7 Marketing Basics: How to Use White Papers / Guides / Checklists to Drive Sales

When you fill out this worksheet you'll have a plan for your white paper, guide, or checklist that will bring you sales.

Persona or perfect customer

Topic or technology they crave info on; Problems and pain points

Source, assets (video, diagrams, interviews)

Choosing your topic; 2-3 key points

KOKORO
Marketing & Automation

www.kokoroinc.com +1 530-203-5703

7 Marketing Basics: How to Use White Papers / Guides / Checklists to Drive Sales

Creating your white paper/guide/checklist PDF

WIIFM, You/your vs we/I/us, learning styles, above/below the line...

Which story set items can you use? Leverage for social media, shows, press, presentations, awards...

How to offer to people you know; Your campaign plan; Call to action/next step

How to offer to people you don't (yet) know; Your campaign plan; Call to action

Next step in the buyer's journey - what do you want them to do after reading this?Follow-up plan and coordination with sales staff

Answer here

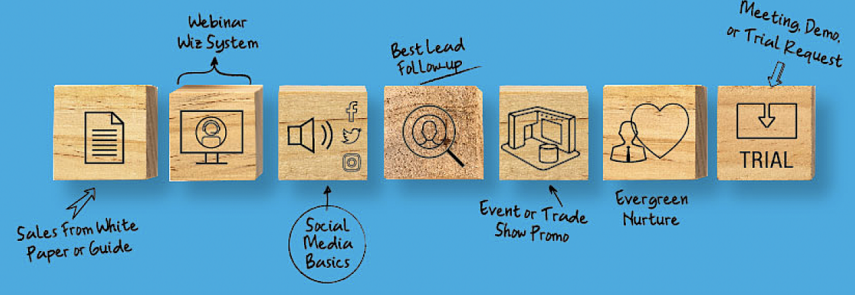
KOKORO
Marketing & Automation

www.kokoroinc.com +1 530-203-5703

KOKORO
Marketing & Automation

7 MARKETING BASICS

How to Do Less and Sell More



www.7MarketingBasics.com

Text 7basics to +1 530-203-5703

www.kokoroinc.com