



Service Offerings

Custom White Papers



Grey Consulting is a research, advisory and consulting firm focused on the messaging, collaboration and social media markets. Through our research model, we have developed strong, vendor-focused service offerings.

Custom white papers carry an objective, in-depth analysis on a topic of your choosing. White papers provide your prospects and customers with an educational reference source, which they will read and re-read.

Deliverables:

- During the writing process, Grey Consulting will provide you with early, midway and final drafts for review and comment. In this manner, the white paper is refined to deliver a message that will resonate with your target audience.
- All white papers include an executive summary, situational analysis, best practices and action steps. Grey Consulting white papers address real-world scenarios.
- Pricing includes light advisory services, research, writing, copy editing and unrestricted licensing. White papers are also listed on and can be downloaded from grey-consulting.com.

White papers serve marketing efforts, such as:

- “Leave behinds” by account executives
- “Take aways” from trade floor booths
- The foundation of your Web-site reference library

A complementary telephone discussion can be arranged to discuss your needs and deliverables. A scope of services and pricing will be sent to you after the discussion. You incur no financial obligation unless you decide to contract for services.
