

Unlocking the power of eBooks

Boost your
business with
compelling digital
content

SYN©





Table of Contents

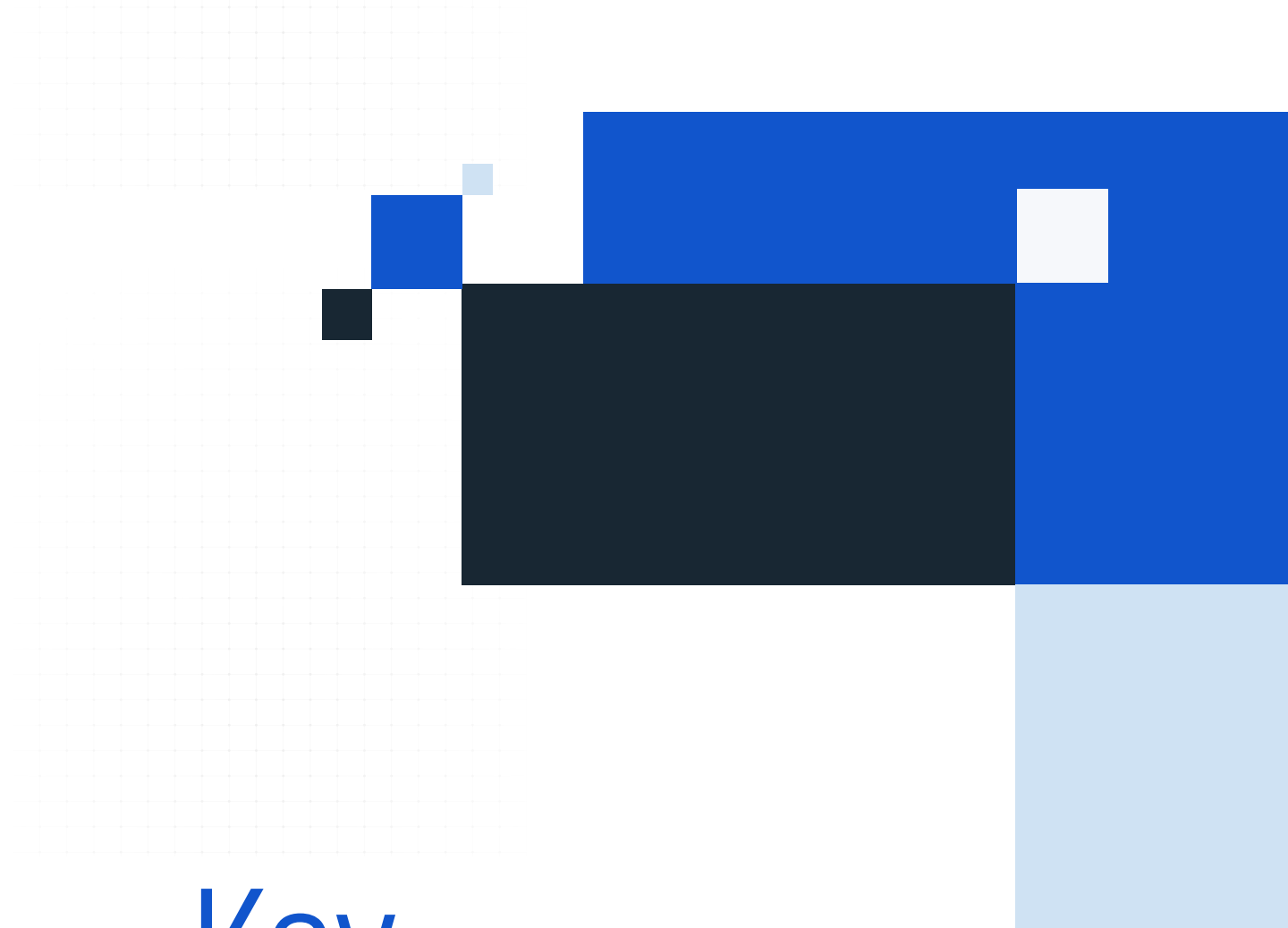
03 Key takeaways

05 Introduction

06 What makes an eBook

07 Benefits of eBooks

12 How to write an eBook



Key Takeaways

01.

eBooks are becoming increasingly popular due to the proliferation of smart devices and electronic readers. They are also a popular tool for marketing your company.

02.

Writing an eBook provides a more engaging way of sharing knowledge and insight, increases your credibility as a subject expert, and provides an easy way to measure your success.

03.

The format of an eBook will depend on the type of content you wish to deliver.

04.

To make an eBook successful, it's important to make sure that the content is well-researched, provides unique value to readers & aligns with the beliefs of your target audience.

Introduction

eBooks are becoming increasingly popular, especially with the proliferation of smart devices and electronic readers.

Here are some interesting statistics to illustrate this.



Demographics

60% of eBook readers are between 18 and 45 years old.



Free downloads

Over 10,000 eBooks can be downloaded for free in 2021.



Income

38% of e-readers in the US earn more than \$75,000 annually.



Effective B2B marketing

eBooks/white papers (50%), case studies (47%), and social media posts (41%) rank the most effective types of content.

What makes an eBook?

An eBook (electronic book) is a type of publication that you can read on a digital device.

This can be your phone, tablet, computer, and so on. The proliferation of these digital devices makes eBooks a really popular reading format.

An eBook for business or marketing purposes usually has around 4 to 20 pages, ranging around 1200 to 2000 words - but these are not hard and fast rules.

Some common formats include the following:

EPUB (.epub)	Supports texts and images. Layout can be fixed or reflowable. Supports interactivity.
MOBI (.mobi)	
AZW (.azw) and AZW3 (.azw3)	
PDF (.pdf)	Strictly for text. No fixed layouts or interactivity.
TXT (.txt)	

Benefits of eBooks

eBooks are becoming an increasingly popular tool for marketing your company, and there are various reasons for this trend. The following are some of the benefits of writing an eBook for your business:

A more engaging way of sharing knowledge and insight



Writing eBooks helps you showcase your products and services in a manner that is both more in-depth and educational. You can also do a deep dive on topics you are knowledgeable in that are relevant to your brand. For example, if you are a PR agency, you can write an eBook on digital marketing and slip in a call-to-action (CTA) to your services, just like what we are doing now! You can also tap into your creative side to turn specific chapters of your eBook into interactive experiences for the reader. Besides that, you can grab people's attention with carefully curated pictures, illustrations, and infographics that can also appeal to more visual learners.

A more engaging way of sharing knowledge and insight

Clients and consumers tend to believe in brands that know what they are talking about. An eBook filled with correct and reliable information is one of the surefire ways to build your readers' trust in your brand.

Thus, it is important to make sure that the eBook's content is well-researched and provides answers to the questions your target audience may have.

“ More importantly, organisations should constantly remember the importance of adding a unique value to their readers, for their eBook to stand out amongst the many eBooks already published in the market. ”

Did you know that...

86% of buyers

choose companies with genuine brand images.



78% of customers

prefer learning about a company or a brand through articles instead of advertisements

83% of consumers

are more likely to buy from reputable companies if the companies' beliefs align with theirs.



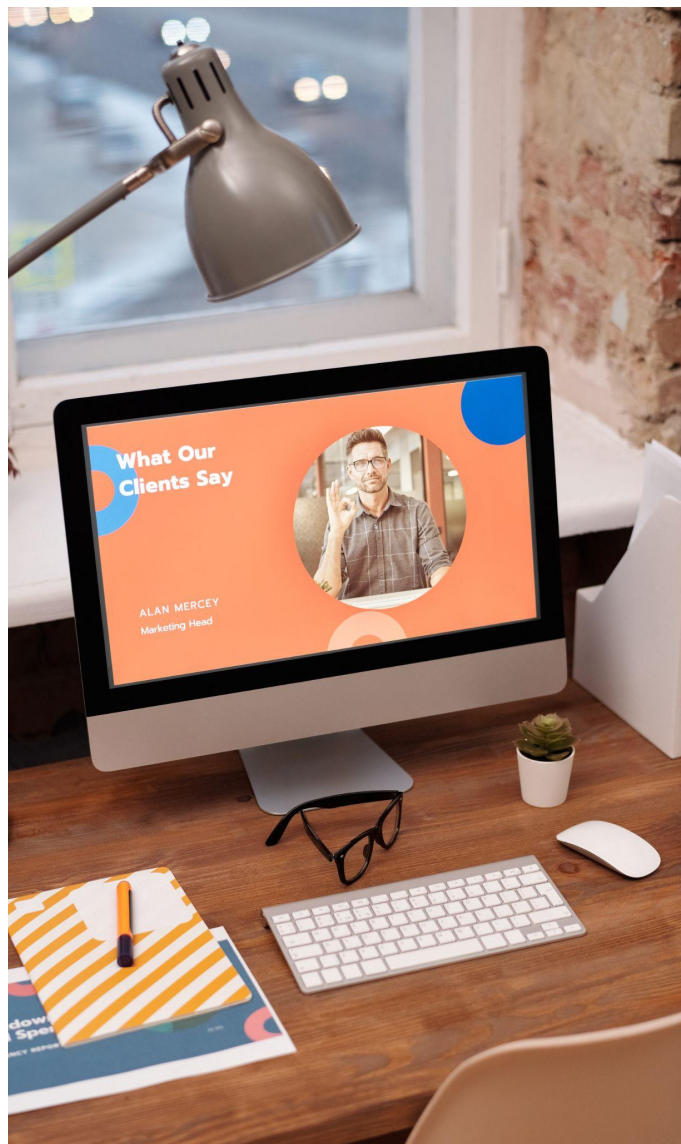
Provides an easy way to measure your success

You can measure your return on investment (ROI) with eBooks. For instance, you may measure the number of times the eBooks have been downloaded as well as the number of leads that have been generated from the landing page for the eBooks.

Case Study #1

This case study showcases a company that is interested in writing an eBook to target a buyer persona who is a marketing manager. Using keyword research, they decided to write a book on retargeting and remarketing.

“After writing the eBook and making it available for access via a landing page, the eBook helped increase the conversion rate of their website’s visitors to 52.67%.”



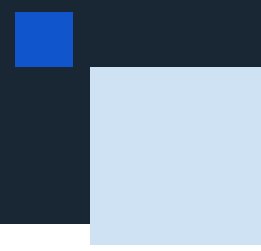


Case Study #2

This case study involved our previous client D2L, which is a leading Edtech company with headquarters in Canada and a strong presence in Europe, ANZ, and APAC. D2L approached us to help them develop a series of eBooks that could be used as digital marketing tools to support their business growth and scalability.



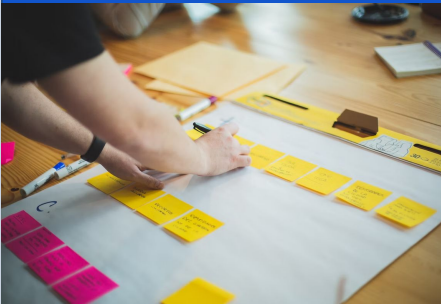
“The growth campaigns we ran for the eBooks were also successful, with D2L seeing a significant increase in website traffic and leads generated from the eBooks.”



How to write an eBook

Now that you know what an eBook entails and its benefits, you might still be unsure of where to start. To ease your journey into writing an eBook, here are a few things you can do as a starting point, divided into three main stages: **Before**, **During**, and **After** writing.

Before writing



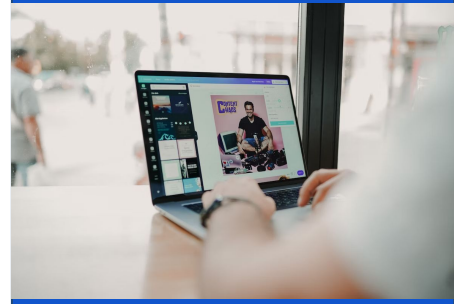
1. Choosing a topic to write
2. Designing the outline
3. Choose the topic

During writing



1. Divide the topics into chapters
2. Summarize

After writing



1. Edit your work
2. Design your eBook
3. Construct a landing page

Before writing

Choose a topic to write

When writing anything, choosing topics to write about may seem like a no-brainer. However, when it comes to writing to a highly relevant audience, choosing the right topic is crucial. Here are some questions you can consider:

Is there any value the reader can take away from the topic?

The topic has to answer the questions your target audience may have. As much as you may be tempted to write a topic that personally interests you, you have to ensure that your eBook benefits your readers as well.

Is it relevant to your target audience?

Speaking of your target audience, the topic should be something that they will be interested in. For example, if you are writing to digital marketers, eBooks with keywords such as retargeting and remarketing may interest them more than an eBook about fintech trends. To ensure that you have a relevant topic, keyword research is important.

What key takeaways do you want your audience to have at the end of the eBook?

Your eBook should be able to highlight the important points that your readers can find at the beginning or the end of your eBook. Key takeaways can include things such as important insights, recommendations, and implications



Design an outline for the content

Create a plan for what should be in your book and where it should be placed. The end product should have a comprehensive and cohesive narrative. In addition to this, you should make sure that it reflects your brand's ethos or values and that the content of the eBook is not unnecessarily complicated.



Which reading platform do you prefer for this eBook to be consumed in?

It is important to know that certain formats can only be accessed via certain devices. .mobi and .azw/.azw3 file formats, for instance, can only be accessed via e-readers such as Kindle.

Do you prefer fixed layouts or ones that can be reflowable?

If you prefer reflowable, it should be in a .epub, .mobi, or .azw/.azw3 file format.

Do you plan to include interactive components in your design?

If yes, the format should be either .epub, .mobi, .azw/.azw3, or .pdf file format, to name a few, that allows interactivity for its contents. It should not be in a .txt file format as this file not only does not support interactivity but it is also only limited to texts and not images.

Choose the format

It is essential to pick one that is appropriate for the kind of content you will be sharing. Here is a checklist of questions for you to consider when picking a format:

While writing



Divide the topics into chapters

When you are writing, it is essential to divide your primary topic into subtopics, which will afterwards become the chapters of your eBook. It is simpler to read, and your audience can simply go to the chapter with the information they are interested in rather than having to scour through the entirety of your eBook. Even better, if the format permits it, incorporate hyperlinks inside the chapters so that readers can directly jump to the chapter they are looking for instead of painstakingly scrolling to the page. This makes the reading experience much more convenient for the reader.

Summarize

We recommend you include a brief summary at the very end of each chapter that highlights the most important themes discussed in that chapter. This can help readers remember the overall topic of the chapter

After writing

Edit your work

Believe it or not, editing takes more bulk than the actual writing itself. In fact, it takes roughly twice as long as the writing process itself. Editing is important to identify and correct any potential flaws, including grammatical issues and typos, that can negatively impact the eBook's readability.

Design your eBook

Visuals play a key role in every book design. They say not to judge a book by its cover, but there is no denying that an attractive one can pique a reader's attention faster. It is not just limited to the cover, either- the interior and the layout matter as well. A great book layout and design help readers concentrate on the text instead of being distracted by poor page design or other visual errors.

Construct a landing page

After you have finished creating your eBook, it is time to provide a means by which your audience may access it. One option is to create a landing page. Create a page where readers can download your eBook from. The landing page also makes it easier for you to track its ROI, such as the number of downloads and views. Afterwards, you can advertise this landing page using various methods such as paid advertising, social media, etc.



eBooks are an intricate part of everyday life and can benefit your brand. Not only can it establish trust with your audience, but also enables you to showcase your expertise and services in creative and interactive ways.

If you would like to explore a topic relevant to your industry and develop an eBook to add value to your consumers, and gain engagement and business growth, reach out to us today at hello@syncpr.co!

SYNC PR

Find us here!

