

29 White Paper Marketing, Promotion & Distribution Techniques

1	<input checked="" type="checkbox"/>	Create an effective landing page on your website to use as a lead magnet
2	<input checked="" type="checkbox"/>	Distribute via your sales & marketing channels
3	<input checked="" type="checkbox"/>	Use it to educate your sales force on your product
4	<input checked="" type="checkbox"/>	Have your sales reps use as a "Leave behind"
5	<input checked="" type="checkbox"/>	E-mail it to channel partners (distributors, dealers, resellers)
6	<input checked="" type="checkbox"/>	E-Mail, or Direct mail (FedEx stands out and will get opened) to key prospects
7	<input checked="" type="checkbox"/>	E-Mail to current and past clients
8	<input checked="" type="checkbox"/>	Distribute at trade shows, conferences, expos, seminars, conventions, speaking engagements, & training functions
9	<input checked="" type="checkbox"/>	Send directly to your email list
10	<input checked="" type="checkbox"/>	Send press release + white paper to bloggers and journalists for your space
11	<input checked="" type="checkbox"/>	Submit it to whitepaper syndication sites, such as Bitpipe, Find Whitepapers, Tech Republic, Tech Target, and Knowledge Storm
12	<input checked="" type="checkbox"/>	Share with relevant LinkedIn and Facebook groups
13	<input checked="" type="checkbox"/>	Blog about the white paper
14	<input checked="" type="checkbox"/>	Repurpose it as 2 or 3 blog posts
15	<input checked="" type="checkbox"/>	Create a Facebook Page Tab for your whitepaper
16	<input checked="" type="checkbox"/>	Submit a guest post about it to a popular industry blog
17	<input checked="" type="checkbox"/>	Link to it at end of your blog posts
18	<input checked="" type="checkbox"/>	Tweet it out in a Twitter series
19	<input checked="" type="checkbox"/>	Update your social media page profiles with a link to your white paper landing page
20	<input checked="" type="checkbox"/>	Link to it in your newsletter
21	<input checked="" type="checkbox"/>	Create featured articles from it for LinkedIn Publisher, Medium, or other platforms
22	<input checked="" type="checkbox"/>	Create featured articles from it for websites, magazines, & journals in your industry
23	<input checked="" type="checkbox"/>	Submit to trade journals and websites
24	<input checked="" type="checkbox"/>	Get it mentioned in your channel partner newsletters (if any)
25	<input checked="" type="checkbox"/>	Repurpose into a webinar
26	<input checked="" type="checkbox"/>	Repurpose a slide deck / PowerPoint & send to your sales force and channel partners
27	<input checked="" type="checkbox"/>	Promote it with LinkedIn, Facebook and Twitter sponsored/promoted ads
28	<input checked="" type="checkbox"/>	Promote it with a Google Ad campaign
29	<input checked="" type="checkbox"/>	Talk about it on question/answer forums like Reddit, Quora