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**ECCOLO MEDIA RELEASES NEW REPORT
ON THE FUTURE OF THE WHITE PAPER
“White Paper on White Papers” Offers Best Practices for Delivering
Traditional Content in New Media Channels**

San Francisco, CA – April 1, 2009 – [Eccolo Media, Inc.](#), a marketing communications firm specializing in collateral and content development strategies for technology companies, has published a thought-leadership piece on the past, present, and future of the all-important white paper. [“A White Paper on White Papers: Emerging Strategies for Delivering Traditional Content in New Media Channels”](#) considers how changes in the technology industry have affected the white paper’s development—and how new media is leading the revolution. The paper is available as a [free download](#) on the Eccolo Media website.

Highlights from the paper include a discussion on the increasingly viral nature of white papers. “Our [research](#) indicates that white papers, indeed all collateral types, are more digital and viral than ever,” says Lorie Loe, president of Eccolo Media. “There’s no need for today’s white paper to mimic traditional print collateral in form and function. Marketers should take advantage of the flexibility inherent in digital media.”

Eccolo suggests strategies for creating a more flexible, customizable document by using one of the Web’s oldest standbys—the hyperlink. For example, instead of indulging in a page-long description of a particular technology advancement, marketers should simply link to a deeper discussion on their website. “We call this flexible approach ‘content *à la carte*,’” says Loe. “It’s a modular, cafeteria-style approach to collateral. When you start approaching your content as a

series of 'copy blocks' aimed at particular audiences, you can then maximize your content by re-deploying those copy blocks in blog entries, webinars, or sales pitches."

Other key discussion points include a look at the migration and expansion of the white paper's main audience: traditionally, these documents were pitched at technology decision makers (TDMs), but in recent years they have been aimed more and more at business decision makers (BDMs). "We posit that the white paper has evolved in tandem with the changing role of technology in the global enterprise," says Loe. "With more and more companies viewing their IT investments as key strategies for business growth, that trend will only continue."

The report concludes with a list of best practices for better white papers. "The ultimate objective is to create an easy-to-navigate system of content in which readers can migrate easily from one piece of collateral to the next," says Loe. "That means planning your content more strategically, of course. But strategic planning helps you achieve shorter, more cost-effective development cycles—and that's a huge consideration in today's challenging economic environment."

The entire Eccolo Media 2008 B2B Collateral Survey Report is available online at <http://www.eccolomedia.com/whitepaperonwhitepapers.php>.

About Eccolo Media, Inc.

[Eccolo Media, Inc.](#) is a marketing communications agency that specializes in content and collateral development for [technology companies](#), offering industry leadership in understanding and [creating content that leverages both traditional and new media channels](#). Founded in 1999, the company is headquartered in [San Francisco](#), California, and serves clients throughout the United States. Visit Eccolo Media's website at www.eccolomedia.com.