

THINK APP SECURITY FIRST

THE MULTI-CLOUD MAZE:

5 PRINCIPLES FOR SUCCESS

SD-WAN and cloud: A marriage made in heaven or a match made in hell?

Paul Stuttard, director of Duxbury Networking, argues in South African online magazine IT Web that SD-WAN is a marriage made in heaven. Why? SD-WAN technology has the ability to optimise the cloud, wh...

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White Paper Syndication

Broadcast Your Message to the Masses



INTRODUCTION

White Papers are thought provoking, insightful and information packed documents requiring hours of planning, researching, writing, and refining. If executed correctly, white papers are one of the most effective ways of generating interest from potential customers online.

A good white paper can do wonders for your brand through:

- Informing and engaging prospects
- Building brand awareness and loyalty
- Improving website traffic
- Filling your pipeline with warm leads

Once written, how do you promote such documents?

Try white paper syndication ...



WHITE PAPER SYNDICATION WITH TECHKNOW

Syndication is a method of making your white papers available to larger audiences through proper marketing channels.

By contracting with a white paper syndication service, you can promote your paper to thousands of engaged individuals via diverse channels such as their websites, social media, newsletters and eMarketing communications.

This broadcast effect will disseminate your message more widely than you can achieve on your own and dissemination to an already engaged audience is priceless. Syndication enables you to educate and engage with potential prospects as well as build brand awareness.

It is one of the easiest ways to disseminate your message to large groups of people and specific target audiences. It's the perfect approach if you wish to achieve wide reach, accurate analytics, and audited contact data reporting.



ENGAGE WITH TECHKNOW.ONLINE TO GET YOUR MESSAGE TO THE MASSES

TechKnow.Online is a syndication partner that delivers an engaged, focused, segmented and targeted audience. Sending your white paper out to a warm reception will improve clicks, interactions, and enquiries.

This leading online technology publication delivers the latest news and views from the IT channel. It reaches 180,000 subscribers every fortnight, giving you a captive audience of ready to buy IT professionals. Every white paper featured on TechKnow is aligned to relevant IT news story and/or marketing campaign to maximise click throughs and lead generation.

Contracting with TechKnow.Online also offers the option of tele-syndication. Human 2 human contact provides an excellent method of reaching your target audience. Use the opportunity of talking to a real person to ask open-ended questions, get under the skin of their challenges and offer solutions to their challenges. As with telemarketing, tele-syndication leads are more likely to be converted than any regular online leads.

OUR PEDIGREE

TechKnow.Online is one of IT's most widely used digital platforms; delivering your company brand and messaging, to an audience of engaged UK-based IT professionals.

TECHKNOW.ONLINE

TechKnow.Online is a leading online technology publication delivering the latest news, views and reviews from the IT channel. This consolidated news depository is the site to discover what is happening in the technology world.

Our core audience consists of senior IT and technical contacts within the UK, however, we attract interest from all over the professional marketplace.

TechKnow.Online online lead generation campaigns produce results that make a difference.

TechKnow.Online
Nortec House
12 North Bar
Banbury
Oxfordshire
OX16 0TB

For more information please visit
www.techknow.online

Or contact us at buzz@techknow.online
Tel: 01295 263410

