

White Paper Overview and Template	
Purpose of a white paper	Provide analysis or discussion of a technology or business trend - one in which your company has significant influence and a solution
Target market for white papers	Decision makers (C-suite, VPs, top-level management) and influencers (technology directors, managers)
Why do decision makers read white papers?	<p>A survey of IT managers by Forbes.com and TechTarget showed white papers are read for the following reasons:</p> <ul style="list-style-type: none"> • Stay on top of new trends (76%) • Get information about products and vendors (69%) • Compare products (50%) • Help justify buying decisions (42%) <p>Develop a short list of qualified vendors (33%) According to the annual Eccolo Media B2B collateral study, 62% of decision makers and influencers use white papers to evaluate technology purchases, and 65% of respondents rated white papers as extremely influential.</p>
When to use a white paper	Before, during and after a sale. White papers are high-value lead generation tools. They are also the workhorses of content marketing. White papers can be re-purposed in multiple ways - as a contributed article, blog or presentation, or as a follow-up offer of a webinar.
Gated or not gated?	Usually gated in order to capture email contacts. The exception might be if the requestor is directed from a blog. If gated, needs landing page, SEO and form.
What a white paper does	<p>- Communicates the understanding of customer issues ("we know what keeps you up at night")</p> <p>-Explains a certain product, service, technology or methodology using facts, logic and industry research.</p> <p>-Discusses an industry trend or topic (service, technology or methodology), the problems or issues that pertain to the topic, and a suggested solution to the problem.</p>
What it does NOT do	A white paper is not a sales pitch, and it doesn't hard-sell the company

Length	6-8 pages (preferred industry length)
Voice	Vendor neutral, knowledgeable, informed, researched, authoritative. Appeals to logic and industry facts. Written in journalistic style, provides data and insights.
Basic outline	<ol style="list-style-type: none"> 1. Trend 2. Problem 3. Solution 4. Call to action <p>DO NOT talk about your company's specific solutions, but how a solution (like the one you offer) solves problems - and without mentioning product names. In the call to action, request that readers visit your website (preferably a landing page) for more information.</p>
White paper elements	<ul style="list-style-type: none"> - Cover: A big headline with a big sub headline surrounded by color and design will look a lot better than two smaller headlines with minimal design. - Headline: Includes keywords, but also engage the reader, and relay the idea they will learn something new, gain insights - Subhead: Summary of problem and solution - Executive Summary bullets: Trend, Problem, Solution - Trend: discusses technology or industry issues, hot topics, "fear and dread" - Problem: How the trends present challenges - Solution: Possible solutions to the problems (no mention of product names) - Summary and call to action: Provide a recap and a sense of urgency to contact your company. Provide a web link, email and phone number.
Tips for making a white paper interesting and readable	<ul style="list-style-type: none"> - Tell a story that customers can relate to - Make a connection - use peer to peer language - Provide an executive summary - Use consistent graphics and infographics - Include bulleted lists and sidebars - Include quotations by industry experts - Embed multimedia and live links - Use video clips of SMEs or industry experts - Bold key phrases

Case Study Overview and Template	
Purpose of a case study	Inform and educate potential customers on one customer's experience. To show how a company or industry successfully uses and benefits from a solution. To reassure a prospect that others benefited from the same approach they are considering.
Target market for case studies	Influencers and decision makers from primary and vertical markets (CMO's, technology directors and managers, purchasing agents)
Why do decision makers read case studies?	<p>A survey of IT managers by TechTarget showed case studies are read for the following reasons:</p> <ul style="list-style-type: none"> - Evaluate a potential technology purchase - See how others with similar problems or in a similar industry are getting results with the solution - Third-party validation - case studies are like the TripAdvisor of B2B sales <p>According to the 2012 Ecolo Media B2B Technology Collateral Report, 58 percent read case studies on the desktop while 23 percent say they download/print them. The remaining view case studies on smartphones and tablet devices, or receive them in hardcopy form.</p>
When to use a case study	<p>Before and during a sale, in social campaigns, or for event collateral. The 2012 Ecolo Media B2B Technology Collateral Report reports that 41 percent consume case studies in the pre-sale phase while 37 percent consume them in the initial sale period (vs. mid or late cycle).</p> <p>According to eMarketer, case studies are what marketers call branded content, also known as "earned media." Nearly three-quarters of U.S. companies with a social media strategy use branded content in their campaigns, and of the branded content used in social media, case studies were used 45% of the time.</p>
Gated or not gated?	Not gated. However, a landing page or intro blurb is ideal for highlighting key issues and results. Exceptions: a video case study with technology specifics - high value information that warrants an invitation (and a valid email).
What a case study does	<ul style="list-style-type: none"> - Presents to customers in the same industry or with similar issues the results achieved by using a particular solution. - Show qualitative or quantitative results of using your solution - Makes your customer sound like a genius for selecting your solution

What it does NOT do	It does not make your company the star of the story; the customer experience and results will do the selling for you. It does not use quotes from your employees in place of customer quotes.
Length	2-4 pages. One-pagers (customer briefs) are often used by sales teams. In the Eccolo Media study, 48 percent of respondents preferred 4 pages.
Voice	Logical, point-by-point comparison of before and after; written in journalistic style
Basic outline	<ol style="list-style-type: none"> 1. Problem 2. Solution 3. Results - with testimonial 4. Call to action
Case study elements	<ul style="list-style-type: none"> - Headline: Name of company, type of industry (if not clear) and results (conversions, revenue, etc.) - Subhead: Highlights solution and benefit - Executive summary: Longer case studies (3-4 pages) should include a bullet point summary on the front page - Testimonial(s): at least one testimonial with customer describing results and implying "couldn't have done with without XYZ company." - Problem section: preferably three issues the business is facing. - Solution section: why your solution was the ideal choice - keep specific to case study issues - don't use jargon or sales copy - Results: should address each of the issues from the problem section, plus any additional benefits from using your solution, including future uses. It is ideal if results are quantifiable, not just qualifiable. - Summary: cover major issue/benefit - CTA: such as link, email, url and/or phone number.
Tips for making a case study interesting and readable	<ul style="list-style-type: none"> - Embed a video of the customer talking about the experience or working with your support team

Datasheet Overview and Template	
Purpose of a datasheet	Summarizes product facts and figures, provides a list of features and specs. It is standard collateral for any product or service.
Target market for datasheets	Technology managers
Why do decision makers read datasheets?	To determine if the product or service is compatible, and meets project or system requirements.
When to use a datasheet	Made available during sales cycle so that potential customers can compare and contrast technologies. It should be available for download at all times.
Gated or not gated?	Not gated.
What a datasheet does	Informs technical teams of nuts and bolts of product: benefits, features, specs and compatibilities. Includes screenshots and diagrams.
What it does NOT do	Waste anyone's time with sales or marketing language.
Length	2-4 pages, depending on complexity and features of product
Voice	Factual, to the point, no jargon. Make it easy for reader to find information.
Basic outline	The datasheet outline is often standard across technology companies - if it deviates, it can make it hard for customers to find the information they need. The standard outline includes: <ol style="list-style-type: none"> 1. Description 2. Key Benefits 3. Features/specs 4. System requirements 5. Call to action
Datasheet elements	Use bullets and visual elements whenever possible, keep text to a minimum <ul style="list-style-type: none"> - Headline: name of the product or service - Short intro: describes product or service - Key features: with visuals and callouts - Specs: list reports or other technical info - IT requirements: compatible systems and software - CTA: phone, email or url
Tips for making a datasheet interesting	Screen shots, images, diagrams, system partner logos