

Beacon Presents

The eBook About eBooks

A simple guide to using eBooks as part of your lead generation strategy



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Beacon

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Introduction

eBooks Are The Biggest Marketing Opportunity That You're Missing Out On. But They Don't Have To Be.

By Kevin McGrath, Co-Founder of Beacon

I'm pretty sure you know the feeling.

That pang of guilt you feel every time you see a competitor boasting about their latest eBook.

Which one is it now, third? Or maybe they've gone beyond 5 already? They're certainly busy generating one lead asset after another.

All while you're still unsure about whether to even start creating eBooks at all.

But with today's heavy competition, overlooking even a slightest marketing opportunity can cost your company thousands of dollars in lost sales and opportunities.

So if you're wondering whether eBooks could help you grow your business, reach new audiences and convince prospects to engage with you, this book is for you.

A handwritten signature in black ink, appearing to read 'Kevin McGrath', written in a cursive style.

Kevin McGrath



Why are eBooks the Best Lead Generation Assets?

According to the Content Marketing Institute, 55% of B2B marketers consider eBooks to be highly effective lead generation assets.

eBook Benefits

Establish your company as a thought-leader

Gaining a thought-leader status by publishing authoritative eBooks that help your audience overcome their problems is one of the best ways to achieve thought leadership.

Help customers sample your expertise

Publishing eBooks and other long form content gives you an opportunity to showcase your knowledge and expertise in the best way possible – by already providing value to clients.

Increase your visibility

A good eBook will always get shared, discussed and mentioned online increasing the likelihood of a person coming in contact with your brands.

Solve Problems For Your Customers

Since eBooks are longer than most other content forms, they allow you to fully explore and provide detailed solutions to the problems that your customers face.

Tips for Producing eBooks Quickly

Here's one myth I need to dispel: In most cases you have everything you need to start producing straight away.

Existing Content

eBooks don't have to comprise of original content. In fact, a lot of them are based on repurposed content. Use Beacon's [WordPress](#) or [Hubspot](#) plugins to convert blog posts into eBook in seconds.

So, to create your eBook, simply gather all blog posts on a specific topic or dealing with a particular problem, add an introduction and a call to action to move users further down the sales funnel and, you're done.

Images

If you've been using images in blog posts, then you already have graphical elements you need to include in your eBook. And even if that's not the case, you can find plenty of images with a creative commons license on Flickr, Pixabay or Pexels.

And so, all it takes to create an eBook is to bring it all together and compile into a publication you could use to generate leads for your brand.

And I bet that's exactly what your competitor is doing too.

Beacon + HubSpot

Create Your eBook in 2 Minutes

With the Beacon for Hubspot integration you can automatically convert blog posts into a beautiful, customizable eBook.

GET STARTED FOR FREE

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