

10 Places to Promote Your SaaS B2B White Paper

*This is an extra resource to go along with the original article:
[How to Create a White Paper to Engage Your SaaS B2B Customers](#)*

On your website:

1. Via a pop-up
2. On your website's sidebar
3. Within or at the bottom of your blog posts

On social media:

4. On your posts (LinkedIn, Facebook, Twitter, Instagram, Pinterest, etc.)
5. Via a paid marketing campaign
6. On a YouTube, Facebook, or Vimeo video

Via email:

7. Share on your newsletter
8. Include a link in your email signature

Other ideas:

9. Write a guest post and link to your white paper in your bio blurb
10. Create a press release