

# CONTENT MARKETING - WHITEPAPERS

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## What is a Whitepaper?

A whitepaper, also called a **research paper**, is a kind of an extended report which focuses on a particular topic, elaborates it, and explains it in detail.

- A whitepaper is a long and linear narrative which argues a certain concept, while backing the argument with data and research.
- The language used in a whitepaper is formal, which might also include technical jargon used by experts.
- A whitepaper can consist of statistical tables, quotes from leading research firms, excerpts from academic books, etc.
- The contents of a whitepaper should be text-heavy meant for deep reading.

## Purpose of Writing a Whitepaper

With a whitepaper, you can talk about your expertise and educate prospective customers about your business. If you sell a product or provide a service, which customers buy or subscribe to only after due research, then you can come up with a whitepaper which guides them in their buying decisions.