



SKYPARLOUR REPORTS

Is your long form content amplifying your brand?

A piece of hero content, such as a whitepaper, not only allows a business to tell a story in depth, but can lead to opportunities for further media articles, and in turn, a rich social media campaign, increased SEO and sales leads.

67%

of the most successful
businesses create
ebooks/whitepapers

The best pieces of long form content offer the ability to position a brand as an authority on a subject, instill trust and can offer the market something they simply can't get anywhere else.



SkyParlour's dedicated content team has an excellent history of producing engaging, insightful and informative whitepapers.

Our service includes:



*Creative
conceptualisation*



*Desk
research*



*Analysis of proprietary
survey results*



*Ghost authoring from a
SkyParlour content
specialist*



*Graphic design including
graphs, charts and
infographics*

Get in touch

Get in touch for more information or to discuss how we can leverage long form content to amplify your brand and drive leads for you.