

# White Papers

Establish subject-matter expertise around key industry topics.



**75% of B2B marketers**

view white papers as a key component in their overall marketing strategy

White Papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results. Informa-developed white papers help you establish subject-matter expertise and thought leadership. They are also effective at generating high-quality leads when paired with a lead generation program.

## DETAILS

- End-to-end program management including topic discovery, content development, design, and production
- Experienced editors or subject-matter experts work closely with you during content creation process to ensure messaging is on target
- Can include text, images, graphs/charts, embedded links, and sidebar with existing client content (e.g. testimonials or case history)
- Own the content asset and use across various content marketing initiatives

## USEFUL FOR

- Positioning as industry expert
- Educating & persuading without selling
- Generating demand
- Accelerating decision making