



The Loop Live

Bringing eBooks into 2024

Practical advice for upgrading your eBooks





**Our eBook philosophy has
changed**



Why do we need to change how eBooks are done?

Prospects are used to the process and have been burned before with low-value content followed by premature pushy calls from sales. They're much more sceptical about giving away their contact details.

Downloading an eBook \neq intent to buy. Passing these leads over to sales isn't likely to spark a productive sales conversation. In fact, the sales rep might end up hearing responses like 'what eBook...?'

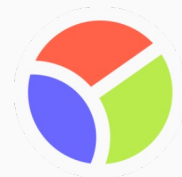
Prospects are moving more towards finding their information in other formats, e.g. in Slack communities or with video or podcasts.



eBook philosophy

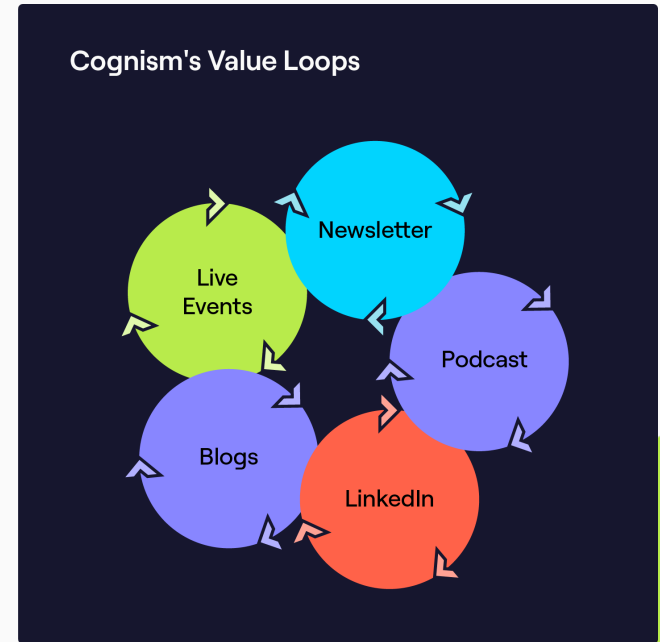
What's the goal?

- Whether you're collecting leads or not, the goal should be to provide your ICP with quality content.
- It's all about being memorable - doing something your audience will recall if and when they later come in-market.
- And getting your ICP into your orbit to be engaging with your brand until they enter a buying phase.



Creating a value-led journey

- Put the user experience over any agenda to push leads. Giving those experiencing our brand for the first time an overwhelmingly positive interaction - and reinforcing for those who already know us that we're worth keeping in mind.
- Resist getting people into a funnel and asking for a demo. Because put simply, it isn't what the reader wants or what they'll find valuable at this stage.
- Instead, create alternative pathways to continue engaging with your brand until they either feel the need to come inbound to you - or give you a better indication of intent.





How to build your eBook



What content = eBook worthy?



- It can't just be a bunch of your SEO blogs shoved together.
- If you're gating content - and realistically even if you're not - it becomes all about quality.

Here are some rules to measure your eBook content against:

1. It must either help inform your ICP about something they wish to learn, or help them solve a real problem they're facing.
2. It must be accurate and should include subject matter experts
3. It must be unique





Break free of PDFs

With so many tools, platforms and technologies, why are we limiting ourselves to PDFs?

- You can't update a PDF once it's live
- You can't track how people interact with your PDF
- PDFs don't have interactive capabilities

Here are some alternative formats you could use:

- Digital magazines
- Gated or ungated webpages
- Audio eBooks
- Video guide

Not every buyer persona will be into written content. If you're not sure what format your buyer persona prefers, why not just ask?



Utilising SME insights

Why should you work with SMEs when writing your eBook?

- SMEs can add another perspective.
- SMEs are usually experts because they're doing the role or have experience in the industry you're talking about.
- They can help you make the content unique, credible and interesting.
- They can take some of the workload off you.





Exclusive and interactive content

Want to bump up the perceived value? Add in exclusive content and extra resources:

- Exclusive SME content - voice notes, tutorials, explainer videos.
- Templates - for example, how to calculate your x, y and z. Or a checklist for a, b and c.
- Exclusive podcast episodes
- Swipe files



How can you transform a lifeless bundle of text into something much more exciting and engaging? By making the content more **interactive**.

Here are some examples of how you could do that:

- Moving images, GIFs and animations
- Polls
- Videos - either informative or entertaining skits
- 3D tours
- Swipeable title pages with drop downs to read the content
- Flippable pages
- Icons that flip to reveal more information when you hover over them

How much should you gate?

Whether or not you will gate your eBook will depend on your goals and business needs



Do you need to collect leads?

Yes, it's what we're measured on

How quickly after collecting leads do they need to be passed over to sales?

Right away

Test gating half your eBook. Your sales team still get leads, but you can confirm they actually read the content.

And readers get to see the value-packed content before they hand over their email - so they know it's worth giving up an email address for!

We've got some time

If you're gating your whole eBook then test a new nurture sequence for your gated ebook leads.

- Add into a private community/ create your own audience
- Allow them to browse nurture content on demand
- Deliver them tailored content based on the subjects they're interested in

Then your sales team can reach out.

Do you need to collect leads?

No, we're going to try something new

How much can you experiment?

We've got a lot of leeway

Ungate your ebook!

Focus on getting it in front of your ICP without friction.

Delight your audience with high value content and retarget with nurture campaigns.

Watch the inbound leads trend upwards!

We want to be cautious, change one thing and see how it goes

Test leaving your ebook ungated - except for one high value asset.

A template or piece of research for example. You can gauge the response - while still having some higher intent leads as a backup.



How to distribute your eBook





Distributing your eBook

Scarcity driven offer

We would always recommend building this into your launches:

- Increases the perceived value of the asset
- Give you social proof from launch
- Stimulates word of mouth and dark social to increase reach

Example: We released 100 'early bird' copies of our CMOs book. The online ebook now has 5k+ visitors.

Influencers/SMEs

Can be rocket fuel your launch:

- Gives you authority you could never get on your own
- Networks combine to expand reach beyond owned/paid channels.

Two ways to approach:

- Recruit external influencers
- Use internal SMES

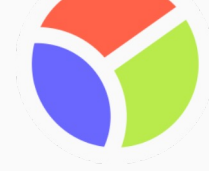
Example: We used a free copy of our CMOs book as incentive to post on the day of our launch with their copy.

Launch event

Can be a powerful anchor to launch your asset around:

- Use incentives/FOMO to drive registrant/attendee numbers
- Registrant/attendee numbers act as social proof for asset and increase perceived value of the asset
- Can use the launch event to sell the asset in more personalised way

Example: Alex Hormozi book launch (208k registrants).



Distributing your eBook

Paid social

This would be on most to do lists, but a few key actions we've found to be effective:

- Incentivize audience to post reviews, use posts as the creative
- Get SMEs to post and record a reviews. Use their posts and video for the creative
- Use a mix of ad formats, we found document ads to be a useful format to unpack long form assets

Customer referrals / advocacy

Customers likely have a very relevant network to share your asset with. Incentivize them to:

- Directly share referral links to drive traffic to your asset
- Post reviews of the the asset to their personal channels
- Repost any launch announcements from your accounts

Owned community / audience

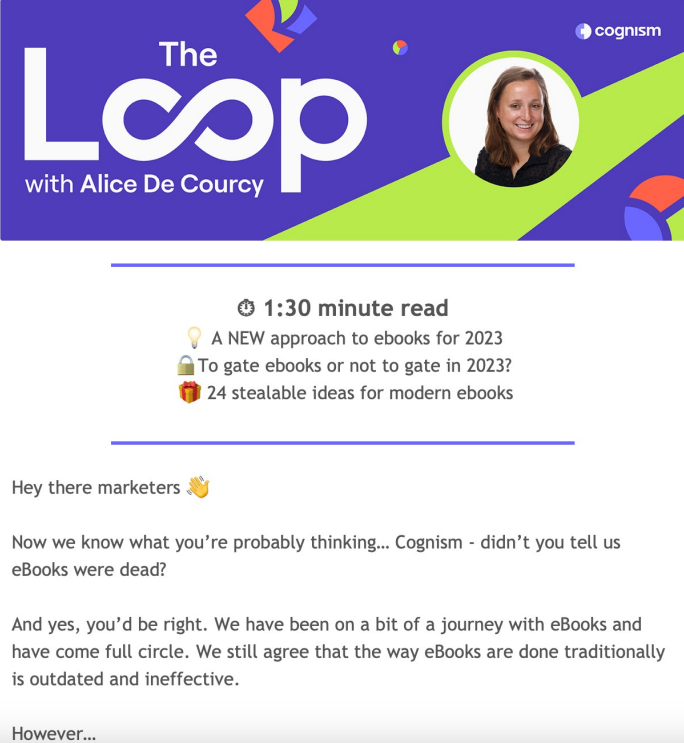
Longer term play, but owned communities such as slack can be a powerful tools for distribution, particularly for earlier stage companies:

- Much more engaged audience and likely to download/consume content
- Can also be used for referalls/review to enhance wider promotion
- Quick and easy way to get feedback on your asset before you launch

Distributing your eBook

Some final suggestions...

- Get creative with repurposing (youtube series, podcast series, bitesized blogs)
- Remarketing campaigns leading with value vs sales call follow up
- Newsletters (create a series based on the larger asset, snippets and quotes)



The Loop
with Alice De Courcy

cognism

🕒 1:30 minute read

- 💡 A NEW approach to ebooks for 2023
- 🔒 To gate ebooks or not to gate in 2023?
- 📦 24 stealable ideas for modern ebooks

Hey there marketers 🙌

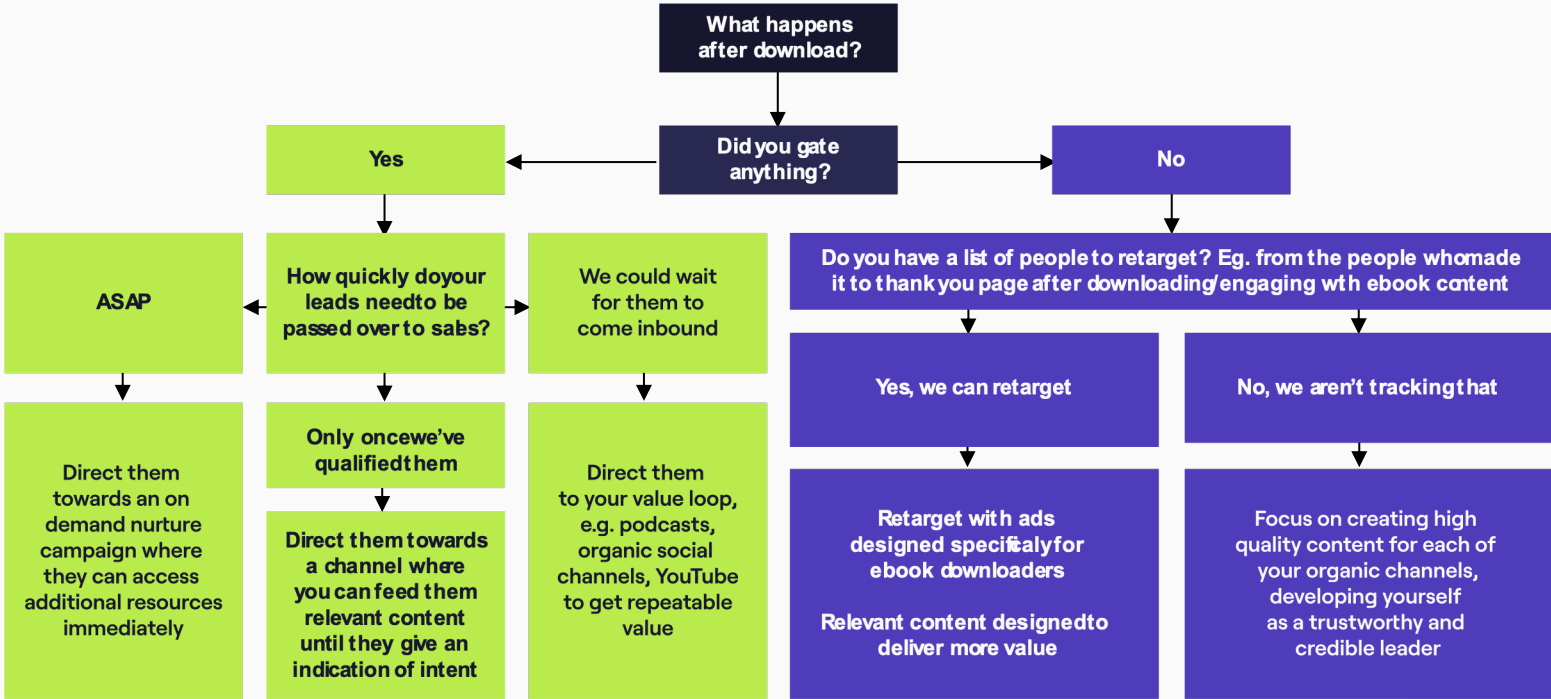
Now we know what you're probably thinking... Cognism - didn't you tell us eBooks were dead?

And yes, you'd be right. We have been on a bit of a journey with eBooks and have come full circle. We still agree that the way eBooks are done traditionally is outdated and ineffective.

However...



Post download nurtures





Post download nurtures

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You know, first impressions count for everything.

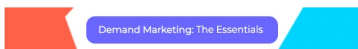
We should say something smart.
Something classy.
Something like...

HIYA

Nailed it.

Let's get to the point: thanks for signing up for our webinar!

If you haven't found the exact answer to your challenge, you're in luck: we've got resources for EVERYTHING. Like these essentials.



Demand Marketing: The Essentials

- TRY THAT.

Oh, and we're best friends now.

☺ TTYL

The Cognism Team

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Hiya!

We're back. Did you miss us?

OK, so we're not very subtle - but there's good news:

WE COME BEARING GIFTS.

The thing about working in B2B? It's, like, a lot of work.

To say sorry for kicking in your door... here's something to make your day easier. Three essential marketing templates.



Although, you could say, the real gift is...
the friends we made along the way 🍷

Hmm. OK, maybe we're coming on too strong.

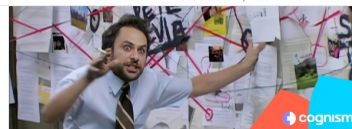
Let us know if you find it useful?

BYE

- The Cognism Team

5 Chancery Lane, London, WC2A 1LG, United Kingdom

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Hiya!

It's us, your best mates.

Let's get one thing clear: we're not crazy.

Sure, you look at our Demand Marketing streams, and they seem a little...

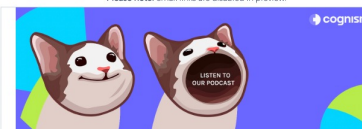
Inventive? Forward-thinking? We're always trying something new. All that traditional marketing nonsense? BORING.



Like dark social, true intent demand, and buyer-centric models.

We've even had some CELEBS on.

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Hiya Raunak.

Some people have reported back that we 'come on too strong'!

RIGHT.
OK.
IT'S FINE.
WE'RE FINE.

Thank you for SHARING.

Because best friends share EVERYTHING.

Like, for example... our podcast, The Loop.

It's where all the cool marketing leaders hang out. NO, seriously!





How to measure your eBook





Measuring success

Before you start measuring the success of your eBook you need to be aligned on the core goal you're trying to achieve:

- Some companies may be targeted on the number of leads and/or the quality of those leads.
- Here at Cognism our primary goal would be to provide value driven content to our core ICP.

Once aligned it ensures you are measuring the right metrics. And at this point you need to be prepared to measure everything!





Leading indicators

Regardless of whether you decided to gate your ebook and collect leads or un-gate and go for maximum value, your first focus should be the leading indicators:

- Is the content resonating?
- What qualitative feedback have you received?
- How does the engagement on paid social look?
- If you have distributed on multiple channels and in multiple formats (which we strongly advise you do) which channel and format is performing best?

Then you can dive deeper into WHO is engaging. Are they in your ICP?

Look for positive audience growth and engagement.

Engagement metrics

- Impressions, reach, video views, frequency
- CTR, engagement rate, likes, comments
- Qualitative feedback/shares
- Traffic, time on page, bounce rate



Lagging indicators

The buyer journey isn't linear and so we aren't going to be able to concretely say that certain actions have 100% contributed to revenue. Instead look for trends in your data and keep it simple in how you will track these trends.

E.g. When we launched our Diary of a CMO campaign we looked for positive trends in inbound demo requests and agreed to look at both first and last touch, giving them both equal weight.

As we saw the above increase we knew that the campaign was having a positive impact without getting too hung up on accounting for every single action. Alongside this we looked at source to see which channels were having this impact.



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Don't overcomplicate attribution. Instead agree on a way of tracking that makes sense for your core goals.



Extra reporting options

Human attribution.

- The 'how did you hear about us' question.'
- It's a great way to uncover insights that you otherwise might not have been able to see, such as dark social recommendations.

Heat maps

- As we discussed early on in this eBook, reporting on the success of your content is much easier when you've got more control over the platform.
- There's not much you can see beyond how many people downloaded your PDF.
- But if you host your eBook on your website, you can apply heat maps to see how people interact with your content. The chapters they revisited. Or where the audience tends to drop off.
- This gives you much more insight into how you can iterate and update the page over time - rather than leaving it as a set-and-forget exercise.

Gong calls

- Mentions of you campaigns and initiatives e.g podcast helps to show that your content is resonating.





Questions?

