

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.

Research

Quantitative data drawn from surveys of building owners and facility managers can add credibility to a custom white paper or eBook. Our experienced editors and market research staff brainstorm with your team to develop survey questions. We conduct the survey and provide you with full results, which you can use for any purpose.

In addition to providing survey-based research for custom white papers or eBooks, our extensive database of experienced facility professionals offers you a valuable resource that you can use to test and validate your own perceptions of the building owner/facility manager, to find answers to your questions about the audience, to identify key issues that drive purchase decisions, and to test marketing messages. [Learn more about research](#) 

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.



Ryan Berlin is the managing editor of *Facilities Maintenance Decisions* magazine. He covers an array of facility maintenance and management issues, including project management, technology trends, staff training and career development.

Value Proposition

Custom Content Capabilities Brochure

The benefits of content marketing are numerous, here are just a couple that can make a difference in your marketing efforts.

- ✓ Content marketing generates over three times as many leads as outbound marketing and costs 62% less.
- ✓ Content marketing rakes in conversion rates six times higher than other methods.
- ✓ Content marketing gets three times the leads per dollar spent as paid search.
- ✓ proven lead generating tool
- ✓ TPMG custom content developed by team with 85 years of experience covering facility management and technology
- ✓ content created to meet your needs, with your approval
- ✓ custom content can be tailored for a wide variety of purposes, from thought leadership to product promotion
- ✓ you can re-use the content for other marketing purposes

Value proposition for surveys:

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.

Formats:

- 👉 White paper
- 👉 eBook

The Process

Process:

- ✓ Our experienced editors brainstorm with your team to shape topic and develop survey questions.
- ✓ You get full approval of the content outline and survey questions that are developed by editors.
- ✓ Our content development and market research teams conduct the survey and create the content for your approval.
- ✓ Our staff lays out the white paper or eBook for your approval.
- ✓ You get a finished PDF that you can use for any purpose – you own the content.
- ✓ Electronic distribution options give you multiple ways to reach our audience and generate leads.

Custom content has many uses. Here are some ways to use/ 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

Custom eBook Package 1

Description

Includes:

- ✓ 8 page ebook 1500-2000 words
- ✓ Layout, edits and file creation
- ✓ Gated landing page
- ✓ 4-days promotion in combo insider eNews
- ✓ 60,000 inline, lead-gen ad impressions

[View a eBook sample](#) 

Custom White Paper Package

Description

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
- ✓ 60,000 inline, lead-gen ad impressions
- ✓ 20,000 eBlast

[View a White Paper sample](#) 

Custom White Paper Package With Research

[Lean more about 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
- ✓ 60,000 inline, lead-gen ad impressions
- ✓ Standard 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