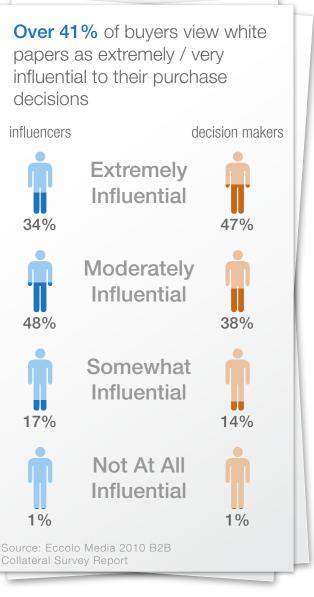


# White Papers Are Influence Kings But Need Personalization to Retain the Crown

The white paper is still one of the most important pieces of marketing content



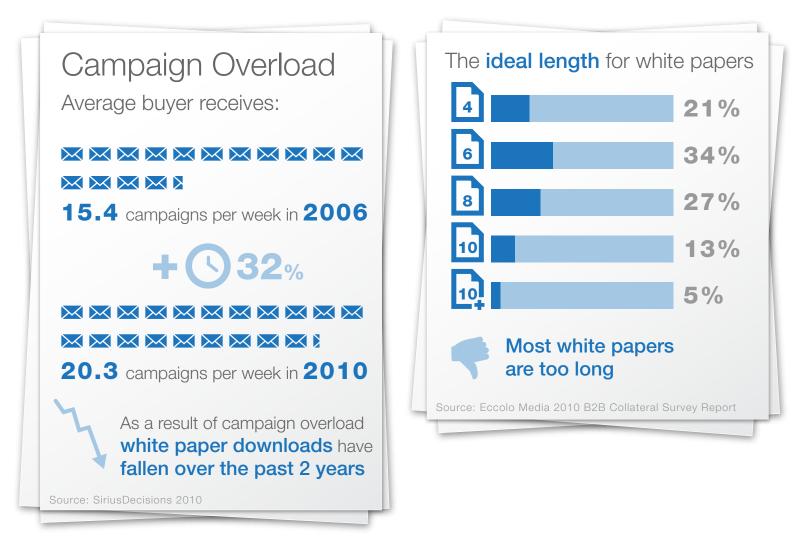


White papers are used throughout the buyer's journey Source: Ziff Davis Enterprise 2010



### One Size Fits All Content Is Not Relevant Enough For Today's Buyer

Short Attention Span Theater – Buyers inundated with more campaigns than ever... demand concise/relevant content.



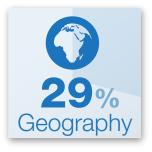
### Personalized Content Has Proven To Be Much More Effective

Research from MarketingSherpa and KnowledgeStorm shows that targeted content is **more effective when customized for**:



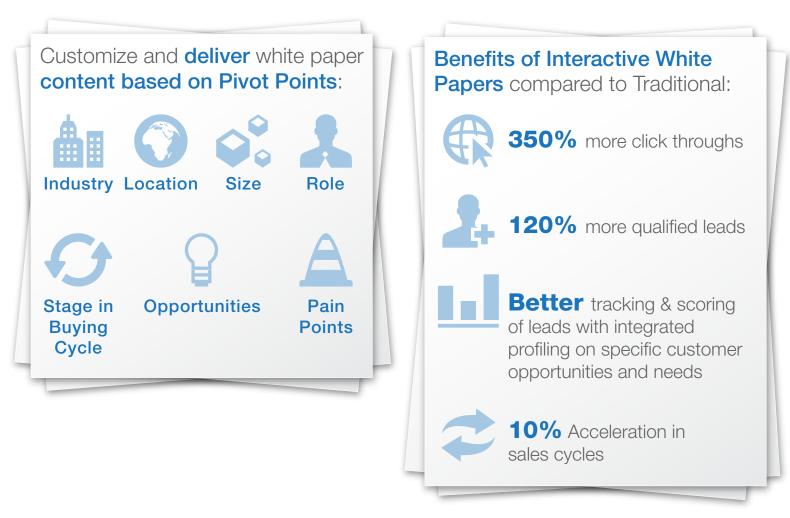






# Interactive White Papers: Optimizing white papers for today's buyer

Relevance, Personalization, One-on-one communication.



## More information on Interactive White Papers

http://alinean.com/value\_marketing/interactive\_white\_papers



2012

#### About Alinean

Alinean, the leading provider of dynamic sales and marketing tools, empowers B2B vendors to better sell to today's economic-focused buyer. Alinean-powered interactive white papers, assessments, ROI calculators and TCO comparison tools create more compelling value-based connections, workshops, presentations and proposals — delivering customized diagnostics, benchmarks, solution recommendations, benefits, investments, ROI, payback and TCO advantage proof points.

Leading B2B firms leveraging Alinean tools include: HP, IBM, Microsoft, EMC, Dell, Intel, IDC/IDG, AT&T, Siemens, Unisys, Thomson Reuters, NetApp, Citrix, Symantec, Novell, Cisco, Oracle, Sybase, and CA.

Learn more: at the Fight Frugalnomics™ Resource Center <u>http://www.fightfrugalnomics.com</u>, by visiting <u>http://alinean.com</u>, or calling 407.382.0005.