

**Turn Your White Papers and Websites  
Into A  
Recession-Busting Dynamic  
Duo**

*A Special Report from Sarah Clachar,  
B2B Copywriter for the Nutrition Industry*

[www.healthwriterclachar.com](http://www.healthwriterclachar.com)

**Copyright © 2009 by Sarah Clachar**

All rights reserved, including the right of reproduction in whole or in part in any form

# Introduction

You may be missing out on the greatest opportunity ever.

While the recession is eating away at businesses right and left, many are thriving. And yours could be one of them.

The question is: Are you doing what you need to take advantage of the new openings in the nutrition market?

Certainly you need to market hard. **But even more important is marketing smart.**

Nothing beats the web for providing a cost-effective way to reach millions of prospects and generate scores of solid leads. And it's an essential for business these days.

- A recent Marketing Sherpa survey found that 60% of business buyers will visit a company's web site to evaluate a product or service before contacting that company or agreeing to meet with its sales rep.

And one of the best partners for a good website is a well-written, intriguing white paper.

Done right, a website-white paper partnership can work hard for you to generate leads at minimal cost and less effort than many other forms of marketing communication. While a website needs consistent monitoring, updating and revision to remain relevant and fresh, you don't need to check in with printers or mailrooms – let alone cringe as you consider the fees involved.

But if you're not crafting them right, your website and white paper will just sit there and languish. They will get lost in the growing sea of online info.

Remember, every business in your industry is working to establish an internet presence. These days it's a must. So you've got to make sure your presence on the web stands out . . .

- ✓ **Your website has to attract the traffic you want and set the groundwork for a strong relationship.**
- ✓ **Your white paper needs to impress your prospects and make them want to stay in touch with you.**

This report will help you do exactly this.

When you read this report, you will have the framework for creating a solid, lead-generating internet presence.

## **Recession = A Stronger Market for B2B Nutrition Companies**

First things first, let's do a little background. Let's talk about the natural health market right now, starting with two fundamental questions:

1. Why is it such a critical time to carve your space in the nutrition industry?
2. How do you need to position your company to do so?

### **A Good Time For Nutrition Companies**

- In an April *New York Times* article (2009), CEO's from established companies Vitamin Shoppe and New Chapter reported increased- if not record - sales for the beginning of 2009.
- In May, the American Botanical Council (2009) reported in their quarterly journal, *HerbalGram*, that total herbal supplement sales for 2008 rose over 1% above 2007 figures.
- And according to the Organic Trade Association (2009), sales of organic products – both food and non-food – rose 17.1% over 2007 sales in 2008.

As I noted in my other report, [17 Health Copywriting Tactics for a Tough Economy](#), we're fortunate to be in a relatively recession-proof industry.

Health is one of those things that more and more people consider an investment they will not compromise on. Furthermore, as people's health care options shrink in this economy, self-care is growing. More people cannot afford conventional medical care.

This economy, the deepening distrust of conventional approaches, and a growing appreciation of the benefits of natural approaches to health have come together to create a considerable expansion in the natural health market.

### ***What does this mean for B2B companies in the nutrition industry?***

With a steady – if not thriving – market, many nutrition companies are planning to expand and increase their revenue.

Now, more than ever, they are looking for ways to position themselves strategically.

### **And they are looking for partners who can help them create products that will help them get the best position in this dynamic market.**

**That means you.**

Of course some of them are just shopping around for the best deal – in many cases, price will be the deciding factor.

But more often than not, it's not just about price.

Nutrition industry businesses are turning to companies (ingredient suppliers, testing services, contract manufacturers, etc.) that can help them . . .

- Improve their products through quality processing and improved ingredients;
- Distinguish their products in the market through proprietary processes and ingredients;
- Substantiate their products' quality and effectiveness (to an increasingly skeptical and conservative market) through documented, published research;

And with FDA GMP's in place, they need you more than ever keep manufacturing moving smoothly while meeting federal requirements.

### **Will Your Prospects Find You?**

As a company serving the nutrition industry, you are on the edge of enormous opportunity. Your products and services can help other companies distinguish their products in this competitive marketplace.

The question is – Will they find you?

And once they find you – Will they go further and convert to a customer?

**Your job is to make sure you're found.**

**And when a company finds you, you want them to be pleased and excited to bring you into their line of production.**

A good website and white paper can help you build the relationship with your prospective customers that can end in a new account.

But you have to build these workhorses the right way.

So here are a few tips on how to market successfully with this 1-2 punch . . .

## B2B Marketing Essential #1: A Well-Crafted, Optimized Website

### Building a Virtual Corporate Headquarters

The first piece of this strategy is a well crafted, optimized website.

Let's start with what I mean by well crafted: Lots of companies have pretty websites – similar to brochures.

The question is do they actually work to build leads?

Instead, think of your website this way:

The web allows you to welcome potential clients into your virtual company headquarters from around the world. Look at your website in the same way you look at your bricks and mortar headquarters when you're getting ready for a meeting with a potential client:

- Does it welcome them clearly? Does it let them know that they have indeed arrived at the place they were looking for – big sign, pictures and info out front in the reception area that outlines what services and products you sell?
- Does it help them move quickly and easily from the reception area to the right office to get the information they need or the to negotiate the deal they're considering?
- In that meeting, do they get the information they need to make a decision about using your services? Or, at the very least, do they have enough interest in working with you that they leave their contact information so you can follow up?

This is what a good website does.

A good website uses good information architecture and copywriting to . . .

- **Welcome your visitors** and affirms that they've come to the right place for what they're looking for.
- **Help them move easily to the right pages** to accomplish the task they've set out to get done. This can mean getting information, identifying and contacting the right person, or even purchasing the product they are seeking.

#### An Infallible 7-Step Process For Improving Your Website

Use this process to make sure your web sites serves their purpose well.

1. Clearly identify your website's purpose.
2. Research your audience and your competition.
3. Evaluate your current site's usability with a usability checklist.
4. Create an overall website plan.
5. Map out the site and its content.
6. Create clear messaging for each page.
7. Create a marketing plan to bring traffic to your website.

- **Provide the information** that encourages your prospects to either make a purchase or provide contact information and convert into a solid lead.

As Marketing Experiments' Dr. Flint McGlaughlin (2009) explained in one of Marketing Experiments' webinars on B2B websites, you want each page of your website to answer 3 things:

1. Where am I at?
2. What can I do here?
3. Why should I do it?

Essentially, your website should welcome visitors and get them closer to their goals. And the nice thing is, with a satisfied visitor ready to turn into a solid lead, you get closer to your goal as well.

## **Search Engine Optimization (SEO) – Getting Them There**

As you're building your virtual corporate headquarters, you've also got to think about getting people there. And the web makes it very cost-efficient to do so.

Search engine optimization is like word-of-mouth referrals. Except it gets better. Search engines are doing much more than giving your name out to people looking for your kind of service or product. By providing one-click access to your website, they're just about driving them right up to your front door!

Getting a good ranking on the search results page can really thrust your business forward. More people click onto organic search results than paid ones. Just look at your own behavior – are you more likely to click on a paid listing or an organic listing?

And in general, people choose these listings for the same two reasons that these pages have gained the approval of the search engines:

1. They have good content.
2. They have a good reputation – lots of places "recommend" them through links.

No wonder they get a good ranking. Remember, Google's (and the other search engines') goal is to provide good results to web searchers. The search engines are trying to find pages that help searchers out. If your pages seem to match what web searchers are looking for, Google will give your pages a higher ranking for the search terms these web searchers are using.

Consequently, working to bring your company higher in the search engine's ranking will also make your website more useful for your prospective clients as well.

Here's how:

- Create clear and valuable content for your website that is optimized for your prospects' search terms.
- Use language that is familiar to your prospects and matches the language they would use.
- Use internal linking strategies to further underscore what your web pages are about and to help people find what they are looking for on your website.
- Make sure the world of the web gets to know about your website's content by building relationships with other websites – or links.

## B2B Marketing Essential #2: White papers, A Website's Best Friend

Okay. So now you have a website that is ranking well and drawing traffic. Other businesses are finding your site and their interest is piqued!

But the web is a fast-paced supermarket. That visitor (who could mean years of a profitable partnership) can so easily leave – with just the click of a mouse – never to be found again. Never to return!

Don't let them slip away.

**More important than selling any product on your website is selling the value of developing an initial relationship with you.** So one of the primary goals you should have with your website is to get your prospect to leave his or her contact information. Then you can continue to communicate with them and perhaps turn this lead into a successful deal.

But why would anyone leave their contact info with you? Doesn't everyone already get enough spam and junk mail? They may still be in the browsing mode, not ready to move forward in talking specifics.

Give them some more useful information. Make it worth their while to stay in touch – or become reachable.

Offer them an intriguing white paper.

All they have to do is to give you their contact information and they can walk away with some good ideas and information.

But the beauty of this is that they not only walk away with some good info, they walk away with another set of compelling reasons to do business with you . . . if your white paper is written well.

Here are some ingredients for an effective white paper, thanks to white paper writing expert Michael Stelzner (2007), author of *Writing White Papers*:

- Start by addressing the problems or

### Great White Paper Bonus #1: Viral Publicity and Better SEO

When you post a white paper online, it can go viral and spread the good news about your business without your help.

If it provides information that people find useful, they may provide links to your download page from their e-newsletters, websites or blogs. And not only will this white paper help spread the word about your company, but it will also help you improve your search engine rankings by bringing more links to your site.

### Great White Paper Bonus #2: SEO Within FDA Limitations

White papers can help you provide compelling information about your product that may otherwise be impossible to talk about due to FDA restrictions. In a white paper, a company can discuss how a substance mitigates, cures, prevents or treats a disease – as long as you follow two guidelines:

1. No brand name is mentioned. *Remember, good white papers do not sell as much as educate.* You can use the white paper to explain the benefits of an ingredient you produce without mentioning it specifically by brand name and you're free to cite studies and all the health problems they address.
2. The white paper is 2 clicks away from any mention of a specific branded ingredient or product. So you can have the white paper connected to your home page or to a general subpage on a specific ingredient as long as they do not mention your branded ingredient.

This also can help with search engine optimization since you can optimize for search terms that include the disease terms that some prospects may be using to find you.

**A Word of Caution:** While there is room with white papers to get a little more into the specifics of your product's health benefits, it's not an absolute safe zone. If the FDA concludes that the intended use of your white paper is for marketing purposes – list building, etc. – it will send you one of its famous letters about selling an unapproved drug. You have to consider carefully the context in how you're presenting this white paper. Some companies have created separate "information library" websites to further insulate their publications from being connected with their marketing activities.

Bottom line, you should always evaluate your publications with a lawyer who specializes in FDA legalities.

- challenges – not the solutions.
- Focus on benefits more than features.
- Educate more than sell.
- Provide valuable information.

And it also should be crafted with a keen attention to the audience:

- **Use technical language judiciously**, depending on the target readers' position and experience.
- **Speak to the split personality of your prospect** – a representative of the business and also a person dealing with daily workplace challenges. Don't only offer technical/business solutions but think about the personal side of things. For example: Is it frustrating to be working with an ingredient that has a short shelf-life that requires constant monitoring and frequent reordering?

## B2B Marketing Essential #3: Ongoing Email Communication

So now that you've got a good start on this lead:

- You've gotten the prospect to your website through SEO;
- You've captured your visitor's contact information by offering them an enticing white paper;
- And you've started the relationship off on the right foot with the great information *in* your white paper.

Now you've got to continue to nurture this relationship and build it until your prospect is ready to convert to a customer.

Once again, the web provides a great, cost-effective way to do so – email.

Now you may be thinking – so much email gets filtered out as spam or never opened. How can I make it through that morass of lost emails?

**In fact, you've already done the most important thing to make sure you get your emails opened.**

You positioned yourself as a helpful source of information with your well-crafted, content-rich website and your valuable info-packed white paper.

The key to getting your emails opened is reputation.

Nick Osborne, expert in web copywriting and author of *Net Words* explains that the key to making sure your email gets read is making sure the prospect feels good about all the previous interactions. Make sure they look forward to receiving more communication from you. (Osborne, 2008, Section 3, "Supplement Your Skills: Writing Emails, E-newsletters, and Blogs")

If you've done the first two steps right, you've already created a solid reputation with your prospect.

Now, you have to make sure that you build on that reputation and make it even stronger.

And the essentials of a good email is this:

- Clarity and interest in the subject line
- Recognizable sender
- And once they're inside – good content that speaks to their concerns and provides a solution.

Make sure your e-mail recipient can clearly see who is sending the email. Make sure your subject is interesting and clear. And then – each time you send an email – make your reputation even stronger by making each communication valuable to your reader.

By sending emails to your list that are relevant to their needs, you build a strong foundation for a partnership.

## Conclusion: The Final – Essential - Ingredient For Online B2B Marketing

The web gives your business cost-effective access to the world marketplace. With a good website, well-written white papers and strategic follow-up, you can use the internet to bring in solid leads for your business.

But you can also get lost in the anonymity of it. As much as people have adjusted to a more virtual workplace, we still like to deal with people. And specifically in the realm of business, businesses are still a bunch of people. No matter how big the company is.

And this is where you can make your B2B marketing communications really stand out.

Your copy should sound like one person speaking to another. Watch out for corporate-speak! Keep your marketing materials feeling like an interpersonal discussion.

As you create your website copy . . . craft insightful white papers . . . and compose emails . . . make sure they get delivered with a virtual handshake. Write to a person, not just a business. Think about what that person – and their business as a whole – is really interested in and could be motivated to buy.

And communicate your personality or the many personalities within your business to your prospect. Attribute communications to specific people within your business. Make your emails come from one identifiable person. Have a special message sidebar in your white paper from one of your research scientists that communicates their excitement about their latest discovery. Find ways to include language and anecdotes in your marketing materials that tell someone about the people and culture of your business.

Used effectively, these three formats will help you cultivate that propel your business forward.

**For more ideas on how to create traffic-drawing, response-generating online copy and insightful white papers . . .**

Please see my website [www.healthwriterclachar.com](http://www.healthwriterclachar.com) where you can find archived copies of my e-newsletter HealthyCopyIdeas and other helpful resources.

Questions and comments? Please contact me by email at [sarah@healthwriterclachar.com](mailto:sarah@healthwriterclachar.com) or by phone at (603)332-7870 M-F 8:30-3:30 EST.

**About Sarah Clachar, Nutrition Industry Copywriter**

A regular contributor to *Nutrition Business Journal*, Ms. Clachar brings her insight and understanding of the nutrition industry to articles on ecommerce, online marketing, ingredient developments and more. She is also co-author with Bob Bly of the ebook *Writing Irresistible Copy for Nutritional Supplements*.

An organic farmer and former health educator with a B.A. in biology, Ms. Clachar brings a technical understanding to her natural health copywriting tool chest. Ms. Clachar has used her online and offline copywriting skills to create hardworking B2B and B2C promotional materials for a variety of companies in the nutrition industry.

**Sources:**

Cavaliere, C., Rea, P., Lynch, M.E., & Blumenthal, M. (2009). Herbal Supplement Sales Experience Slight Increase in 2008. *HerbalGram* (82) 58-61 Retrieved from <http://cms.herbalgram.org/herbalgram/issue82/article3400.html?Issue=82>.

McGlaughlin, F. (March 3, 2009) B2B Landing Pages: Special Live Optimization Clinic. Retrieved April 12, 2009, from the archived clinics in the Marketing Experiments web site <http://www.marketingexperiments.com/improving-website-conversion/b2b-landing-pages-optimization.html>.

NBJ Honors Innovation, Quality and Dedication With Annual Awards. (2009, January). *Nutrition Business Journal*, p. 1.

Organic Trade Association. (2009, May ). *US Organic Sales Grow By A Whopping 17.1 Percent in 2008*. [Press release] Retrieved from [http://www.organicnewsroom.com/2009/05/us\\_organic\\_sales\\_grow\\_by\\_a\\_who.html](http://www.organicnewsroom.com/2009/05/us_organic_sales_grow_by_a_who.html)

Stelzner, M. (2007) *Writing White Papers*. California: Poway.

Williams, A. (2009, April 5) As Economy Is Down, Vitamin Sales Are Up. *New York Times*. Retrieved from [www.nytimes.com/2009/04/05/business/05vitamins.html](http://www.nytimes.com/2009/04/05/business/05vitamins.html)

Usborne, N. (2008) *Nick Usborne's Million-Dollar Secrets to Online Copywriting*. Florida: AWAI.