



**GO
GLOBAL
STARTUP
SERIES**

EDUCATE YOUR AUDIENCE

How to Capitalize on
eBooks to Generate Leads

If you've read "Invest in Content Creation" of VGC's Go Global Startup Series, you'll know that Content Marketing has taken over the roles of traditional marketing practices in the world today. Through providing audiences with valuable and informative content, organizations and businesses are able to draw in potential leads and customers, while getting a positive company image and even added credibility.

There are various types of content that one can use for Content Marketing. One of the most common types of content is eBooks. By definition of Merriam-Webster, an eBook is a book composed in or converted to digital format for display on a computer screen or handheld device.

EBook usage has grown in the recent years due to the availability of tablets such as Kindle, iPad, Google Nexus and Nook, among others. Since its inception, eBooks have largely replaced physical books, both in the workforce and the academe, due to its cheaper cost and easier accessibility. Since eBooks are commonly in PDF format, it makes them user friendly and easy to share with others.

In content marketing, eBooks are used to bring awareness, educate audiences, build trust, strengthen brands, and generate leads for businesses. By creating well-written eBooks with useful, valuable, helpful and educational content, companies are able to establish themselves as experts in their respective fields.

Ebooks can either be distributed as free or for sale, depending on the person's objective. A common practice is to offer free eBooks to attract audiences to join a company's mailing list. Just like in writing any manuscript, having a clear objective is important to guide you in shaping up your outline and writing your content.

What is your ultimate objective in developing your eBook? Do you know which audience you would like to speak to? What is your message?

The first thing you need to do is define your objective. Know what you want your eBook to accomplish. For instance, you're a realtor and you have just started up your own real estate firm. After hiring a web developer to create your website, you decided to have a mailing list created for your existing leads. Your mailing list does a great job in showcasing the different on sale properties under your firm. But then you realize that you need to get more potential clients to opt-in, otherwise, your efforts in creating and maintaining your mailing list will not be maximized to its full potential.

In this example, the objective is clear: To increase mailing list opt-ins and make your website visitors convert into leads.

The second thing you need to do is to revisit your knowledge of your target audience. What are their specific interests? What topic would most likely trigger them to click on your eBook offer? Without proper knowledge or research, your eBook will become a waste if it does not cater to what your target market needs and wants.

It is also important to consider at what step your audience is in the Buyer's Journey (Awareness-Consideration-Decision) to make sure that you will be sending the right message and that the content will resonate with them.

Once you determine what your target market wants to know or is interested in, you can now start making a short list of topics. Choose the topic that is most relevant to your objective and work on creating content for it.





In our example, a free eBook about Real Estate Market Trends and Forecasts in the specific city/area of coverage would be a great topic to entice people to opt-in the Real Estate firm's mailing list. By choosing this topic, the firm will be able to draw in leads who are interested in real estate in that specific area

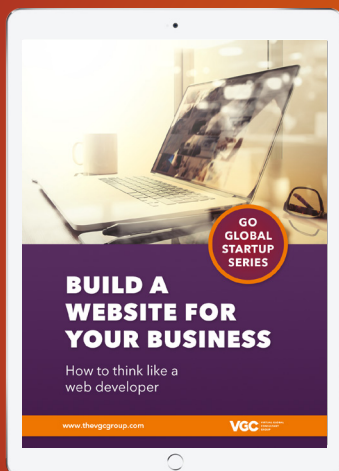
When writing content, you should always strive to write content that converts the audience. Your content must tempt the audience to convert from website visitors to leads, or from leads to actual customers.

Once you have finished writing the content and gathering the right images, you can then hire a professional designer to create an eBook layout that is easy to read and is appealing to the eye. The eBook cover, just like hardbound book covers, do a lot in attracting people to see and read what is inside.

The eBook layout, however, should not only focus on the layout's aesthetics. The readability of the document contributes highly to the level of the reader's attention and interest. Make sure that the font size and color is readable across all device.

Once the eBook layout is completed, it is a must to proof-read every page before posting it on your website or sending it out for distribution. If your company or organization wants to be a trusted leader in the field, errors in grammar or spelling will most likely make your customers reluctant from giving you their full trust and confidence. Simple errors such as those may hinder you from gaining more credibility, and usually remains in the audience's first impression of your business.

Last, but certainly not the least, you should create a plan on how to promote your eBook once it has been completed.



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