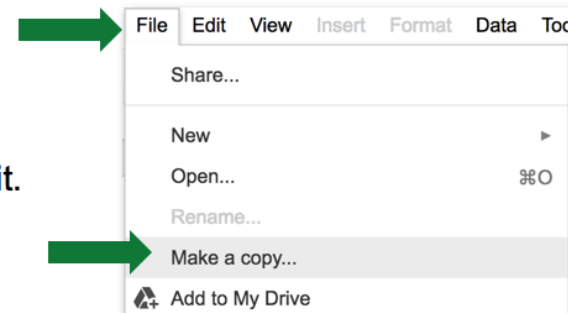


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Flexible marketing solutions for scaling financial brands

WHITE PAPER PROMOTION CHECKLIST TEMPLATE

X	TACTIC	DETAILS
	Create a High-Converting Landing Page	Design a compelling landing page highlighting key benefits with a strong call to action. This is your "home base" for referring traffic and tracking downloads. Optimize the landing page for search engines to improve its discoverability.
	Feature on Your Website	Ensure your white paper is prominently displayed on your website's homepage or a dedicated resource section. Use a banner ad.
	Newsletter Announcement	Mention your white paper in your company's newsletter to inform your existing subscribers. Use a dedicated section and repeat the offer regularly for the life of the white paper.
	Internal Sales Team	Share the white paper with your sales team to help them use it as a tool in their interactions with potential clients.
	Channel Partners	Distribute the white paper to your channel partners to extend your reach.
	Prospects and Clients Direct Email	Email the white paper link directly to your database of prospects and existing clients.
	Social Promotion	Tease your white paper on all social platforms to engage with your followers and encourage sharing.
	Blog Post	Write a blog post introducing the white paper and its key insights.
	Repurpose as Multiple Blog Posts	Break down the white paper into two or three shorter blog posts to expand its reach. See this case study.
	LinkedIn Groups	Announce the white paper in relevant LinkedIn groups to target industry-specific audiences.
	Webinars	Host a webinar based on the white paper content to engage with your audience in real time. Post the recording
	Guest Blogging	Write guest posts for industry blogs that link back to your white paper.
	Press Release	Announce the launch of your white paper.

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	Journalists & Analysts	Send the press release and white paper to relevant journalists and industry analysts to gain media coverage.
	Bloggers Outreach	Share the press release and white paper with influential bloggers in your industry to tap into their readership.
	Social Media Ads / LinkedIn Sponsored Post	Run targeted ads on social media platforms to drive traffic to your landing page.
	Channel Partner Slide Deck	Share the slide deck with your channel partners to support their promotional efforts.
	Channel Partner Newsletters	Get your white paper mentioned in newsletters published by your channel partners.
	Sales Force Slide Deck	Convert your white paper into a slide deck for presentations and webinars. Provide your sales team with it.
	White Paper Sites and Forums	Post your white paper on free white paper repositories and industry forums to attract a wider audience.
	Influencer Partnerships	Collaborate with industry influencers to promote your white paper to their followers.
	Content Syndication	Syndicate your white paper on third-party websites to increase its exposure.
	Video Summary	Create a short video summary of the white paper and share it across video platforms and social media.
	Email Signature	Add a link to the white paper in your email signature to promote it in everyday communications.
	Event Handouts	Distribute printed copies or summaries of your white paper at industry events and conferences.

