Six Facts Why Buyers Prefer White Papers

Description: Buyers have clearly stated their preference for educational content that aggregates and economically presents facts and analysis to help them make better decisions during the buy cycle. The greater the informative value to the customer, the stronger the differentiation, mind share and relationship gained by the information provider is the new rule. In response, “content is the new marketing” is the mantra of wise marketers who are investing in efficient educational documents.

As a result, at least 31% of marketers planned to increase content marketing spending significantly beyond 2009 - white papers are at the top of the list among buyers of technology. Across all verticals of healthcare, marketing programs that lead with whitepapers that deliver high educational value are gaining strong traction during these austere times. This traction is dependent on the content being highly relevant, accurate, complete and time-efficient. The intent is to capture a buyer's attention early in the buy cycle to start building lasting credibility and trust - a stark departure from past advertising assumptions founded on the premise that reach and cost serves as a proxy for efficacious relationship building. As a result, a rather dramatic shift of marketing dollars toward white papers and reports is a leading strategy driving marketing budgets.

The only report of its kind, this 19 page quick-scan, easily navigated briefing presents data on trends, best practices, statistics and useful resources relating to the information and media delivery preferences during information technology's buy cycle.

List of Trends Covered:

Key Trend 1: What is the leading content marketing strategy for the technology buyer?
Key Trend 2: Which type of information product is being downloaded the most by buyers?
Key Trend 3: What information sources do technology buyers think are most effective?
Key Trend 4: What are the top three reasons vendor content is dismissed by buyers?
Key Trend 5: When should I use marketing verses educational content information products?
Key Trend 6: Video, audio and text – what do buyers prefer during the buy-cycle?

List of Charts & Tables:

Chart: Top Two Marketing Pressures for Best in Class
Chart: Biggest Media Time Wasters for Buyers of Technology
Chart: Media Types Downloaded Most by Technology Buyers
Chart: Most Effective Sources of Information for IT Buyers
Chart: Top Three Reasons Vendor Content is Dismissed By Buyers.
Table: Marketing vs. Educational White Papers
Chart: Overall Use of Content Type
Table: Buy Cycle Phase/Content Type Alignment.
Chart: Content Relevancy and Quality In Winning Sales.

Who will benefit from this briefing?

Presidents/CEOs, chief marketing/sales officers, product marketing officers, business development and sales executives, channel managers, consultants, customer educational directors, customer service and retention executives and strategic planning executives

At least 31% of marketers planned to increase content marketing spending significantly beyond 2009 - white papers are at the top of the list among buyers of technology. As a result, money spent on traditional advertising, such as collaterals, brochures and events has been heavily cannibalized by an 18% CAGR in online interactive media expected to last through 2013.

“This trend in spending is focused on highly informative content driven by a couple of major dynamics effecting buyer preferences,” stated Jim Bloedau, founder of Information Advantage Group and author of a recent report “Six Facts Why Buyers Prefer White Papers.” “It is a strategy that finds a best fit with healthcare because of the industry’s hallmark trait of deliberately gathering relevant facts, while tossing aside ‘cyber clutter’, and then collaboratively disseminating it”, he continued.
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Contents:

- Facts Are Stubborn Things
  - 18% CAGR in online interactive media through 2013
  - Chart: Top Two Marketing Pressures
  - Chart: Biggest Media Time Wasters

Fact 1: Demand for Custom Content Intensifies
- 29% of global market executives plan budget increases this year.
- 56% of marketers plan to increase content marketing spending either slightly or significantly.
- Chart: Most Downloaded Media Types

Fact 2: Search Then White Papers
- 82% of IT buyers always use search engines to research a problem.
- Newsletters, magazine, associations are the least effective sources for buyers.
- Chart: Most Effective Sources of Data

Fact 3: Buyers Are Looking For Information, Not A Pitch
- Up to 90% of executives find white papers moderately or extremely helpful.
- White papers are the strongest influencers.
- Chart: Top Three Reasons Vendor Content Is Dismissed By Buyers.

Fact 4: Buyers Prefer Text
- Buyers are 3X more likely to review information early in the buy cycle.
- Third party analyst remains the most influential dialogue.
- Table: Buy Cycle Phase/Content Type Alignment

Fact 5: Double Sales with Relevant White Papers
- Vendor-neutral and independent reviews are most favored.
- Sales almost cut in half by content lacking relevancy.

Fact 6: Viral Nature of Quality Content
- Chart: A white paper is the leading reason for readers to register for “gated” material.
- 37% to 67% of readers frequently or very frequently forward white papers.

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