

LIMEGREEN

MAKING WHITEPAPERS WORK HARDER

AN INTRODUCTION TO
INBOUND MARKETING



WHAT IS INBOUND MARKETING?

An inbound marketing campaign brings together as many forms of 'pull marketing' as possible to direct potential customers to a high-quality piece of thought leadership content, which is designed to generate organic sales leads that can be passed onto the sales team for conversion into new business.

Typically, inbound marketing is centred around a core educational asset, such as a whitepaper or an e-guide. For an inbound campaign to succeed, this asset must be of real value to the customer, presenting original insights that cut through the noise and have a concrete and lasting impact.

Just as important as the whitepaper itself is the multi-channel marketing approach surrounding it. This could include organic and paid for social media, blogs, LinkedIn articles, PR, newsletters and much more. Activating as many different marketing channels as possible promotes brand awareness, encourages engagement and - ultimately - generates more sales leads that can be converted into new business.





A whitepaper should not focus solely on your products and services, although top line details of your solutions can be included in the concluding sections of the document. Here, there should be a clear call to action (CTA) encouraging readers to get in touch, book an audit, request a brochure or discuss a quotation. It is at this point that they are considered a lead and handed over to the sales team for conversion. Wherever possible and appropriate, data can also be captured during the download process.

It is important to remember that inbound marketing is designed to generate organic leads, meaning much of its success is down to the quality of the central educational assets.



CAN YOU AFFORD AN INBOUND CAMPAIGN?

While there are unavoidable costs associated with launching and running an inbound marketing campaign, such as the drafting and designing of a whitepaper, the scope of the promotional pull marketing can be scaled up or down to suit a wide range of budgets.

Of course, the more money you invest, the more potential customers you will reach and the more organic leads you are likely to generate - providing the quality of your educational assets and overarching marketing strategy is of a high standard.

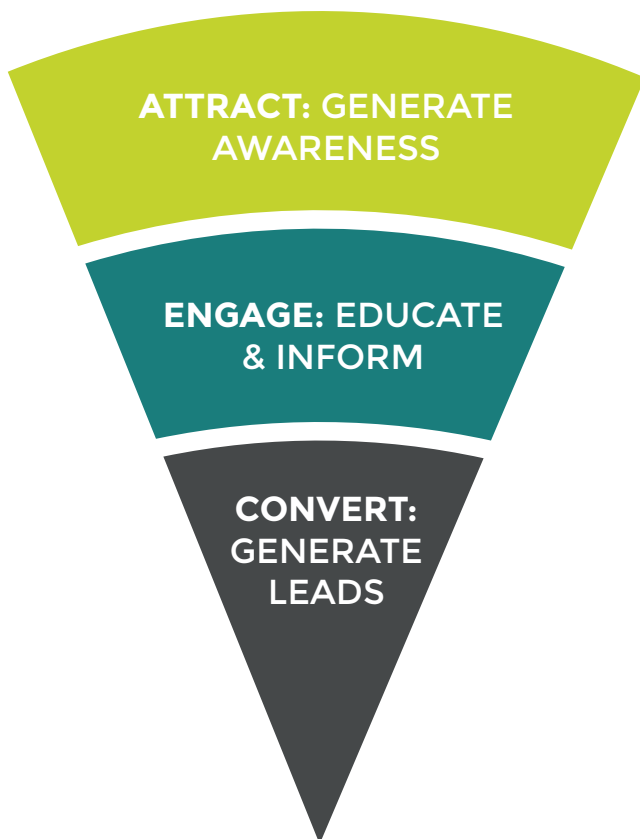
In the early stages of a new campaign, it's important to understand which marketing channels are right for the promotion of your central asset and the costs associated with each one.



THE INBOUND MARKETING APPROACH EXPLAINED



The best way to describe inbound marketing is using a three-step 'funnel':



TOP OF FUNNEL (TOFU)

- ▶ A multi-channel marketing approach generates awareness of your whitepaper or e-guide
- ▶ This should include a strong CTA that will encourage readers to download the asset
- ▶ Those who download it move to the next stage of the inbound funnel
- ▶ Those who read it without downloading have consumed thought-provoking content on your chosen topic and have an improved awareness of your solutions in their marketplace

MIDDLE OF FUNNEL (MOFU)

- ▶ In the middle of the funnel sits your main whitepaper or e-guide
- ▶ This is where you offer the reader the most value with an educational asset designed to improve their next project or purchase
- ▶ The download also provides compelling evidence demonstrating your ability to solve their business challenges
- ▶ It should include ways the reader can get in touch or progress with a purchase

BOTTOM OF FUNNEL (BOFU)

- ▶ Readers that engage with you after downloading the whitepaper or e-guide are considered organic warm leads
- ▶ Details are passed to the sales team for conversion into new business



FOCUS: TOP OF FUNNEL AWARENESS ASSETS

Creating a suite of awareness assets for the top of your inbound funnel is easier than you might think because much of the content will come from the whitepaper sitting at the centre of the funnel.

To make your campaign successful, you must consider activating as many marketing platforms as possible across paid, earned and owned channels.

Limegreen advises developing two types of top of funnel asset:

- Derivative assets – longer, informative content that is derived from the whitepaper
- Promotional micro-content – short, easy-to-consume content used to inform potential readers about the whitepaper

DERIVATIVE ASSETS:

ACTIVITY	DETAILS
LAUNCH PRESS RELEASE / WEB STORY	A press release detailing the stand-out insights from your whitepaper. Not all whitepapers or guides will have media appeal, but if you have invested in research, you should consider this option. In all cases, the launch should feature as a news piece on your website.
THOUGHT LEADERSHIP ARTICLES	A series of comment and opinion pieces authored by senior executives at your business based on angles taken from the whitepaper or e-guide. These can be pitched to media as editorial pieces and published on LinkedIn.
MEDIA PARTNERSHIP	A package of short- and long-form content in partnership with a key trade title, including a number of promotional elements such as on and offline advertising, website content, sponsored emails distributed to the publication's database and more. Partnering with an established media brand gives you the added benefit of exposure to their audience, broadening the reach of the campaign.
INFOGRAPHIC	An attention-grabbing visual representation of part of the whitepaper or e-guide's content, often highlighting the stand-out statistics.
VIDEO	A supporting video campaign, which presents the content of the guide in a creative way. This can be hosted on your online channels, including owned and earned social media.
LANDING PAGE	A dedicated landing page, which serves as a central point to which the readers of all awareness assets can be directed. It should track visits and capture data to be presented to sales teams for follow-up.
ADVERTISING	A paid-for advertising campaign either as part of a media partnership or booked separately through a reputable news site.

FOCUS: TOP OF FUNNEL AWARENESS ASSETS

PROMOTIONAL MICRO-CONTENT:

ACTIVITY	DETAILS
BLOG	A series of blogs using content from your whitepaper or e-guide to be shared on social media. Some topics can be similar to those used in thought leadership articles and others will be more commercially focussed.
SOCIAL MEDIA ADVERTISING	Sponsored LinkedIn content to promote the campaign to key audiences and specified job titles.
SOCIAL MEDIA CALENDAR	A programme of social media content with posts planned in advance, designed to encourage downloads.
EMAIL MARKETING	A programme of content designed for email marketing, using existing channels if applicable.
NEWSLETTER	A programme of content designed to promote downloads via your existing newsletter channels.



FOCUS: MIDDLE OF FUNNEL YOUR WHITEPAPER OR E-GUIDE

First and foremost a whitepaper or e-guide should educate its audience, not sell products. Whilst the length and technicality may vary from one paper to the next, Limegreen adheres to copywriting best practice to create a whitepaper that:

1

Offers genuine insights on a topic or issue that is of importance to the reader

2

Presents a balanced view

3

Uses credible reference sources to provide evidence of claims

4

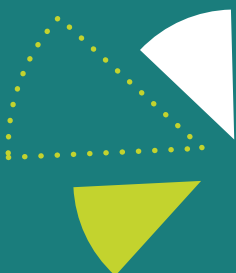
Cuts through the noise with a thought provoking and engaging narrative

5

Incorporates case studies and expert insight relevant to the subject

6

Showcases products and solutions where appropriate



Generally speaking, a whitepaper or e-guide is around 8-10 pages in length and is designed in a way that makes the content easy to read on screen. It includes a front and back cover for a professional and appealing appearance.

FOCUS: MIDDLE OF FUNNEL YOUR WHITEPAPER OR E-GUIDE

The most critical part of an inbound campaign is moving readers from the whitepaper in the middle of the funnel to the lead generation process at the bottom of the funnel.

This not only comes down to the quality of the content in your whitepaper, but also how you approach the CTA at the end. The CTA needs to be something that suits your sales processes and existing customer journey.

SOME POSSIBLE CTA'S INCLUDE:

1

A free of charge site audit

2

Sales literature for the products highlighted in the whitepaper

3

An online consultation with a specialist

4

A no obligation quotation





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STEPS TO INBOUND MARKETING SUCCESS

- 1 Agree whitepaper topic & campaign variables
- 2 Briefing, information gathering and interviews
- 3 Whitepaper drafting and approval
- 4 Whitepaper design is given to the graphic designer
- 5 Creation of TOFU awareness (pull) assets
- 6 Approval of TOFU assets
- 7 Logistics of download mechanism completed
- 8 First assets sent to media partner ahead of launch
- 9 Campaign launch day
- 10 Ongoing campaign execution (typically three months)



From tackling industrial throwaway culture to making a noise about hearing loss, and from cloud-based warehouse management to improving the energy efficiency of the water treatment ecosystem, Limegreen Communications has a breadth of experience when it comes to developing engaging whitepapers and guides for clients.

Researched, written and designed in-house, our reports deliver results because we understand our clients' audiences and the topics that matter to them and present their messages in a compelling and visually-appealing manner.

BUT DON'T TAKE OUR WORD FOR IT. HERE'S WHAT OUR CLIENTS HAVE TO SAY:

"Limegreen consistently delivers value for SnapFulfil, creating insightful and well written content that is valued by our target audiences. The Limegreen team has played a pivotal role in our success."

SnapFulfil's marketing manager, Katie McCauley

"The interactive design has changed the way in which we convey the benefits of our solutions to our customers. It allows us to equip our sales teams and target audiences with tools and information that go beyond product features, to simplify technical content and deliver something more engaging."

Valeria Basile, Global Marketing & Communications at ABB

GET IN TOUCH

Everything we do at Limegreen is designed to engage, motivate and add some extra zest to our clients' marketing. If you think your business could benefit from an injection of creative comms support, why not give us a call?

We are offering complimentary Whitepaper Workshops with our team of experts to recommend ways you can reimagine your marketing in 2024.

If you'd like to book a Whitepaper Workshop, or discuss a new project, campaign or business challenge, then we'd love to hear from you.

Drop us a note

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