

# Marketing support – from experts in the facility market

Content marketing using white papers and eBooks offers a proven way to meet your marketing objectives. Both white papers and eBooks use high-value, objective information that can position your company as a thought leader or deliver a key marketing message in a format that will provide quality leads for your sales team.

The key to success in content marketing whether creating a successful white paper or producing an eBook is working with a knowledgeable editorial team that understands the information needs of the facility audience. Our editorial staff has more than 85 years of combined experience covering all aspects of the facility market – a knowledge base you can't find anywhere else. We provide a turnkey approach to creating high value content to meet your needs.

## White papers

A white paper is an indepth report delivered as a print-ready PDF. White papers may report on an emerging concern, analyze a trend, or examine developments in technology. The specific topic is determined in consultation with your team. A typical length is 2,000 words. If original research is needed, we can work with you to gather information to support your goals. Then our experienced editors and writers take over, conducting interviews, gathering information, and drafting the white paper for your review. From there, we design and lay out the white paper, providing graphics resources and using your template or creating one for your project. We offer the option of co-branding the white paper with your brand, *Building Operating Management* and *Facilities Maintenance Decisions*.

The finished white paper is suitable for printing, for posting on your website, and for other marketing purposes. You own the white paper – the content is yours to use as you need.

## eBooks

An eBook is designed to be read on a tablet or desktop. Appealing graphics help deliver key points, often with fewer words than a white paper. After consultation with your team to brainstorm topics, sources, and approaches, our expert staff will research, write, and lay out an eBook of approximately 1,800 words, which will be delivered as a PDF. As with white papers, our staff offers a turnkey approach. We handle the entire process, information gathering, content creation, graphics, layout, and distribution. And the eBook content is yours to use to meet your marketing needs.

## Custom Content Capabilities

- Turn key content creation
- Experienced editorial support
- Powerful distribution to facility decision makers
- Lead generation
- Quantitative and qualitative research
- Design and layout capabilities
- White paper
- eBook Development

## Distribution

Our proven distribution strategies combine a variety of tested methods to put your carefully crafted message into the hands of facility decision makers responsible for the nation's largest buildings and portfolios.

## Amplify your message

Custom content has many uses. Here are some proven strategies for using custom content to rev up marketing efforts:

- Provide fulfillment item for other marketing efforts
- Incorporate survey data into other marketing pieces
- Excerpt or repurpose copy for blogs on your website or other sites
- Use on your website to convert visitors into sales leads
- Email to key customers and prospects
- Highlight in newsletters to customers and prospects

## Meet our content development team



**Edward Sullivan** is editor-in-chief of *Building Operating Management* magazine. He has nearly 30 years of experience covering the gamut facility technology and management topics. He leads the custom content development team.

**Dan Hounsell**, editor-in-chief of FacilitiesNet.com and editor-in-chief of *Facilities Maintenance Decisions*, has directed coverage of maintenance and engineering management topics in institutional and commercial facilities since 1993. Dan has written articles on the entire range of



challenges facing managers, including technology trends, financing issues, personnel and project management, and maintenance strategies.



**Greg Zimmerman**, executive editor of *Building Operating Management*, has been covering facilities management, design, and construction since 2003, regularly writing on high-performance buildings, sustainability, LEED, and bridging the gap between design intent and operational efficiency.



**Naomi Millan** is senior editor of *Building Operating Management*. She has been a writer and editor for the magazine since 2008. Prior to that she was a facilities coordinator with Trammell Crow and CBRE. Her areas of interest range from examining the holistic impact of the built environment on occupants; to building sustainability and resilience; to FM leadership and career

development.

# Custom eBook Package

By developing an eBook you can identify the FMs currently researching products like your's and nurture them with your lead development process.

We promote eBooks throughout our website and our eNewsletters for a month's time; this ensures your brand is seen by thousands of potential customers in the facilities management industry.

## Includes:

- 8 page ebook 1500-2000 words
- Layout, edits and file creation
- Gated landing page
- 4-days promotion in combo insider eNews
- 75,000 inline, lead-gen ad impressions

[View an eBook sample](#) 

# Custom White Paper Package

White papers are a key component in content marketing strategies to build thought leadership, awareness, consideration, preference and favorability with a brand. They are an effective tool to support upper funnel marketing objectives. They are especially important in the facilities management industry.

We've put together an easy to run, effective awareness campaign to maximize visibility and user engagement in this industry for the most efficient cost. You can provide an existing white paper, if you need help writing and creating one for this market you can use our experienced staff of white paper developers to do it for you.

## Includes:

- White paper 8-12 page 2,000-2350 word
- Layout, edits and file creation
- Gated landing page
- 4-days promotion in combo insider eNews
- 75,000 inline, lead-gen ad impressions
- 20,000 eBlast

[View a White Paper sample](#) 

# Custom White Paper Package With Research

## Includes:

- White paper 8-12 page 2,000-2350 word
- Layout, edits and file creation
- Gated landing page
- 3-days promotion in combo insider eNews
- 75,000 inline, lead-gen ad impressions
- Research program

[View a White Paper sample](#) 

# Additional Visibility Options

Additional visibility options can be customized for each program.

## Options are:

- eNewsletter visibility
- FacilitiesNet inline or lead gen ads
- Retargeting the FM audience
- Topic behavior retargeting the FM audience
- Dedicated email blasts
- Targeted dedicated email blasts
- Social media mentions
- Direct mail postcards
- BOM and FMD print ads