

The logo for Outlook Marketing Services, Inc. features the word "Outlook" in a large, bold, white sans-serif font. A white swoosh underline starts under the "O", arches over the "t", "l", and "o", and ends under the "k". Below "Outlook" is the text "Marketing Services, Inc." in a smaller, white sans-serif font.

Outlook

Marketing Services, Inc.

EBOOKS: TRENDS AND BEST PRACTICES

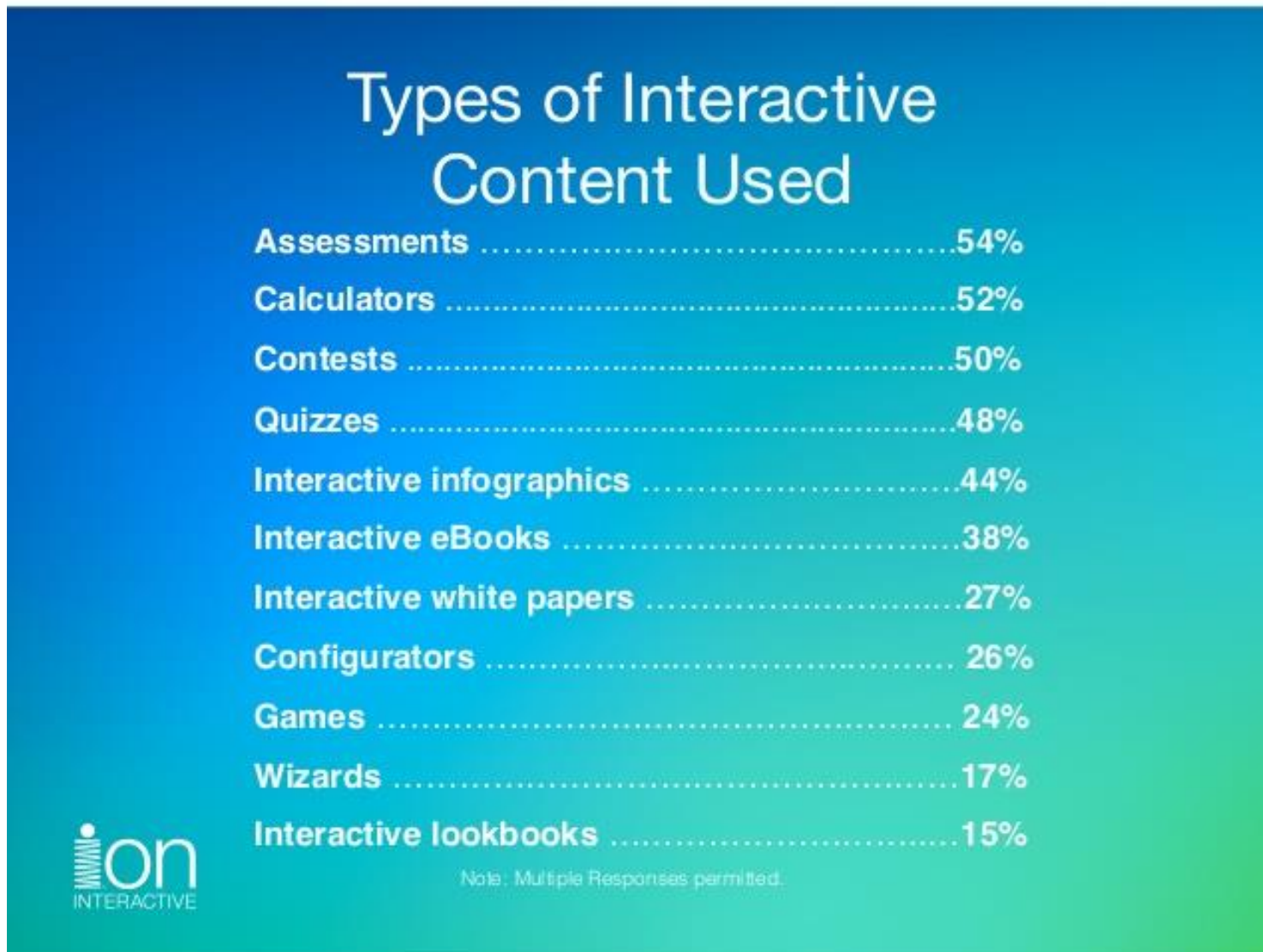
Ebook/Interactive Content Trends

Ebooks are Interactive Content, Which is Hot!

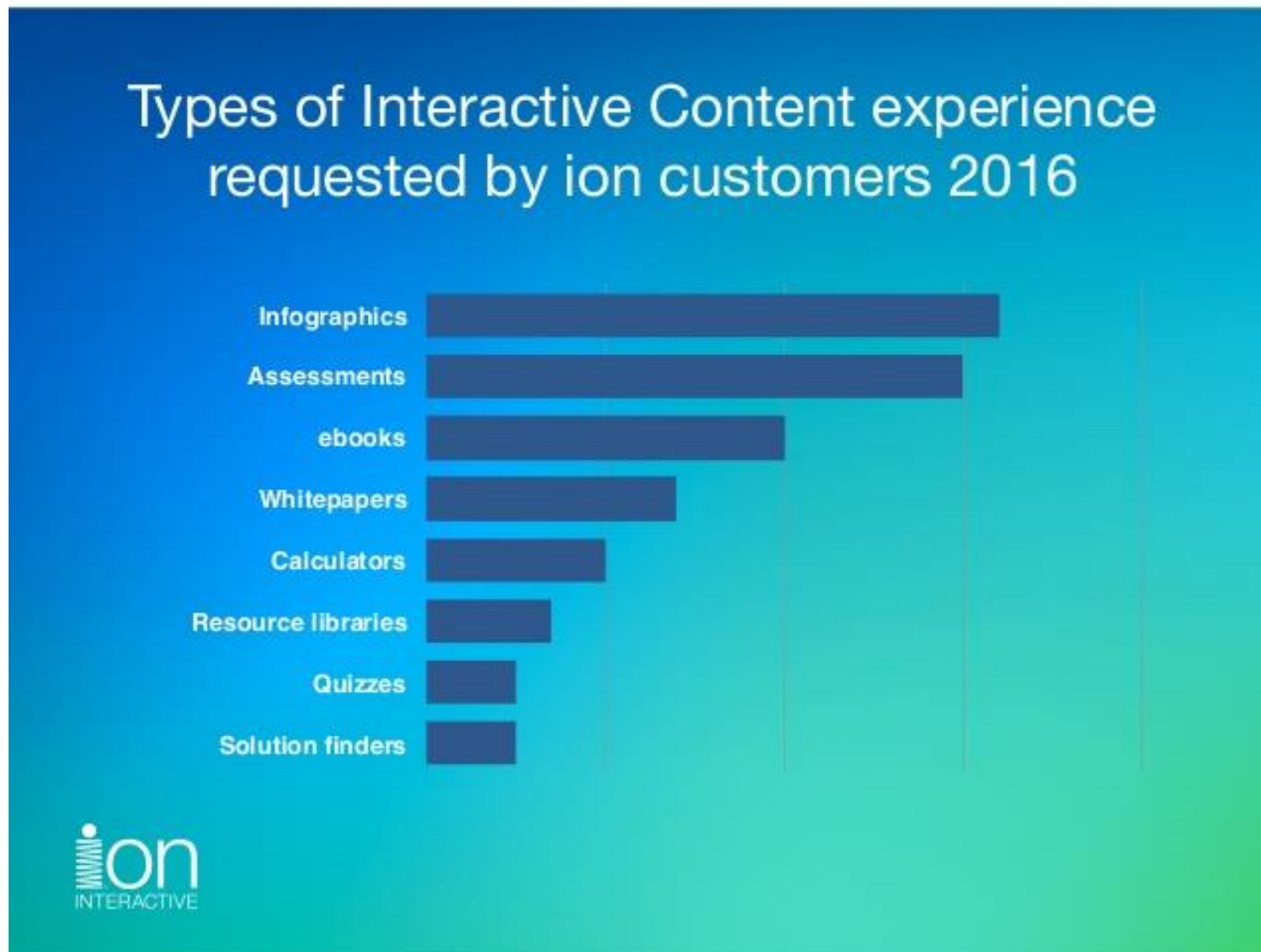
- 53% of marketers are now using interactive content
- Interactive content expected to increase dramatically in next 12-24 months. 87% of B2B marketers predicting at least 10% of their content will be interactive.
- Since using interactive content...
 - 66% say audience engagement increased
 - 79% say it can have reusable value, resulting in repeat visitors and multiple exposures
 - 79% say combining traditional content marketing tactics with interactive content enhances retention of organization's message
 - 75% say non-gated IC can provide a "sample" of the brand, resulting in higher degree of lead nurturing
 - 67% say IC provides valuable ways to repurpose organization's passive content
 - 81% say IC grabs readers' attention more effectively than static content
- 120% said more effective at getting shared

Source: <https://www.slideshare.net/ioninteractive/2017-interactive-content-marketing-trends>

Interactive Content Trends



More Interactive Content Trends



Ebook Best Practices

Benefit of Ebooks

- Engaging format for educating audience/presenting how to solve a problem
- Valuable lead gen tool
- Great way to format/share content to establish your company as a thought leader
- Sleeker, more flexible alternative to traditional whitepapers – can be presented as a PDF, SlideShare or other interactive format

Source: <https://www.rogerwest.com/content-marketing/6-best-practices-creating-ebook/>

Best Practices for Ebook Creation

- **Make it valuable** – should provide more/better information than would be found in a blog post or article. If using to gate, must be worth sharing contact information for it.
 - Make it more valuable by:
 - Covering a topic more comprehensively than can be found elsewhere
 - Include research/stats
 - Interviewing industry experts for fodder/quotes
 - Including real-life success stories
 - Including checklists, quick tips, infographics or how-to information
- **Make it targeted** – address a specific audience (i.e. focus on one of your buyer personas at a certain stage in the buying cycle) to better tailor content to address pain points.
- **Make it compelling** – include information readers can use/apply right away. Use active voice and story-telling techniques to capture reader attention.

Source: <https://www.rogerwest.com/content-marketing/6-best-practices-creating-ebook/>

Best Practices for Ebook Creation, Cont'd

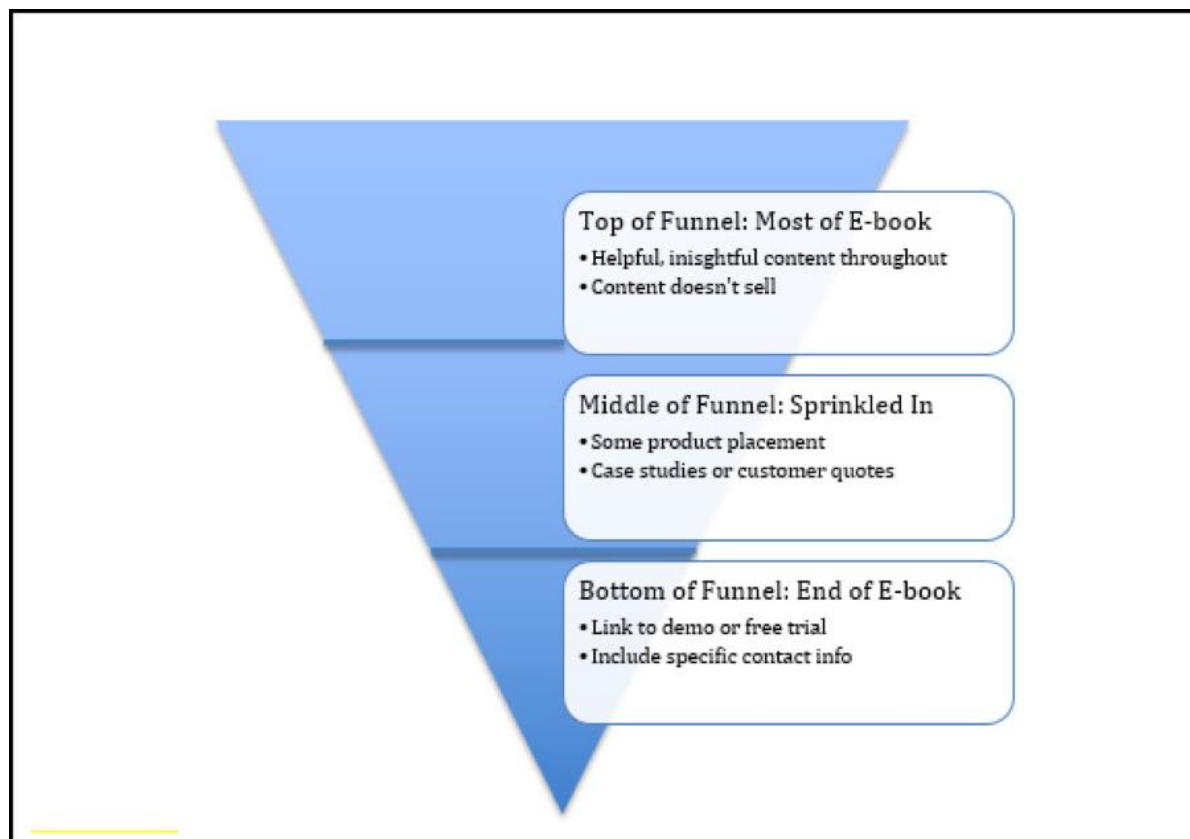
- **Make it conversational** -- write like you speak. Use “you” for a more direct/personal approach that engages readers individually; keep writing clear, concise and casual.
- **Make it visual** – people learn differently: some want to read a block of text, others to skim bullet points, while others prefer an infographic, chart or photograph. Cover your bases by providing a variety of content types.
- **Make it professional** – make sure the finished product is reflective of your brand. And be sure to promote it across multiple channels (social media, blog posts, emails, etc.).

Source: <https://www.rogerwest.com/content-marketing/6-best-practices-creating-ebook/>

Ebook Promotion Tips

Promoting an ebook goes beyond creating a landing page, tweeting a link, and emailing it to your customers!

Great e-book promotion touches all phases of the sales funnel :



Source: CMI - http://contentmarketinginstitute.com/2017/09/things-do-promote-ebook/?utm_term=READ%20THIS%20ARTICLE&utm_campaign=27%20Things%20You%20Can%20Do%20to%20Promote%20Your%20E-Book&utm_content=email&utm_source=Act-On+Software&utm_medium=email

Ebook Promotion Tips, Cont'd

Top-of-Funnel (Cast a wide net. Slice & dice your promo the most since folks digest content in different ways)

- Turn each chapter into a blog post on your corporate blog.
- Record someone from your team reading the e-book and launch as an audio book.
- Run a webinar with the author, featured thought leaders, or brands.
- Create an [infographic](#) with the ebook's tips, tricks, or quotes.
- Tweet with quotes, stats, or tips from the ebook.
- [Host a Twitter chat](#) on the topic.
- Post snaps and [Instagram stories](#) with featured quotes or tips.
- Contact [influencers](#) and ask them to share it (give them an exclusive sneak preview for even more exposure/buzz).
- Write a [guest blog post](#) for sites covering the topic.
- Include ebook in two or three places on your website, such as home page, resources section, customer log-in page, and sidebar callout.
- Turn it into a printed book and give it away at conferences, booth exhibits, etc.
- Write [email](#) and phone scripts/outlines about your ebook for cold outreach by sales or business development representatives.

Ebook Promotion Tips, Cont'd

Middle-of-Funnel (Where you get existing prospects to raise their hand and move closer to the sale. Ebook can help get leads to commit)

- Work ebook into your nurture program(s) or [drip campaigns](#).
- Share on your organization's forums or community site.
- Create a content pack for existing prospects, including a case study, ebook, one-sheet, etc.
- Include the ebook in your [newsletters](#).
- Provide the ebook to employees in many ways so it's easy to access and share, including:
 - Post or file on team [collaboration platform](#)
 - Link to landing page
 - Give direct link to ebook (e.g., after-form complete page or PDF link)
 - Shelf in content library
 - Click to tweets and click to share on LinkedIn
- Ask partners to send it to shared partners and networks.
- Print it and include it in a care package to customers and prospects.
- Enter your ebook in marketing contests.

Source: CMI - http://contentmarketinginstitute.com/2017/09/things-do-promote-ebook/?utm_term=READ%20THIS%20ARTICLE&utm_campaign=27%20Things%20You%20Can%20Do%20to%20Promote%20Your%20E-Book&utm_content=email&utm_source=Act-On+Software&utm_medium=email

Ebook Promotion Tips, Cont'd

Bottom-of-Funnel (When you reach the bottom of the funnel, the [salesperson](#) takes the wheel. But your ebook can help)

- Attach the ebook to first-call presentation decks.
- Use it to develop email or phone scripts and templates for existing prospect outreach.
- Print it and give it to salespeople as takeaways or leave-behinds for meetings.

Ebook Checklist “Cheat Sheet”

- ✓ Is this the right content vehicle for my message?
- ✓ Is the information engaging and more robust than a blog or article?
- ✓ Have I targeted it to an appropriate audience?
- ✓ Is the writing punchy and active, or lackluster and passive?
- ✓ Is it visually appealing and easy to navigate?
- ✓ Do I have a thorough promotion plan?