Marketing Templates Examples

White Paper

It might not be a solution suggested to a client, this rather will fall under Case Studies, but a knowledge you want to share with the community, from business issues (eg. management at Translation Companies) or technical issues (eg. how PDFs should be handled by a modern translation agency).

According to Wiki (http://en.wikipedia.org/wiki/White_paper): *"Many B2B white papers argue that one particular technology, product or method is superior for solving a specific business problem. They may also present research findings, list a set of questions or tips about a certain business issue, or highlight a particular product or service from a vendor."*

Maybe such an article could be example how to highlight your competencies or technologies. Case study is a study from real life, as opposed to a white paper, which is a more theoretical document.

Their usual structure is as follows:

> **Backgrounder**: Describes the technical and/or business benefits of a certain offering from a vendor, either a product, service, or methodology. This type of white paper is best used to supplement a product launch, argue a business case, or support a technical evaluation at the bottom of the sales funnel.
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> **Numbered list**: Presents a set of tips, questions, or points about a certain business issue. This type is best used to get attention with new or provocative views, or cast aspersions on competitors, especially by using fear, uncertainty and doubt.
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> **Problem/solution**: Recommends a new, improved solution to a nagging business problem. This type is best used to generate leads at the top of the sales funnel, build thought leadership, or inform and persuade stakeholders.