

White Paper Creative Brief

Date:

Project Name:

1. What is the white paper's objective?
2. What is the product or service the white paper is ultimately promoting?
3. What is the average selling price of the product or service the white paper is promoting? *(Even if a white paper doesn't mention a specific product or service, you still need to track ROI by cost-per-lead and cost-per-sale.)*
4. Who is the white paper's primary audience?
5. How aware is the target audience of the problem or issue your white paper discusses?

6. How badly do they need/want to solve it?

7. What are the key points of the technology you're presenting?

8. What are the key benefits of the technology you're presenting?

9. What is the single most important message that is to be communicated to the target audience (what is the Unique Selling Proposition)?

10. Do you have case studies available to support your white paper's point? *(The white paper will not contain a full-blown case study, but should have a case study section. Generic and unnamed company examples are perfectly all right in this context.)*

11. Do you plan to capture the reader's information in a registration form?

12. What kind of information will you capture?

13. Will you provide a way for the customer to opt-in to future contact?

14. Will you create a landing page/microsite specific to the white paper download?

15. What is its URL?

16. What will you offer on the landing page? (More white papers, newsletter subscription, brochures.)

17. Who/what are your competitors in this technology space?

18. How will you differentiate your approach to this technology in the white paper?

19. How will you measure the results and success of the white paper?

20. What is the tone to be conveyed – technical, business or combined?

21. What is the target completion date for finalizing the white paper?

22. What is the timeframe for marketing the white paper?

23. Will you write the white paper in-house or use outside talent?

24. If outside talent, who will you contact?