

# GETTING IT RIGHT:

## THE ART AND SCIENCE OF CREATING WHITE PAPERS

Lots of science companies are embracing content marketing. Now, your company has decided to demonstrate market leadership to your audience by providing a white paper. Your goal? To reveal to your audience the value of your product and drive them to action. So what should you know before you jump in? What are the best formats specific to a scientific audience? Writing techniques and promotion possibilities? Our infographic takes a look.

## WHAT IS A WHITE PAPER?

### 1 THE BASICS

A white paper addresses a problem and provides a solution to a business. It is an informational report that educates readers in an unbiased way.



**Timely**



**Concise & to-the point**



**Fact-based**



**Logical**



**Contains images & graphics**



**Valuable to your audience**

### 2 WHAT KIND OF WHITE PAPER ARE YOU?

There are four common types of white papers read in the science world, each with its own unique way of informing its audience.

**The How-To**

Factual

Contains industry best practices

Often covers broader, most commonly asked questions

Can provide readers with a 'step-by-step' solution

Not overly promotional

**The Comparer**

Shows pros & cons

Situational

Also relies on facts and best practices

Not overly promotional

**The Industry Expert**

Builds thought-leadership

Gives a unique perspective on relevant trends

Breaks down an industry problem

Provides cutting-edge information

**The Solutionist**

The most general of white papers

Presents a problem & solution

Unbiased, but favors a company's product or services as that solution

### 3 THE CHECKLIST

Put your thoughts on paper: Organize the flow of the white paper with an outline. This will ensure you get all of your points across and nothing is left out. Follow the checklist below on how to create the proper outline for your white paper.



**Goal**



Write your goal down at the very top of your outline as a reminder. This goal will guide you through each section



**Audience**



Describe your target audience, because you're not trying to reach everyone.



**Topic**



Write one sentence to summarize your white paper topic. If you can't do it, your topic might be too broad.



**Title**



Write a few titles & make sure readers will know what they're about to read.



**Sections**



Summarize what's in each main section & sub-sections, breaking your paper into bite-sized chunks. Include ideas for graphics and tables.



**Sources**



Keep your sources all in one spot, which will speed up the writing process. Include valuable stats from these sources.

### 4 THE MAIN WRITING CONCEPTS

Writing a white paper can be easy, or very, very difficult. These four simple guidelines can help steer your project into the 'easy' category!

**BE READABLE**

White papers must maintain a sense of authority, yet also remain accessible to readers.

**KEEP IT CLEAN**

If a word isn't helping, it's hurting. Avoid overly complex copy, as even complicated ideas can be said in plain speech.

**MAKE IT PRETTY**

Your white paper should look inviting! Avoid long blocks of text that might overwhelm the reader, and supplement your copy with pictures and graphics.

**STAY OBJECTIVE**

Every line of promotional material eats away at a reader's trust. Have an honest conversation with them by avoiding marketing or advertising language.

### 5 SIX WAYS TO LEVERAGE YOUR WHITE PAPER

It's time to distribute the white paper and accomplish the goals you set out to achieve. Here are some key ways to provide your white paper to your audience.

**Gather Leads**

**80%**

Of readers are willing to complete a registration form to gain access to a white paper.<sup>1</sup>

**Social Media**

**49%**

Of social media users reported they will buy a product based on a positive social media post.<sup>2</sup>

**Blog Posts**

**41%**

Of marketers confirm content marketing's positive ROI.<sup>3</sup>

**Email Campaigns**

**22%**

Of life scientists engage with this type of content.<sup>4</sup>

**Webinars/Presentations**

**18%**

Of scientists share this content most often with their colleagues compared to other mediums.<sup>5</sup>

**Recycled Content**

**100%**

Of your white paper can be reused in blog posts or social channels!

At the end of the day, a good white paper provides benefits to both consumers and marketers. Your clients and customers get valuable information in an easily digestible form. And marketers gain customers, brand recognition, and additional content to help fuel other marketing efforts.

**LEARN MORE: DOWNLOAD THE WHITE PAPER OF WHITE PAPERS!**

The Art and Science of Creating a Successful White Paper: The Science Marketer's Guide to Creating a White Paper that Will Drive Audiences to Action.

Online at [connect.acspubs.org/white-paper-art-and-science](http://connect.acspubs.org/white-paper-art-and-science)



References  
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3 <http://acsmediakit.org/white-paper-content-marketing-insights-connecting-with-a-scientific-audience/>  
4 <http://www.slideshare.net/BioinformaticsLLC/13-001-executivesummary>  
5 Bioinformatics Report 14-005 | March 2014 | Content Marketing and the Transformation of Life Science Marketing