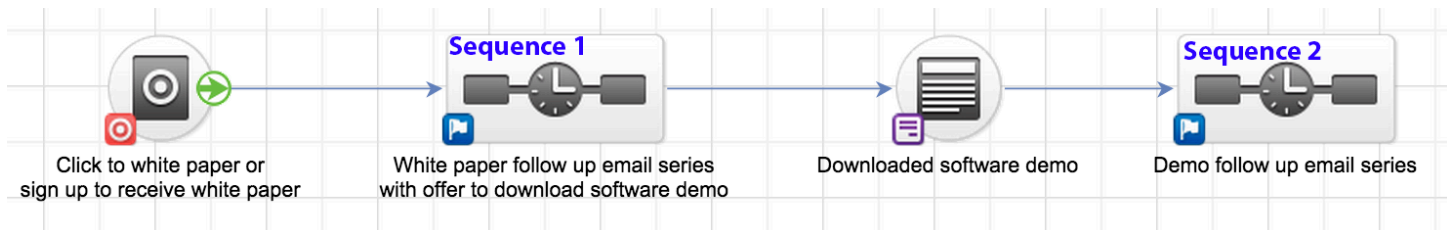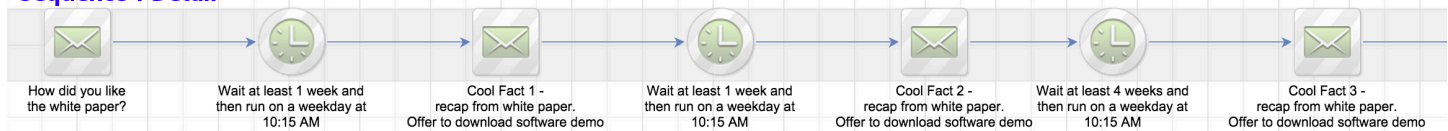# How to Get the Most Out of Your Next White Paper
A Real Life Example of Sales and Marketing Automation Success

1. You can promote your white paper through an email, on social media or on a website. When someone signs up, use an automated system to capture their info directly into your CRM and deliver the white paper.

Sequence 1 | **Sequence 2**

Click to white paper or sign up to receive white paper | White paper follow up email series with offer to download software demo | Downloaded software demo | Demo follow up email series
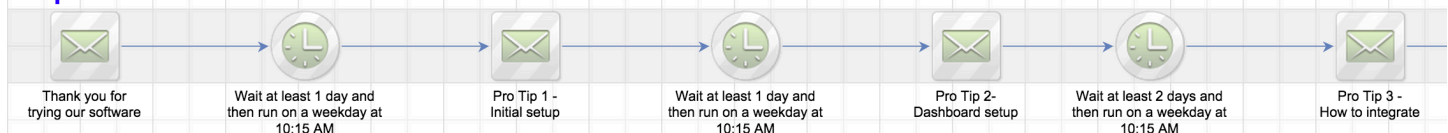
2. Once a person has downloaded the White Paper, we start the campaign shown in Sequence 1. This series of follow up emails includes white paper excerpts and additional info that's on-topic. Be sure to offer the person something more. They wanted your white paper, right? Offer them something else that's beneficial. In this real-life example, we offer a software demo. Every email in this sequence has an offer, a call to action, to download a software demo. If you need ideas for your perfect call to action, just let us know.

Sequence 1 Detail

How did you like the white paper? | Wait at least 1 week and then run on a weekday at 10:15 AM | Cool Fact 1 - recap from white paper. Offer to download software demo | Wait at least 1 week and then run on a weekday at 10:15 AM | Cool Fact 2 - recap from white paper. Offer to download software demo | Wait at least 4 weeks and then run on a weekday at 10:15 AM | Cool Fact 3 - recap from white paper. Offer to download software demo

3. If the prospect downloads the software demo, the White Paper email series automatically stops. A new email series begins. A thank you email first, and then and several more emails giving pro tips on how to set up and get the most benefit from the software.

Sequence 2 Detail

Thank you for trying our software | Wait at least 1 day and then run on a weekday at 10:15 AM | Pro Tip 1 - Initial setup | Wait at least 1 day and then run on a weekday at 10:15 AM | Pro Tip 2- Dashboard setup | Wait at least 2 days and then run on a weekday at 10:15 AM | Pro Tip 3 - How to integrate

4. After the software demo period ends, one of the sales people automatically receives a task to follow up with the prospect by phone. Alternately, an automated email could go out asking if the prospect wants to click a link and purchase.

How to 10X your ROI: One of our clients increased software demo downloads by more than 900% using this sales and marketing automation system. Software sales increased because more people tried the product and automated follow up augmented the efforts of the sales people.

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www.7MarketingBasics.com
www.KokoroInc.com

Cindy Zuelsdorf   cindy@kokoroinc.com   +1 530-203-5703

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