

THE ULTIMATE 101 GUIDE TO COPY WHITEPAPER EDITION



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WHAT IS A WHITEPAPER?

Whitepapers are a guide which explain technical issues of topics such as the environment, health & safety and machine efficiency. This will establish your company as an authority in your sector, giving you a competitive edge.

The tone of the paper will be more informative and educational rather than sales-focused.

THE BENEFITS



Gain high qualified, targeted leads



Establish your brand as an authority



Build rapport with potential clients (gain trust and credibility)



Hundreds of thousands of brand impressions during the marketing campaign



Whitepapers have a long shelf life



Educate your audience

THE WHITEPAPER PROCESS

PRE-LAUNCH



DETERMINE
END GOAL



MARKET
RESEARCH



PRODUCTION
PROCESS

LAUNCH



PROMOTE
ACROSS
MULTIPLE
CHANNELS

POST-LAUNCH



COLLECT
RESULTS

PRE-LAUNCH

DETERMINE END GOAL

What do you want to gain from the Whitepaper?
Who are your target audience? Once you have addressed these you can decide on a topic.

TIP: Your topic should be tailored to your target audience by providing a solution to a problem they are facing. Write down some pain points.



MARKET RESEARCH

Your Whitepaper must be factual and full of credible sources, thus highlighting the importance of conducting quality research. KHL Group has an experienced team who can utilise an extensive global database and network to achieve this.



PRODUCTION PROCESS

Once research has been collated, one of KHL's senior editors will write a high-quality Whitepaper guided by your requirements. This will be visually enhanced by our experienced design team who will ensure the content looks engaging.



LAUNCH



PROMOTE ACROSS MULTIPLE CHANNELS

The key to successful Whitepaper distribution is to promote across multiple channels to maximize reach. KHL Group's portfolio consists of 17 magazine brands, each with a large digital audience and its own channels.

EXAMPLES OF **khl** CHANNELS:



WEBSITE: Display a MPU banner on the homepage of relevant magazine OR feature as an article. KHL boasts over 220,000+ unique visitors per month.



NEWSLETTERS: Place a banner in relevant weekly or bi-monthly newsletters. The KHL portfolio consists of approximately 88,514 construction-based subscribers and 53,892 from the power industry.



E-BLAST: Send a marketing campaign via e-mail to thousands of potential leads within minutes utilising KHL's large database.



SOCIAL MEDIA: Multiple posts on relevant magazine brand's pages alongside sponsored posts.



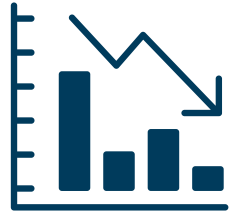
REMARKETING: Your ad will only be served to a KHL website visitor and you can select visitors to the parts of our website that reflect the topic of your Whitepaper.

POST-LAUNCH

COLLECT RESULTS

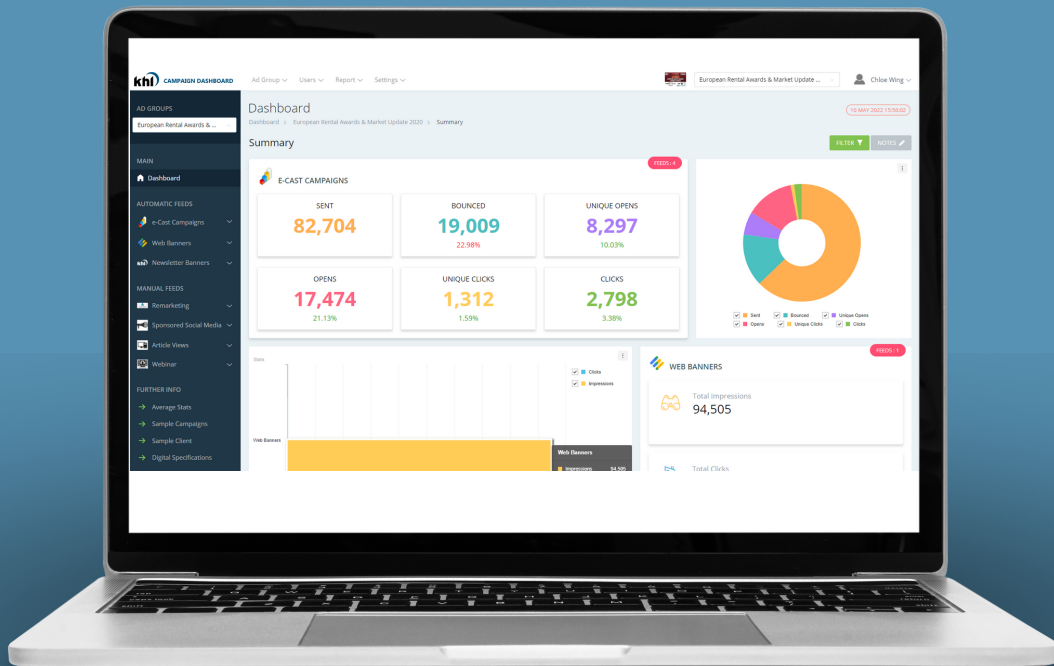
Now what? It is important to determine which of your new leads are most likely to convert into customers.

TIP: Nurture your leads by using 'drip marketing' so you can see who are most engaged. These can then be passed onto your sales team to close the deal.



KHL CAMPAIGN DASHBOARD

We've made checking your results even EASIER. The Dashboard provides statistics from all the various KHL digital marketing campaign types in near real time via direct APIs to the source data.



You can quickly access, interrogate and export reports to help monitor their campaigns progress both during and after the campaign.

CASE STUDY

LAWSON'S GLOBAL RECRUITMENT

Skills Shortages in the Construction Equipment, Power & OEM sectors

April 2022



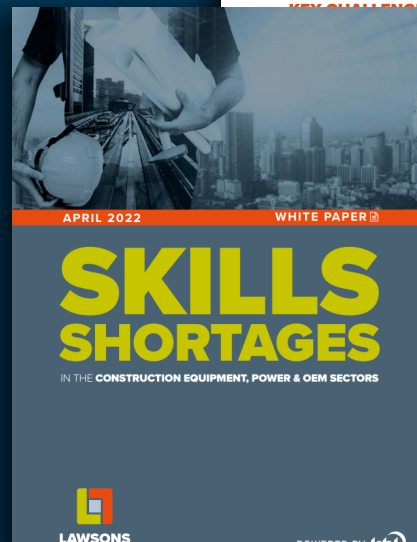
END-GOAL: Lawson's main objective of the Whitepaper was to increase North American HR contacts. After investigating this audience's pain points, the topic of 'skill shortages' was selected due to the enormity of the problem. As a result, this proposed that the Whitepaper must address strategies that companies could adopt to face this problem.



MARKET RESEARCH: As part of the research stage, KHL's experienced team sent out a survey to a selected audience and collated results from over 130 companies (these companies revealed innovative ways they were using to combat the skill shortage). Our team also conducted several detailed interviews with major players in the industry.

CASE STUDY (CONTINUED)

DESIGN: The Whitepaper was written by one of our senior editors and the design team took care of how this information was presented.



DISTRIBUTION: Many channels were utilised, including MPU banners on relevant brand homepages, newsletters, E-Blasts, article feature and paid social ads.



Sponsored Social

Lawson's Global Recruitment
611 followers
Promoted

Skills Shortages in the Construction Equipment, Power & OEM Sectors is FREE to download here: <https://bit.ly/39DqJjx>

YOU WILL HAVE ACCESS TO:

- Detailed interviews with leading players in these sectors including: Cummins Inc., Terex Cranes and JLG Industries.
- Coping strategies adopted in the North American markets.
- Predictions: What the future holds for attracting talent.

SKILLS SHORTAGES
In the Construction Equipment, Power & OEM sectors.

Download to see how major players have been hit: Cummins, Terex Cranes and JLG

FREE Whitepaper: Skills Shortages (Construction Equipment, Power & OEMs)
[Download](#)

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E-Blast

View in your web browser

LAWSON'S GLOBAL RECRUITMENT
WHITEPAPER

Whitepaper – available now
Skills Shortages
In the construction equipment, power & OEM sectors

As North America emerges from the Covid-19 pandemic, companies are struggling to find the talent that they need to keep running smoothly and efficiently.

Lawson's Global Recruitment has carried out in-depth research into this topic and the results are now available for you to download for free.

[Download](#)

What you'll learn

MPU Banner

Advertisement

FREE WHITEPAPER
SKILLS SHORTAGES
In the Construction Equipment, Power & OEM sectors.

DIGITAL MARKETING: HOW CAN KHL HELP YOU? 💡

OUR DEDICATED TEAM:

1. Conducts continuous digital research and development
2. Produces new digital channels
3. Offers advice on a holistic scale -
"The whole picture"
4. Proactively monitors and conducts optimisation on all digital campaigns to maximise ROI for clients

**PLUS, BENEFIT FROM OUR UNIQUE
DIGITAL REPORTING DASHBOARD.
[CLICK HERE TO LEARN MORE.](#)**



**CONTACT THE KHL DIGITAL TEAM FOR
MORE INFORMATION OR ADVICE:
DIGITAL@KHL.COM**

