

CHEATSHEET:

# The Anatomy of a Great B2B Healthcare White Paper

Looking for a great top-of-funnel B2B healthcare lead gen idea? Look no further than a white paper.

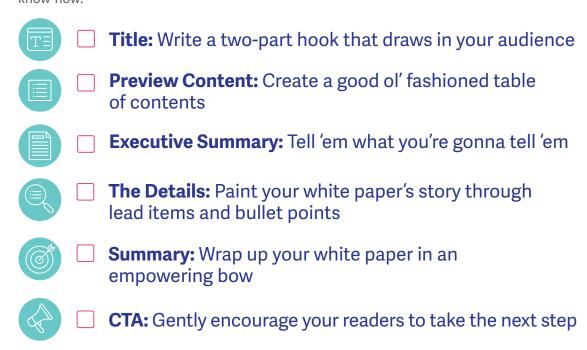
In B2B healthcare, white papers can build brand awareness and trust with readers and decision-makers. Your white paper can:

- Focus on original research you've done
- · Educate healthcare providers about something new
- · Help providers understand how to apply research or information to their own work

And depending on the goal of your paper (e.g., in-depth research vs. your take on a hot topic), it can be anywhere from 6 pages to 15+ pages ... and more. How many pages you need depends on how in-depth your topic is.

In an industry where we often build events around eBooks and other marketing-driven content, why not throw a white paper party into the mix?

If you're ready to get started, this checklist is the perfect place to sharpen your white paper know-how:



# The Anatomy of a Great B2B Healthcare White Paper

#### ☐ Title

- Start your white paper with a great hook through the primary title and subtitle.
- Use your main title to set up your paper's topic and follow it up with a descriptive subtitle that homes in on the specifics.
- Here are a couple of good examples:
  - ✓ Writing About Difficult Healthcare Topics: What we talk about when we talk about healthcare is hard. Here's how we can do it better.
  - ✓ Rethinking Your Email Marketing in 2022: A Quick Guide to Success

#### Preview Content

 Break up your lead items — or main points — by page number and include a brief description of each. Essentially, you're creating a table of contents for your paper. (You can also hyperlink from here to each section if you'd like.)

#### **CONTENTS:**

[TOPIC] Page 3
[Short 1-2 sentence description]
[TOPIC] Page 5
[Short 1-2 sentence description]

### For example:

ADDICTION Page 3

Share information about substance use disorders with sensitivity and care. Find the correct terminology and get tips for ensuring your content is empathetic and up to date.

#### ☐ Executive Summary

- Summarize your white paper.
- Keep your summary short. Tell the healthcare provider who's downloaded your report what they're about to read — and do it in 5 sentences or less.

# Details

- Lead Items: These are your main recommendations, tips, tools or data that point back to your white paper's theme. (And they're what you mapped out in the *Preview Content* section above.) We recommend including 5-7 lead items in your paper.
- Bullet Points: Support each lead item with 3-7 bullets.
  - For example, if one of your lead items was: MENTAL HEALTH: 5 TIPS TO ENGAGE YOUR AUDIENCE, then create 5 bullet points below it. Each bullet should contain a tip to engage your audience about mental health.
- Quotes [Optional but powerful]: Adding quotes from other healthcare industry experts to support your lead items can add even more credibility to your report.

Hot tip: Citing research in this section is important as it builds data to support your paper's conclusion. It doesn't have to be your own research — just be sure to cite your sources.

## Summary

 Add a conclusion that makes the healthcare provider reading it feel empowered by what they've just learned. For example: "Now it's time to put it all together. Take these tips and examples and help your organization soar to email marketing success in 2022."

#### □ CTA

- Give your reader information on the next step.
   Don't "sell" here this area is for providing helpful information about what your reader can do next.
  - Here are a couple of examples:
     "Need help with [insert topic of white paper here]?
     Don't hesitate to reach out."

Oi

"Follow us on LinkedIn and Twitter for more [topic of your white paper] insights."

Have questions about creating a great B2B healthcare white paper? <u>Just give us a shout.</u>