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How to Generate More Business Leads Online through White Papers by [Belinda Summers](#)

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One of the most effective marketing tools businesses can utilize in order to inform their audience about their market offerings are white papers. More and more professionals these days deem that white papers are a huge consideration (and one of the deciding factors) if they want to buy something. Despite the fact that numerous marketers really take time in making white papers, still, their messages could only reach a tiny part of their possible audience. This is for the reason that there are some marketers who just publish their white papers on their sites, then sit back and pray that their customers would find them.

So, if you plan to improve the quantity of b2b leads you generate plus your readership as well, then why not make it simple and easy for your target audience to come across your information? Given below are the best techniques on how to market your white papers online and guide more b2b sales leads on your site.

*Make use of your social media networks for the purpose of publicizing your white papers. One of the major elements why social networks exist is for them to offer interesting and important content for the community. Most IT experts as well as other business players are more likely to recognize white papers as highly important. If the members of your community like the content, then they would simply share and pass it forward by way of their own networks.

*Endorse white papers in your email signatures. Your email signature may actually be one of the most unnoticed marketing channels. Include a P.S. on your outgoing messages which invites your contacts to visit your site and then download the white paper.

*Maximize downloads with online ads. Do you have a big website? Then you could try inserting advertisements for your white paper all throughout your website and on your home page also. You could even have a Google Adwords campaign which steers visitors to the registration form of your white paper.

*Give an online press release. The current research you have can in fact be an interesting news within your industry. Each time you generate a white paper, you must make an effort to build an online press release in order to compel bloggers, journalists, business sales leads and possible customers to come to your site. Online press releases have significant advantages versus the traditional press releases. Most popular online press release distribution services would pass your news into the social networks and main search engines, thus, assisting to enhance one's general search engine rankings. These types of services would also help you to really aim your distribution, therefore your press release gets sent out to the right sector you want to reach.

*Place a teaser in your e-newsletter or blog. Prior to making your white paper, write a blog post or ezine article which tackles one of its major points. Doing this early on lets you determine the feedback of your readers and to find out if the subject interests them.

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Belinda Summers works as a professional consultant. She helps businesses increase their revenue by lead generation and appointment setting services through a [telemarketing](#). To know more about this visit: a <http://www.callboxinc.com/>

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