

News Release

For Immediate Release

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Drive buyers to your website using informative white papers.

St. Paul, Minn.—March 15, 2011—Attract design engineers, purchasing managers and other buyers to your website by offering white papers that help these people do their jobs better and faster. Now a new service will help you quickly and affordably generate these white papers without an agency, without adding to your payroll and without tapping valuable engineering resources to do the writing.

White paper offers have long been a staple of high-tech lead generation campaigns. And search engines seek out these problem-solving solutions and help pull-in buyers who have a problem you can help them solve. Good white papers, sometimes positioned as "buyer's guides" or "technology primers," remain a good investment both as a direct marketing offer and as a general sales tool. An effective white paper doesn't necessarily sell the reader on your company or your technology, but rather delivers information of value that attracts the right kind of prospect—the person with the problem or challenge that your product or service can solve. Your sales force or your website can do the selling.

Seasoned PR and technical writer Jan Peterson will make white paper recommendations to you based on your objectives. She then researches and conducts interviews to collect the necessary technical information. She writes a draft for your review and edits the paper based on your feedback. Photos, tables and graphs are added for more impact.

White papers are great incentives to entice prospects to opt-in to your mailing lists, attend webinars, or to request a call back. They also are valuable as fulfillment for print or electronic campaigns. Search engine algorithms rank these types of informative documents very highly, and they can be very efficient at sending buyers and specifiers of your products and services to your website.

For more information on white paper services, contact Jan Peterson at J.M. Peterson & Associates, Inc. Phone: 651-222-3377, email: jan@jm-peterson.com or visit www.jm-peterson.com.

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