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# **What's Your White Paper ROI?**

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**Our industry  
is awash  
in a sea of  
"white  
papers"**





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**But many white papers don't generate an acceptable ROI**





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**Follow these tips to boost  
your white paper ROI**





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# **Step 1: Plan for Success**





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➤ **Target a precise audience**





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# **Step 2: Build a Compelling Case**





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☐ **Find the right  
writer and  
editor**





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# **Step 3: Publish to Target Prospects**





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➤ **Promote  
your white  
paper like  
any new  
product**





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**For more information,  
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