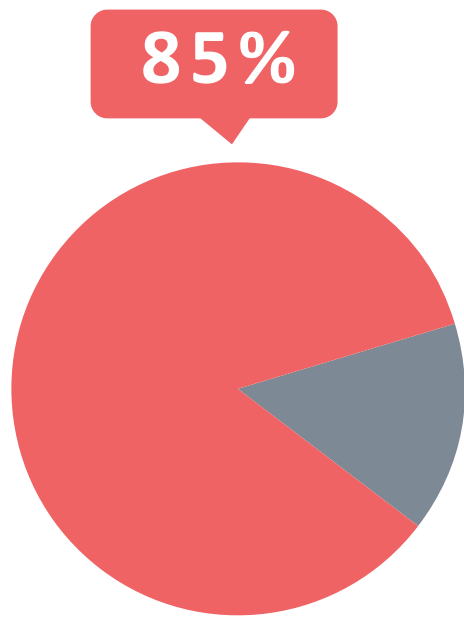


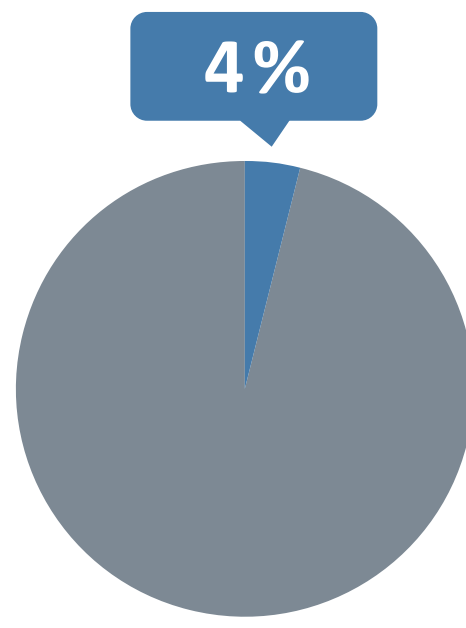
INFOGRAPHIC: DEVELOPING GREAT WHITE PAPERS: THE FIVE COMMANDMENTS

White papers are the preferred form of thought leadership content for B2B enterprises, especially technology firms. Learn about what makes a white paper impactful in your overall content marketing strategy.

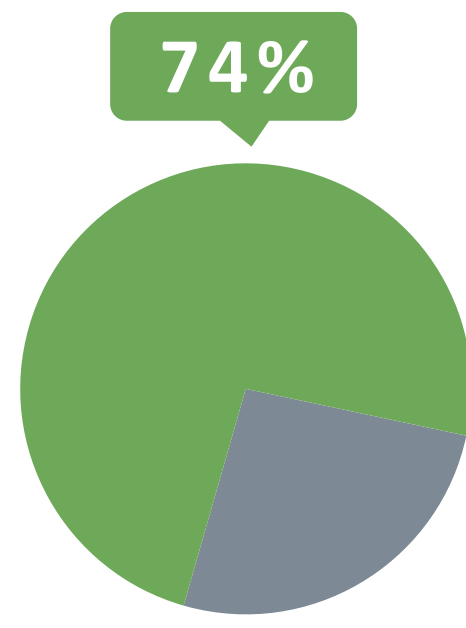
The State Of Healthcare B2B Content Marketing*



85 % of healthcare B2B marketers have a content strategy



Only 4 % say they are extremely effective



74% say they will be producing more content in 2016



#1 Producing content consistently is the #1 challenge

“ Good white papers depend on good planning. Otherwise, they can turn into a disorganized mess that will disappoint your readers and won't achieve your goals.”

Shana Pearlman,
Content Marketing Manager, Mulesoft Inc.

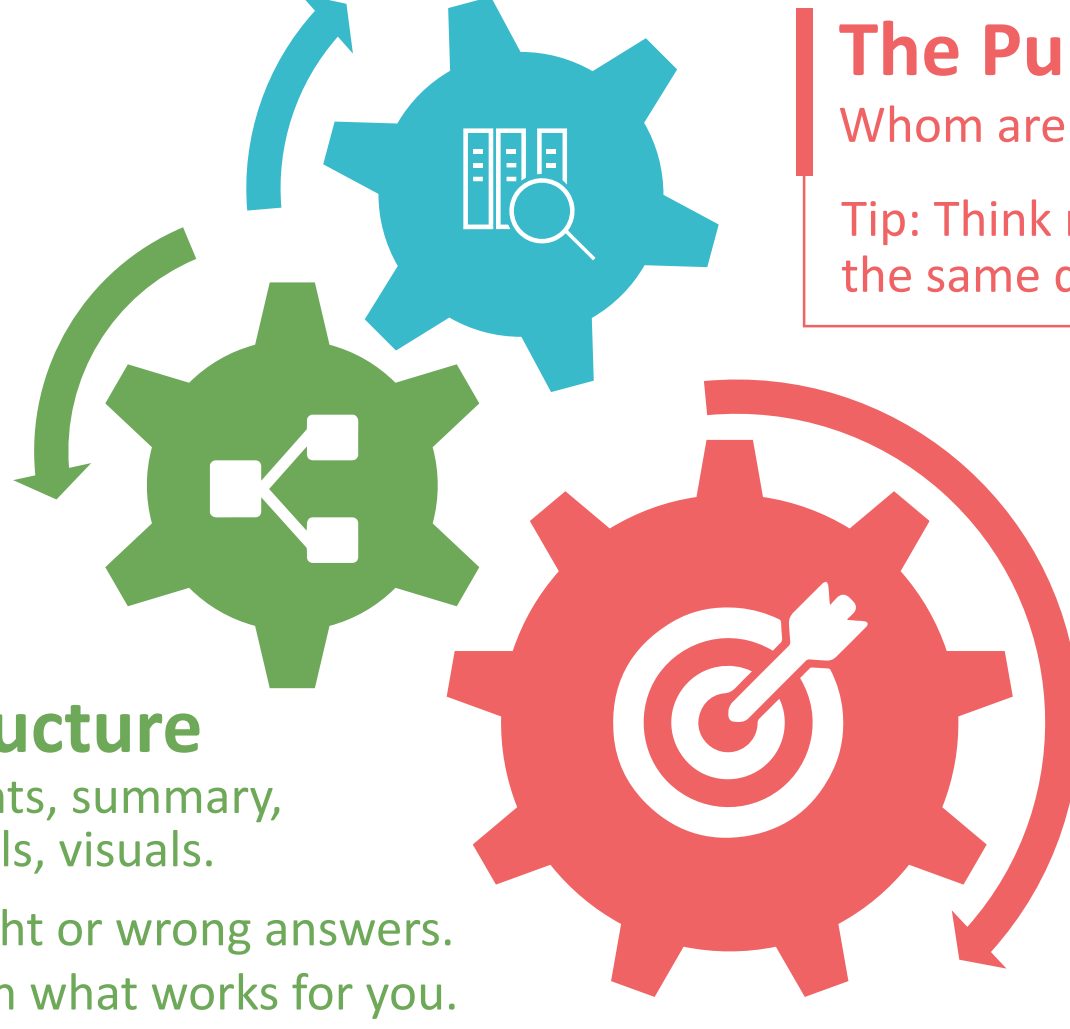
*Source: HIMMS 2016 survey of healthcare B2B content marketing

The white (paper) elephant in the room : how to recognize it

The Definition

What exactly is a white paper?

Hint: it is not a sales brochure.



The Purpose

Whom are we targeting?

Tip: Think multiple versions of the same document.

The Structure

Word counts, summary, testimonials, visuals.

Tip: No right or wrong answers. Work with what works for you.

“ White papers provide tech marketers with a critical opportunity to demonstrate thought leadership and educate a nurturing market through company perspective/POV. Too often, they are mistaken as “sales tools,” when in fact white papers can be so much more than a sales aid.”

Nick Borth,
VP of Product Strategy & Marketing, Cloudmine Inc.

The Five Commandments : Thou Shalt do the following

1 Identify the audience

Who is the audience for the white paper?

Hint: List personas

2 Come up with great title

If real estate is all about “location, location, location,” content is all about “title, title, title.”

Tip: avoid “title-bait”

3 Build a great narrative

Tell a great story. But don't make it too long.

Tip: a picture is worth a thousand words

4 Watch tonality and style

Brand image and organizational culture.

Tip: avoid the three C's: colloquialism, contraction, cliché

5 Follow writing conventions

AP-style. Short sentences. Readability. Credible references.

Tip: watch out for plagiarism



“ White paper development requires industry knowledge and strategic thinking skills to appreciate how they fit into an overall content marketing strategy.”

Eladio Alvarez,
SVP of Healthcare, Persistent Systems Inc.

[Download our white paper](#)

[About Damo Consulting](#)

Damo Consulting is a Chicago-based management consulting firm that works exclusively in healthcare. Our clients include healthcare enterprises and technology firms. We provide growth strategy consulting, market intelligence and digital marketing solutions.