



eBooks

Digital marketing has evolved beyond the point of direct marketing. More often, consumers are seeking resources beyond basic products and services from companies they trust, including informative and engaging eBooks available for download. If your clients have asked about eBooks as part of their marketing strategy or you want to remain ahead of the curve in content marketing, partnering with Pennington Creative can give you the opportunity to add publishing to your menu of services. eBooks are already popular, and there is an influx of eBooks available on the market, but there are still countless ways to create standout eBooks that can reach target demographics effectively.

- **WHY SHOULD YOU OFFER EBOOK SERVICES TO YOUR CLIENTS?**

With an eBook, your clients can not only provide unique industry information and insight, but they can increase traffic to their websites and maybe even create new revenue streams with paid download services. Alternatively, eBooks may be offered as free resources, which can further drive up site traffic and pay off in the long-run with a higher rate of click-throughs and page views.

- **HOW CAN YOU SELL CLIENTS ON EBOOK SERVICES?**

Almost any industry can benefit from eBooks, particularly those that feature professional design and clear, concise writing. Let your clients know that eBooks will allow them to provide their customers with in-depth information in an accessible and engaging format.

- **WHAT MAKES PENNINGTON CREATIVE RIGHT FOR YOUR CLIENTS' EBOOKS?**

If you have already worked with us to provide SEO blog content and onsite content for your clients, you can maintain the same style, voice, and branding message with downloadable content by choosing our team. Even if you are starting fresh with a new partnership with us, Pennington boasts some distinctive assets that can make eBook publishing a successful venture for your agency. Our diverse team brings a wealth of talent to the table, and we can ensure that eBook content is delivered on time and to your clients' specifications. Finally, we make it easy with PDF eBooks that don't require an e-reader or publishing software. Clients and their customers can just download and read, simple as that.

With Pennington Creative, your clients can have their creative input matched with skilled copywriters, editors, and designers who will bring a professional edge to easily downloadable, highly accessible PDF eBooks. Reach out to us today to find out more about our eBook services.