



Marcom Mocha

A free monthly eNewsletter that provides insights and best practices in the world of B2B marketing communications

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In this issue, we review best practices for effective white paper development featured in a series of 4 blog posts.

We welcome your feedback:

info@hoffmanmarcom.com.

White Paper Posts:



Ten Strategies for White Paper Lead Generation

White Papers: The Primary Driver of Successful Lead Generation. Studies have shown that white papers are the information source that business leaders seek.

[Read more...](#)



White Papers: Freelancer or Agency? Don't Roll the Dice.

You've got too much riding on your white papers to take big risks. [Read more...](#)

Are you looking to improve your company's white papers?

The Hoffman White Paper on White Papers: **Get it Free Now**



Have You Been Burned by a Freelance White Paper Writer?

Have your calls and emails gone unanswered at a critical point in a white paper writing project? Was your paper delivered on time? Have you had to conduct a last-minute search for another writer because your current freelance white paper writer was too booked to meet your deadline? While it's true that freelance writers can be less expensive than top-tier writing agencies, working with a freelancer can incur hidden costs. Here are some considerations when deciding who will produce your next white paper.

[Read more...](#)

White Paper Length: The Myth of the Two-Page White Paper

Is There Such a Thing as a Two-Page White Paper?

[Read more...](#)



Marcom Mocha is authored by the marcom experts at Hoffman Marketing Communications, Inc. It draws on our 30 years of marcom experience to deliver insights you can use.

Hoffman Marketing Communications creates white papers, collateral, videos, and multimedia on complex business issues and technologies. Send us your difficult projects today.

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