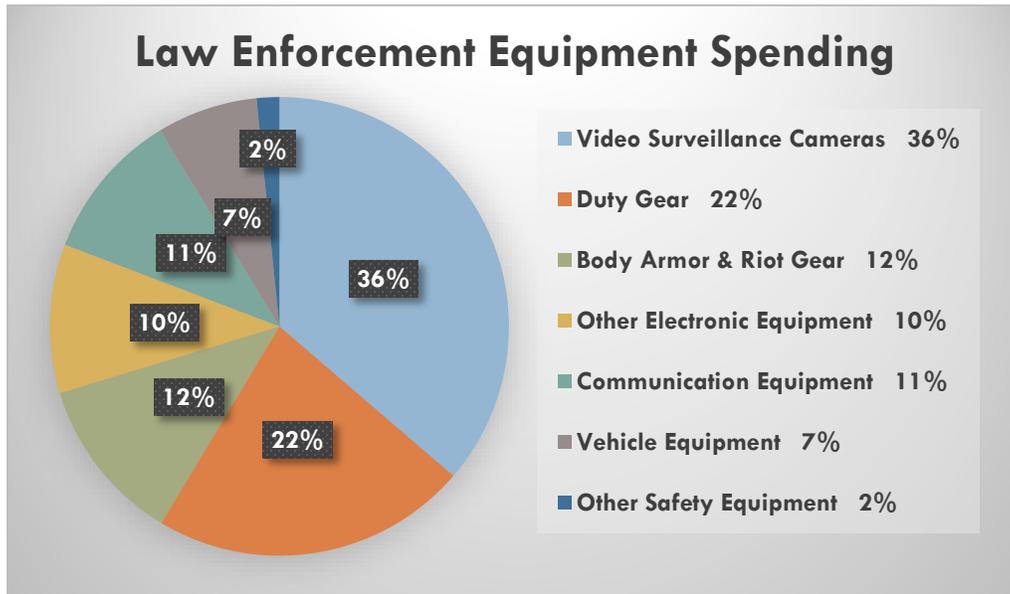


A special report for marketing executives selling public safety technology, equipment, or services

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EXECUTIVE SUMMARY

One of the biggest challenges facing police chiefs and other decision-makers in public safety agencies is sorting through modern technologies that can help them achieve their mission. As show in in the figure below, modern technologies affect at least seven types of common law enforcement spending.



This paper answers the question: How can technology vendors and service providers best reach and influence these administrators?

Cutting through the noise and establishing your firm as a leader needs a marketing tool that meets the needs of your prospects. Ideally, your marketing will help prospects understand the technologies available and how they can help achieve their mission.

This paper discusses the limitations of most traditional marketing approaches. It introduces an engaging, trusted, and effective marketing tool for public safety technology vendors: white papers.

A white paper can be one of the most persuasive items in your marketing toolbox. No other B2B marketing content establishes trust, generates leads, and moves prospects through the sales funnel as effectively as white papers.

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LAW ENFORCEMENT TECHNOLOGY INDUSTRY TRENDS

Profit from Growing a Growing Market

Technology has advanced by leaps and bounds, changing the way safety forces everywhere do just about everything, and there is no slowing down. Sales of law enforcement equipment in the U.S. are expected to increase to \$1.2 billion through 2020.¹

There are a lot of issues facing law enforcement in virtually every encounter they are involved in, and they are using technology more and more to address those issues. The changes are coming at an extremely fast rate."

David Roberts
International Association of Chiefs of Police

Technology acquisition and deployment decisions are high-priority topics for police, as law enforcement agencies at all levels of government spend vast sums on technology in the hopes of improving their efficiency and effectiveness.

What Buyers Need to Know

One of the biggest and most important challenges facing police chiefs and other decision-makers in public safety agencies is sorting through the variety of new policing technologies that can help them achieve their mission. Technology can make policing more efficient, but there are many different technologies to choose from.

Many administrators seek to learn more about what is available and how it will help them. Although various forms of modern technology hold promise for enhancing the operation of the nation's law enforcement agencies, there is limited content to guide these agencies in selecting, procuring, and implementing these technologies.

Further, there is little in the way of systematic and timely research on technology needs and impacts in law enforcement.² So, where do your prospects turn?

"It is important that members of the command staffs stay familiar or at least aware of what the available technologies are so they can effectively prioritize the needs of the department(s)."

Police Executive
Research Forum²



ADDRESSING A CHANGED MARKETING ENVIRONMENT

Traditional Marketing

It's not easy to reach law enforcement decision-makers in a way that creates awareness of the available technologies and focuses on what's important to them. Law enforcement technology is typically complex, with many benefits or tradeoffs that are not always clear to police agencies.

TRADEOFFS OF TRADITIONAL MARKETING

Here are other tradeoffs of some of the more common traditional marketing tactics.

Interruption Marketing. Seth Godin coined the term *interruption marketing* to describe tactics that work only if the tactic interrupts a prospect to get their attention. Traditional marketing with advertising and cold calls interrupts prospects with sales pitches that 97% or 98% do not want to hear.

- Advertising
- Direct Mail
- Cold Calls

Trade Shows

Can be expensive and not all prospects attend, too much noise and distraction, all your competitors are there in one spot making conflicting claims.

Brochures

Simply focused on your offering; do not describe industry trends and problems, or how your offering solves them better.

Television

Typically, more expensive. Messages must be simple and short.

Radio

A fleeting message and lack of a visual stimulus are negatives. Has only a short exposure time and misses the mark with listeners who are otherwise engaged.

Yellow Pages

The Internet is now used as the first resource to solve all problems.

Newspapers

Circulations are on the decline. Short lifespan of 24 hours.

Magazines

Subpar reach and long lead times

Outdoor Advertising

Short exposure of time. Only very short, simple messages work.

Traditional marketing for complex technology generally cannot be converted into understandable and persuasive content. There are two main tradeoffs of traditional marketing: it offers little in the way of inbound lead generation, and it is difficult for buyers to find you with traditional marketing.

Content Marketing

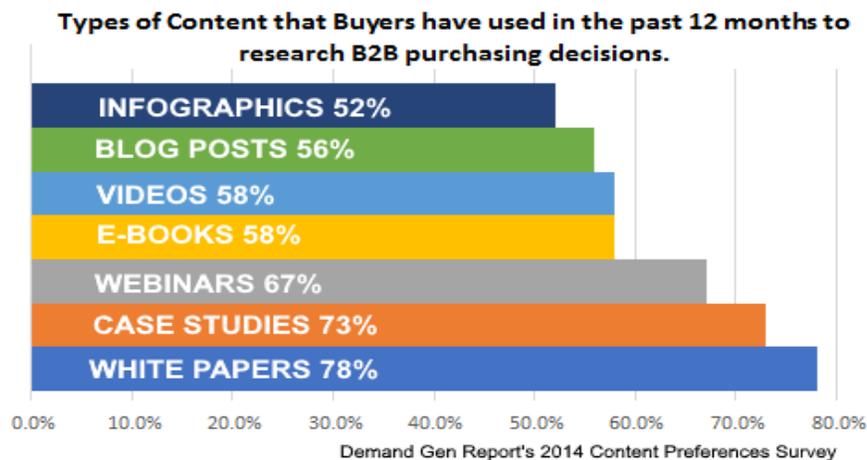
We are seeing a resounding theme in B2B marketing. Prospective buyers are researching technologies before they get in touch with sales professionals. One study showed that most B2B buyers complete their journey online.³ In another study, 61% preferred to find content on their own even if it was customized, and 46% said content they found on their own influenced their purchase decisions.⁴

Many police chiefs told one study that a big part of their job is studying all these technologies and how they fit together.⁵

This means that you must find an effective marketing strategy to ensure that buyers will find you and decide why your product can help them achieve their mission. Instead, prove value to qualified traffic with content that is tailor-made to solve their problems.

The best alternative to traditional marketing is content marketing, which is now used by 89% of all B2B marketers.²¹

Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”⁶



Content Marketing has many benefits

- Provides value with no strings attached
- Improves brand awareness and recognition
- Creates loyalty and trust
- Helps build authority, and positions your firm as an expert
- Generates traffic to your site
- Improves lead generation
- Opens new channels through social shares and comments
- Helps prospects move through the purchase decision more quickly

TRADEOFFS OF CONTENT MARKETING TACTICS

With all the positive benefits, why are most content marketing strategies not the ideal choice for complex, expensive public safety technologies and services? The main reason is that most are unable to present your best research and your most persuasive arguments in a compelling format.

Here are other tradeoffs you should be aware of.

Social Media

It takes a lot of time and effort to maintain and monitor an interactive social media presence.

Case Studies

Case studies contain the study of observations and perception of only one customer experience at a time.

Business Blogging

Blogs are time-consuming to maintain. It takes a great deal of artistic enthusiasm coupled with consistent renewing to maintain fresh content.

E-Books

If not constructed and designed in a way to remain interesting, it may not be read at all, as customers will not take the time to read longer content.

Podcasts

Planning the direction of the podcast and then creating it takes time. If you have limited resources to consistently create compelling content, you will lose your audience quickly.

Interactive Presentations (Webinars)

Webinars take considerable time and preparation. If your webinar does not present you as a thought leader, it may be useless as a lead generation or brand building tool, and it could damage your credibility.

Article Marketing

Cultivating quality relationships with your customers and media outlets who cover your business is time consuming and does not happen right away.

Digital Newsletter/Email Marketing

Volatile communications environment. Your newsletter hits the recipient's inbox accompanied by spam, other commercial email, and inter-office exchanges.

Video Marketing

It is time-intensive and takes commitment. A professional-looking video will require pre-production, production, and post-production work.

Regardless of which type of content you choose to create, it should be capable of influencing decision makers, educating buyers, and justifying an expensive product.

WHITE PAPERS: CONTENT MARKETING'S MOST POWERFUL TOOL

With content marketing, you can stay ahead of your competitors by providing useful and educational information to potential customers. One of the most powerful, popular, and proven forms of content marketing is the white paper.

Historically, white papers began more than 100 years ago as government research reports. These well-researched and factual reports are still a trusted format today. In fact, in a 2016 survey by the Content Marketing Institute, 71% of B2B marketers reported using white papers, up from 68% the year before.^{7,8}

A B2B white paper can be defined as a persuasive essay that uses facts and logic to explain how a certain technology, product, or service delivers a better solution to a public safety problem.

No other B2B marketing content establishes trust, generates leads, and moves prospects through the sales funnel as effectively as a good white paper. According to Gordon Graham, the foremost expert on writing white papers, a white paper can present your best research and your most persuasive arguments in a compelling format that can be repurposed into many other forms of content. Marketing Sherpa goes a step further in saying, "Probably the most important tool in the B2B marketer's kit is the white paper."¹⁸



According to the findings from the 2015 Federal Media and Marketing Study, government decision-makers access information through an increasingly complex mixture of print, digital, mobile and social media. White papers and case studies lead the way for most trusted content at 41%.²²

That makes white papers the ideal marketing platform for any complex or expensive product aimed at public safety.

8 Reasons Why So Many B2B Marketers Use White Papers

1. Build Authority and Demonstrate Thought Leadership

White papers build authority and demonstrate thought leadership papers in your industry, and they can be used to create or redefine a market space. Over 73% of IT buyers use white papers to investigate technology solutions.⁹

2. Influence the Final Decisions Makers

White papers are the number one piece of marketing content that professionals turn to when making a buying decision; 77% of respondents read at least one white paper in the previous six months, and 84% of them rated white papers as moderately to extremely influential when making final purchasing decisions.¹⁰ This mirrors a 2016 survey that revealed 82% of B2B buyers relied on white papers to research their buying decisions.¹¹

3. Educate Prospects

Educating prospects with white papers is an effective tool in driving high-value leads. Yet this same marketing material can help to educate your own sales force or channel partners who may not fully understand the product and its benefits. More than 76% of IT buyers use white papers for education on a specific technology or issue.⁹

4. Justify an Expensive Product

Law enforcement technology, by its very nature, can be expensive. A white paper has the ability be persuasive. A survey of IT managers showed that 42% of them read white papers to help justify buying decisions.¹²

5. Improve the Sales Process

One survey reported that 72% of bad sales experiences result in a loss of revenue.¹³ When used as a guide or “leave behind,” white papers help improve the sales process, and close out sales. Pieterjan Bouten, co-founder and CEO of Showpad, stated, “Delivering the right content, in context, at the right time has proven to be critical to avoid a bad sales experience.”

6. Repurpose as Other Content

White papers have a longer shelf life and offer more possibilities to repurpose than any other content as articles, blogs, slide presentations, webinars, podcasts, infographics, press releases, videos, and social media posts. When properly optimized, they improve your SEO efforts and encourage inbound links.

7. Improve Lead Generation

White papers were ranked as “an excellent source of lead generation” by 74% of professional services companies,¹⁰ while white paper and eBook downloads were by far the top producers of leads, according to 59% of respondents.¹⁴

8. Encourage Sharing

93% of IT buyers pass-along up to half of the white papers they read,⁹ and 69% of prospects who like your white paper will pass it on to colleagues.¹⁵ In yet another survey, 89% of respondents responsible for making technology purchases passed white papers along to others.¹⁶

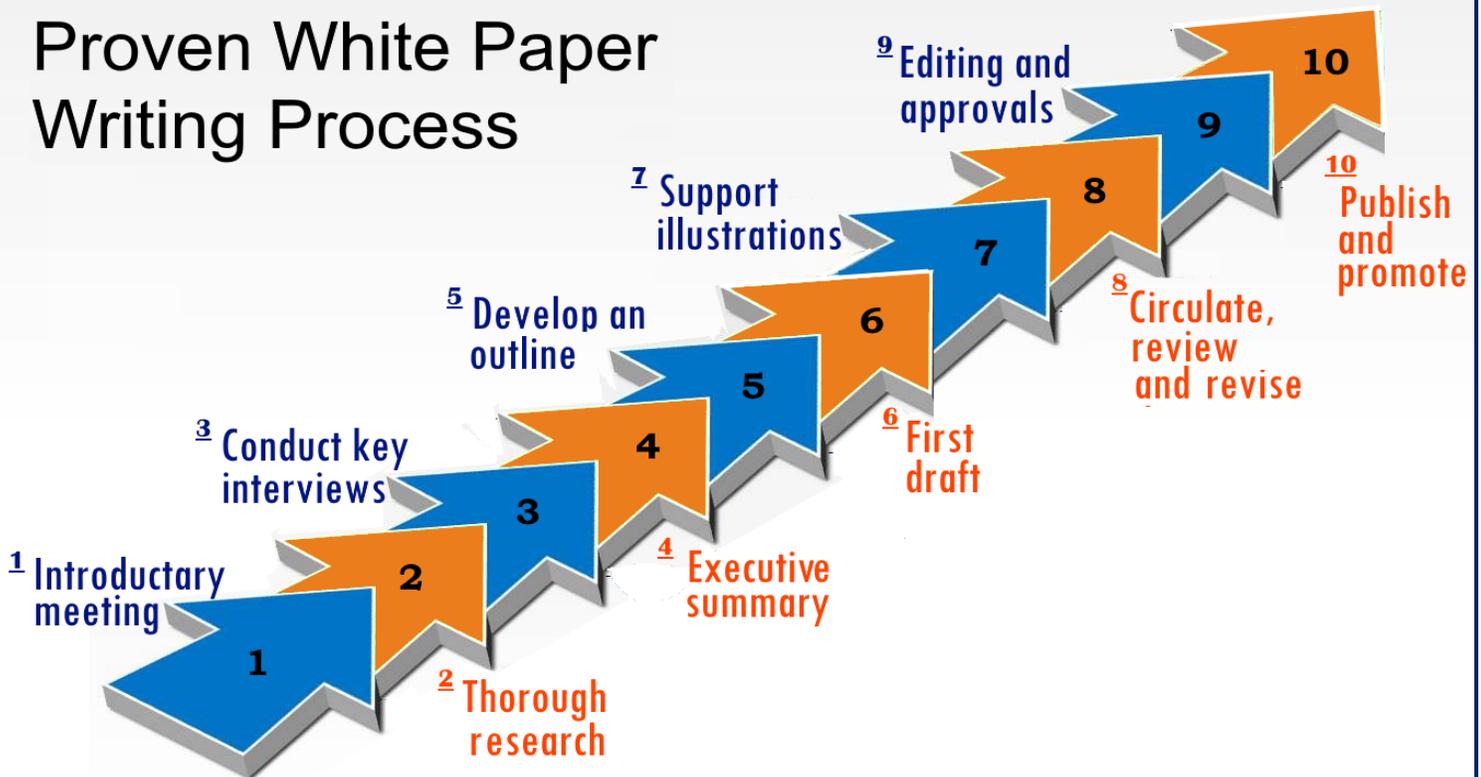
Roadmap to White Paper Success

Producing a solid white paper is far more complex to accomplish in just a few days. A good paper requires considerable research or deep subject matter expertise to provide context and to tell a cohesive story.

According to a White Paper Writer Industry Report, which surveyed 600+ professional white paper writers, the typical white paper takes between 24 and 50 hours to complete.¹⁷ This is usually produced over 4 to 6 weeks of intense effort by a group of people or 6 to 8 weeks to get from the first planning interview to an approved white paper draft.¹⁸

Creating a white paper that successfully meets its objectives is done with a process that includes these steps.

Proven White Paper Writing Process



Many writers lack any process or skip over many of these essential steps. Without a disciplined process, a white paper can be thrown together without many of the necessary components. This is one reason so many white papers today suffer from so many common problems (see page 11).

A poorly planned and executed white paper can fail to deliver the business results you hoped to see. Even worse, it can tarnish your credibility.

Common White Papers Mistakes to Avoid

White papers are sophisticated and complex documents that take considerable time and effort to properly produce. If rushed, if created by unqualified writers, or if a systematic process is not completed, the paper can encounter various problems.

Decision-makers do not have time to read through a rambling, imprecise, poorly-researched, and painfully-written white paper. They are not interested in straight sales copy.

One study among 1,400 business and IT executives across a range of industries indicated the following as the most common criticisms of white papers:¹⁹

- ✘ 53%: Hype and puffery of offerings
- ✘ 47%: Poor communication of business-value proposition
- ✘ 45%: Too few proof-points that show ROI of the solution
- ✘ 36%: Long-winded descriptions

Another technology survey had these criticisms of white papers:²⁰

- ✘ 48%: Expected a technology discussion, not product info
- ✘ 39%: Not-problem-solving focused
- ✘ 37%: Too product oriented
- ✘ 33%: Misleading Title

Other common criticisms of white papers include:

- ✘ Aggressive or overt sales pitch.
- ✘ Focuses on self-promotion rather than prospect's needs.
- ✘ Does not understand and does not write for the audience.
- ✘ Does not educate; discusses a broad topic, not a problem.
- ✘ Lack of adequate research.
- ✘ Poorly written, bad grammar, spelling, and punctuation
- ✘ Impossible to skim due to poor design or typography.
- ✘ Lack of SEO/keyword optimization.
- ✘ Too long to be effective.

BENEFITS OF INVESTING IN A QUALIFIED WHITE PAPER WRITER

Decision-makers want someone who understands their problem, and they want an answer to it quickly. This means that the white paper author must immediately capture their attention, identify their problem, and then subtly and thoughtfully convince them your products and/or services are the answer they have been searching for.

Here are some stats to look at if you are considering trying to do it in-house or with an inadequate budget.

*Among organizations whose content marketing success was **more** successful than one year ago, the number one factor that 85% of respondents attributed to their organization's increase in overall success was higher quality, more efficient, "Content Creation."*²¹

*Among organizations whose content marketing success was **less** successful than one year ago, the number one factor that 52% of respondents attributed to their organization's stagnancy was "Not Enough Time Devoted to Content Marketing." The number two factor as given by 49% of respondents was "Content-Creation Challenges."*²¹

Here are just a few top reasons to consider hiring a professional white paper writer:

Benefit from Expertise

Professional white paper writers are adept at the latest tools and trends in writing and marketing and are well versed and up-to-date when it comes to essentials like SEO.

Achieve Better Results

Writing is a craft, and you benefit from the expertise of a skilled writer with an understanding of context, style, grammar, punctuation, and spelling.

Save Time

In-house content creation and development take time. A professional writer can leverage your engineers' knowledge and your organizational goals by conducting interviews and weaving this information into a paper.

Benefit from outside objectivity

An outside writer is especially helpful in maintaining a sense of objectivity about your products or your company and can lend a fresh perspective that is sometimes better able to gauge your customers' needs.

Achieve aggressive deadlines

Other important tasks often distract in-house writers. As part of their responsibility for delivering a superior product, professional writers must deliver on time.

WHAT TO LOOK FOR IN AN IDEAL WHITE PAPER WRITER

A white paper can be one of the most persuasive items in your marketing toolbox. However, your marketing teams are already busy. Who has the time or experience to write a lengthy piece of content like a white paper?

Working with a professional white paper writer can help you quickly take your white paper from idea to reality and turn your messages into compelling arguments.

WHAT TO LOOK FOR IN YOUR WHITE PAPER WRITER

WHY PARTNER WITH JEREMY JESENOVEC

Industry knowledge and technical competency

Does the writer understand your industry?
Can they communicate complex concepts concisely?

Law enforcement industry sector knowledge

With two decades in law enforcement, including command experience, Jeremy has deep insight into public safety strategies, concepts, and processes. He recognizes the industry challenges related to reforms, technology, and governance.

Writers ask questions

They want to know as much as they can about the project so they can produce what you need.

Proven process

Each project includes a comprehensive needs assessment, outline development, extensive interviews, a detailed review of your solution, research on your competitors and your industry, skillful writing, support illustrations, layout development, editorial review, and revisions.

Professionalism

Look for writers who maintain professional courtesy, communicate well, quickly respond to inquiries, and meet deadlines

High-performance results

Many years of producing professional work content in a high-pressure environment with large work volumes and strict deadlines.

Strong research skills

Ability to quickly find, analyze, and understand reputable information.

Skilled researcher

Years of experience and training in investigations, field research, database usage, and deep internet research.

Excellent writing skills

This is the nuts and bolts of writing: grammar and spelling, choosing the proper tone, and getting the right words in the right places.

Extensive writing experience

Twenty-one years of influential writing and over 1200 reports with the intent of providing persuasive and compelling arguments.

Persuasive and compelling

Different writers work differently and have different sensibilities. A writer should be capable of writing in a persuasive and compelling manner.

Influential writing

With over two decades of influential writing experience, Jeremy has the core competencies to create compelling and persuasive white papers that establish thought leadership, generate leads, and accelerate sales.

Interviewing ability

Can efficiently extract the key nuggets of information from experts.

Polished interview skills

Over two decades of experience interviewing for business, administrative and investigative purposes.

SEO skills

A solid understanding of basic search engine optimization.

SEO and inbound marketing skills

Training and experience implementing SEO & Inbound Marketing techniques without creating “clunky” content.

Writing voice

Should have a strong, confident writing voice that is clear, consistent, and easy to follow

Professional writing style

Focused, authoritative content that people connect with without all the fluff, jargon, or lengthy wording.

JUMPSTART YOUR SALES PROCESS

If you have new, sophisticated, or high-priced products or services, and are not using white papers in your marketing strategy, or you are not creating them for maximum effectiveness, consider collaborating with me. I bring to your firm the core competencies for creating compelling and persuasive white papers that establish thought leadership, build brand awareness, generate leads, and accelerate sales.

My knowledge, skills, and abilities are a perfect fit for your marketing strategy. You will be excited to share my writing content with your customers, business partners and sales teams.

Pick up the phone today or [email](#) me to set up your free 30-minute consultation to discuss your most pressing or urgent challenge.

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Also consider these other types of professional marketing content from Jeremy Jesenovec

- White Papers
- Case Studies
- Web Content
- Blogging
- Byline / Featured Articles
- Press Releases

ABOUT JEREMY JESENOVEC

Jeremy Jesenovec is a Marine Corps veteran, retired Police Lieutenant and law enforcement technology specialist. During his law enforcement career spanning more than two decades, he responded to over 20,000 calls for service, completed hundreds of investigations, and wrote more than 1200 investigative reports.

He studied writing through the University of Maryland, inbound marketing through Hubspot Academy, and content marketing through the Content Marketing University Institute in Cleveland, Ohio.

Since 2010, Jeremy has been the chief principal of EnvisaSearch, an internet research company. Today, he is the principal of Jeremy Jesenovec Content Marketing Communications, content marketing for technology vendors and service providers in the public safety and law enforcement industries. He also serves as a law enforcement speaker and consultant.

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