

thrive with*Build credibility through in-depth
and expert white papers*

White Papers

PRODUCT SCOPEWhite Paper production and promotion
Build credibility, grow your brand presence**OPTIONS**Gold, Silver, Bronze
packages available**How will White Papers benefit you?**

A White Paper is an in-depth report or guide about a specific subject area and the issues relevant to it that educates readers and helps them understand the subject more widely. White Papers are typically technical and in depth, and often feature original interviews, research or aggregated findings from reliable sources.

Strong design is usually a feature of a White Paper, which will typically be consumed as a **PDF**. They often include charts, graphs, tables, and other ways of visualizing data.

Thought leadership is a fantastic way to build your company brand credibility and White Papers are the perfect vehicle for this. However, they are time consuming to create and need expertise to develop the newsworthy angles that increase engagement.

What's involved?

TMCC has all the necessary tools to develop white papers and can:

- Work with you to scope your project
- Write the content, whether this involves interviews, original research or producing content by aggregating reliable data from elsewhere
- Design the document
- Promote the document once completed across your social channels and through the press

What does it cost?

Costs are dependent on our level of involvement with the project.

White Paper Bronze (Written content only)	White Paper Silver (Content + design)	White Paper Gold (Content & design + promotion)
Email us for costs	Email us for costs	Email us for costs

For more information on costs, please email: info@tmccmarketing.co.uk

Additional options: We assume circa one day for the promotional side of the project but, of course, this could be extended to include activity such as: producing short-form blogs for your website based on the white paper content, multiple and graphic social posts, selling the story more widely to the press and/or other press verticals.