

Give your whitepaper content a boost with Officer.com's Innovative **SMART**Paper program.

Transform your whitepaper into a custom content marketing solution that delivers high engagement with our proprietary Clarity digital platform.

This cloud-based marketing solution features:

- The latest in Web technology
- Interactive graphics and video
- Delivery to defined and qualified decision-makers in law enforcement
- Content optimized for mobile, tablet, laptop and desktop devices
- Social media engagement
- Customizable content

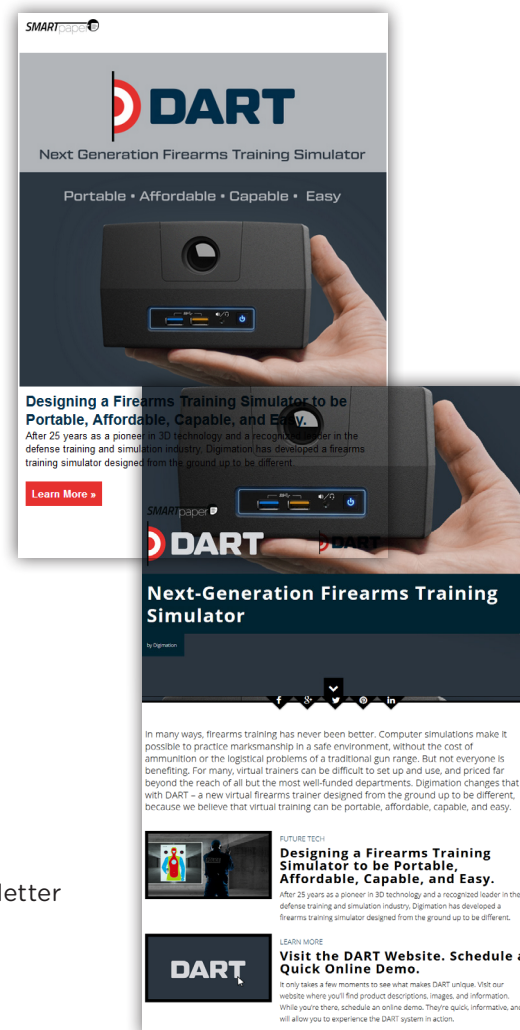
Reporting provides the following metrics:

- Which content pages were viewed
- Time spent on each page and video
- Identifying influencers who shared the SMARTPaper and how broadly
- Email addresses for sales follow up

Packaging includes

- Design and host your SMARTPaper issue for up to 12 months
- Published as a piece of content on Officer.com, also helping SEO
- Prominently featured as Sponsored Content on Officer.com Homepage
- One Advertiser Exclusive E-Blast
- Officer.com Facebook and Twitter posts
- Prominently featured as Sponsored Content on Officer.com Daily newsletter

SMARTPapers. **SMART**Leads.
The **SMARTer** Way to Brand.



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