



# eGuides

While the ultimate goal of any marketing campaign is to generate sales, it is essential to understand the scope of digital marketing beyond direct marketing strategies. In the age of digital marketing, consumers have higher expectations from businesses, who must engage and entertain potential clients to generate new leads and keep customers coming back. You can assist your clients in customer engagement by offering downloadable content to your menu of services. By partnering with Pennington Creative for downloadable content, you can offer your clients a unique service with eGuides.

- **WHY SHOULD YOU OFFER EGUIDES TO YOUR CLIENTS?**

eGuides are designed to serve as a more reader-friendly alternative to industry resources like white papers and technical journals. With approachable yet informative content, eGuides can allow your clients to educate, inspire, or persuade consumers. As downloadable content, eGuides also function to increase site traffic and position your clients as authorities in their fields who provide free, helpful resources on their sites.

- **HOW CAN YOU SELL EGUIDES TO YOUR CLIENTS?**

If your clients are already interested in downloadable content like white papers, you can offer eGuides as a more engaging and effective alternative. Otherwise, you might position eGuides as a valuable resource for consumers that can give a more in-depth analysis of industry-specific information. Clients from almost any industry can benefit from eGuides, which are carefully researched and written with a more informative and authoritative tone than blogs or onsite content.

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

Partnering with Pennington Creative gives you access to a team of researchers, writers, and designers who are ready to create content that fits your clients' expectations. Whether you are adding eGuides to other Pennington services like SEO blog content and custom infographics or starting fresh with us to supplement your own in-house services, we can ensure that all downloadable content fits into your clients' brand messages. We will also pair every eGuide with beautiful custom graphics in an easily viewed PDF format, which can be accessed on almost any device.

Drafting quality eGuides and other downloadable content takes a considerable amount of time and talent, but Pennington Creative can put these services within reach for your agency. Get in touch with us today if you want to find out more about our eGuides.