

Become The Voice Of Trending Industry Topics

Custom White Paper

Custom White Papers establish subject matter expertise and thought leadership while driving high quality leads. White Papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results. White papers make you an authority, a thought leader to your audience. You can drive high quality leads by showing your company's expertise or industry knowledge.

You receive:

- A subject matter expert author
- Content acquisition (custom or repurposed)
- Project management & production
- PDF formatted electronic files
- Registration capabilities (optional)

Useful For:

- Thought leadership
- Revealing industry knowledge
- Show subject matter expertise
- Driving high quality leads



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**Almost 3/4 of
marketers reported**
that the most utilized types of B2B
content marketing are in the form
of case studies and white papers.

Complimentary Solutions

Infographics

Visually represent main data points in an easily digestible and shareable way.

Webinar

Promote valuable insights to gain leads.

Lead Nurturing

Drive leads with our 3-touch lead campaign.

Pop Quiz

Engage and educate your target audience while collecting user demographics.