

The World's Most Powerful Tool for Influencing Technology Buyers

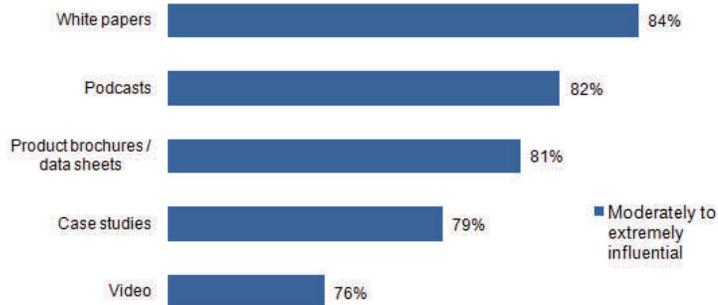
**And the 3 Worst Mistakes
8 Out of 10 Marketing Managers
Make When They Use It**



By John Cole

84% of all respondents rated white papers moderately to extremely influential in their purchasing decisions—the highest rating of all collateral types surveyed.

Figure 1: Marketing collateral rated most influential by technology buyers



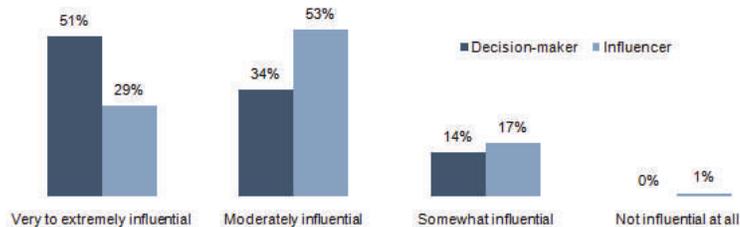
Source: Eccolo Media 2009 B2B Technology Collateral Survey Report, www.eccolomedia.com

2. White papers are especially influential with decision-makers.

Eccolo found business decision-makers consider white papers much more influential than do influencers. Among decision-makers, 51% called white papers either “very influential” or “extremely influential” in their purchasing decisions. That compared to 29% of influencers, who tended to rate white papers as “moderately influential”. (Figure 2).

Business decision-makers consider white papers much more influential than do influencers

Figure 2: Influence of white papers in purchasing decisions (decision-maker vs. influencer)



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3. White papers are heavily (and increasingly) sought-after.

White papers are one of the most widely consumed forms of marketing collateral. And that consumption is on the rise.

Seventy-seven percent (77%) of Eccolo’s respondents reported reading at least one white paper in the preceding six months. That represented a 13% increase from their study the previous year, where white papers, once again, were found to be the most influential of all marketing tools.

In fact, white papers ranked second only to much more widely available product brochures and data sheets in readership. They out-drew video by

7 More Deadly Sins That Kill White Paper ROI

How To Avoid Them and Generate More Leads



By John Cole

Second in a 2-Part Series

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INTRODUCTION

This is the second of two special reports examining the response-killing mistakes many technology marketers make when they use white papers.

The first report—*The World's Most Powerful Tool for Influencing Technology Buyers and the 3 Worst Mistakes 8 out of 10 Marketing Managers Make When They Use It*—looked at:

- Several recent studies that showed white papers to be the most sought-after, most influential and most viral of all technology content,
- Results from my own survey of over 500 technology company websites which revealed how few marketers are taking full advantage, or even making use, of the power of white papers to influence tech buyers,
- The three worst mistakes technology marketers make when they market with white papers, which are:
 1. A boring, misleading or product-oriented title,
 2. The sales pitch in disguise, and
 3. Unprofessional writing.

This report is, in effect, a continuation of the report just mentioned. It provides additional data on what technology buyers have said they want and don't want from white papers. And it describes how to avoid seven more mistakes I found frequently during my recent survey—mistakes that can destroy the effectiveness of your white paper marketing campaigns.

If you have not yet read part one of this two-part series of reports, you can request it for FREE at www.CopyEngineer.com.

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43 Tips for Generating More Sales Leads with Direct Mail



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