Is one of these 10 common mistakes crushing *your* white paper ROI?

Dear «First_Name»,

As a tech industry marketing professional, you don't need me to tell you how important white papers are for influencing your target market and generating leads.

Your customers have already told you… again… and again… and again.

Recent studies by TechTarget, KnowledgeStorm, MarketingSherpa and Eccolo Media have unanimously rated white papers the **#1 marketing tool for influencing technology buyers**. In fact, in Eccolo Media's annual B2B Technology Collateral Survey, technology buyers have ranked white papers the **most influential of all content types** for the past *five consecutive years*.

But in spite of their top-rated influence factor, white papers often fail to deliver the results technology marketers hope for from their lead-generation campaigns. In a recent TechTarget study, for example, less than a third (31.4%) of IT marketers rated white papers "very effective" at delivering superior marketing ROI.

Why the disparity?

Well, the fact that technology buyers find white papers highly effective *in general*, doesn't mean they find *all* white papers to be so. In their surveys, both Eccolo Media and TechTarget found that tech buyers are often disappointed with white papers for a variety of reasons – all of which could easily have been avoided, had the marketing managers who published those white papers been aware of them.

Which leads me to a question: Are <u>you</u> getting the results you need from your white paper campaigns?

If not – or if you'd simply like to do better – you'll want a copy of my latest special report:

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10 Common Mistakes that Kill White Paper ROI:
How to Avoid Them and Generate More Leads

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In it, you'll see results from my survey of over 500 tech industry websites (yours may have been

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one of them), which found that over 83% of those offering white papers were making *four or more* of **ten deadly mistakes** that have been <u>proven</u> to destroy a white paper's effectiveness.

You'll also find an in-depth discussion of each of these 10 frequently-made mistakes, as well as a complete arsenal of easy-to-use strategies, tactics and tips to help you avoid each one.

Here's just some of what you'll discover in the report:

- ✓ The five most common causes of tech buyer disappointment in white papers (page 3)
- ✓ The one thing you <u>must</u> <u>leave</u> <u>out</u> of your white paper's title… *if* you want to increase downloads by 50 to 100 percent (page 3)
- ✓ The single worst mistake you can make in a white paper. (page 5)
- ✓ Three reasons why asking an SME to write a white paper is usually a big mistake (page 8)
- ✓ Two white paper formats you must avoid – and how to layout a white paper to maximize readership (page 10)… plus much, much more!

What else will this report give you?

Besides the valuable insights into *your* target market that I've just mentioned, and a score of battle-proven tactics for influencing technology buyers, this report will also give you something most successful businesspeople swear by as a key to success: **access to expertise**. The best leaders make a point of surrounding themselves with experts who supplement their own skills, multiply their efforts and make their jobs easier.

Which is precisely what I will do for you. I'm John Cole, B2B Copywriter specializing in content development and lead-generation for the technology sector. I'm also a tech industry insider, with over 25 years of hands-on engineering *and* marketing experience. I know your target market, because I've <u>been</u> your target market. And I help marketing managers like you spend a lot less time in content review cycles, and more time cultivating fresh, new crops of qualified sales leads.

You can learn more about me and my services on my website at www.CopyEngineer.com. But for now, dig into all the important and useful information I've prepared for you in this FREE report:

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As successful marketers, we can't afford to fail with the instrument our target market says is our most persuasive. You'll know how to use that instrument much better – better than 96% of the competition, according to my survey – when you read this report. Requesting your FREE copy is easy!

Visit **www.CopyEngineer.com/10mistakes**. Call **(+39) 011-569-4951**. Or clip the reply slip, fill it out and mail it in the enclosed envelope. Request your FREE copy right now. You'll be glad you did.

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Sincerely,

John Cole

P.S. With your report, you'll also receive a handy checklist to help you avoid all ten of these deadly mistakes when you're planning or reviewing your next white paper. Like the report, it's yours FREE and available to you right now at: **www.CopyEngineer.com/10mistakes.** Order yours today.