

Dealing with eBooks

Interactive
and Static

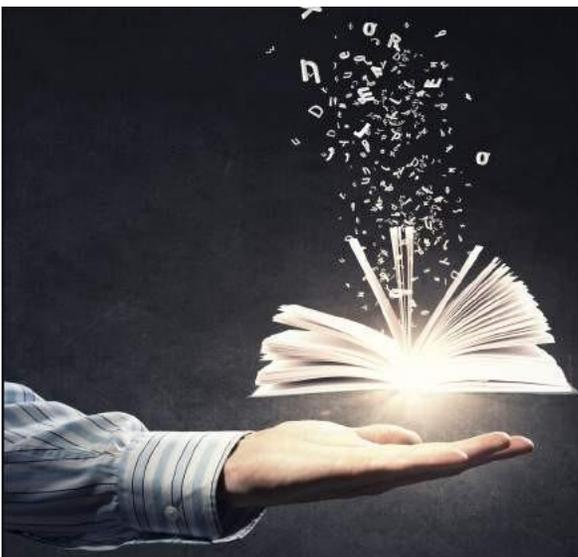
Ebooks are extensively being used by different industries as an interactive tool to engage customers. They provide useful information resources to their customers. Customized eBooks enable companies to build authenticity and provide the necessary support to their customers. If you are willing to incorporate eBook in user manuals and other documents, here is a comprehensive guide for you.



What is the necessity of an eBook?

While making purchase decisions, around 67% of the customers turn to eBooks. It helps you to influence their purchase decision. Failure to produce an eBook deprives your company of a broad section of potential customers.

Information on your websites and blogs draw your customers towards the product. However, you should provide them with adequate information about how to use these products. An eBook works as a guide to educate them. Apart from this, an information-refined eBook performs the following tasks



- ❑ Positions your company as an esteemed firm in the industry
- ❑ Promotes your service or product
- ❑ Develops a mailing list or lead for the company

Types of eBooks

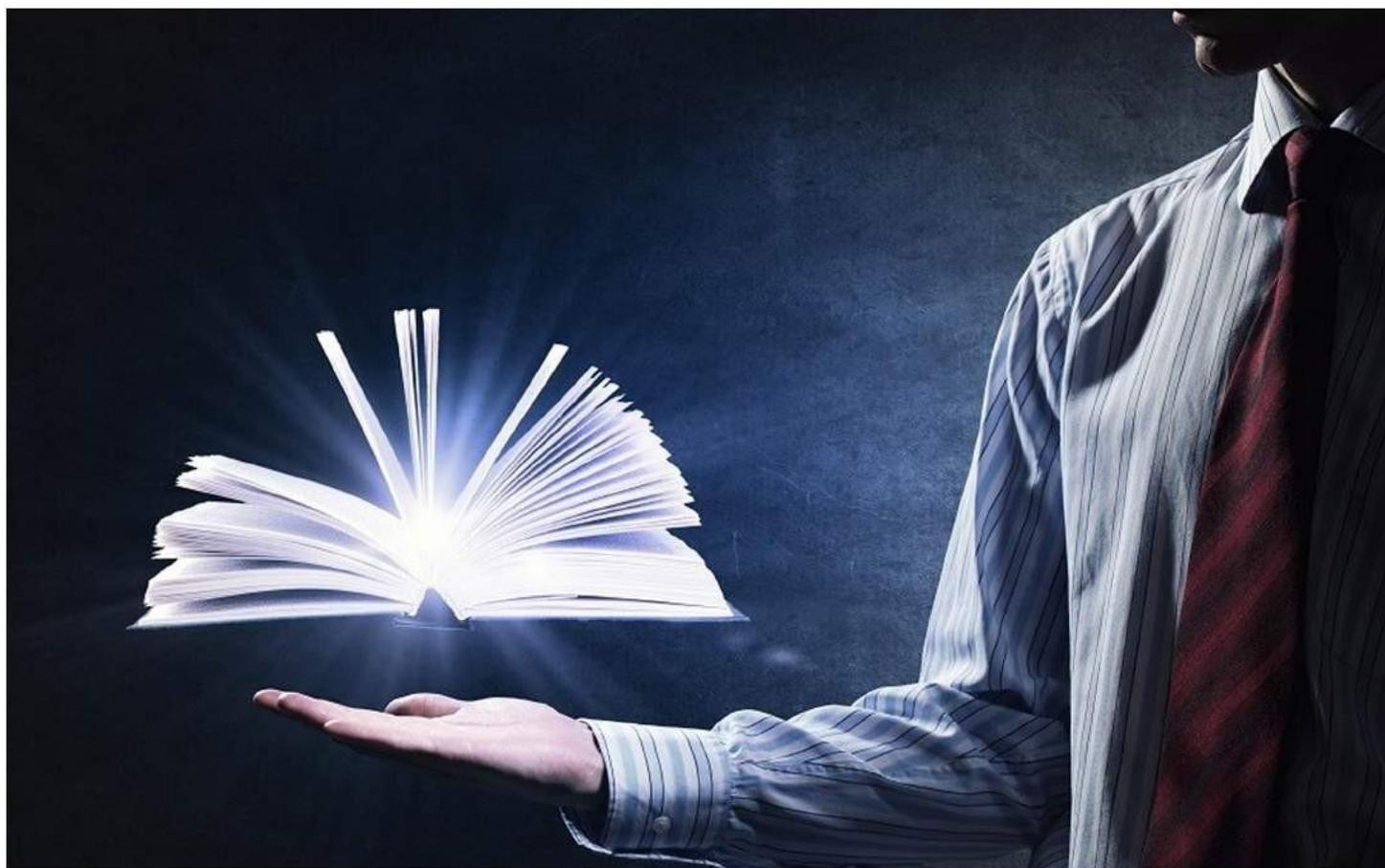
Ebooks are of two types, interactive and static.

Static eBooks: Static eBooks look like traditional books, comprise of pages and come in the PDF format. The customer can flip the pages of these eBooks in smartphones and tablets. You can include various links and table of contents in these eBooks. This will provide the reader with the opportunity to directly visit the page which he wants to read.

Interactive eBooks: Interactive eBooks have additional narrative features and they complement the communication if really [professional interactive eBooks conversion service providers](#) are engaged for the job. The reader can do away with the linear process of interaction. Each element of content stands separately and emphasis is laid over the visuals, which are placed along with the text. You can readily update them and experiment with these eBooks to suit your needs; there is always the provision of associating with a skilled interactive eBook creator.

Irrespective of the nature of eBooks, companies seek the expertise of professional eBook writers to engage their customers with fresh information. These act as strong marketing instruments. Various interactive materials like charts, infographics and maps can be used in eBooks.

Assessing your requirements, you can incorporate animation, audio, video, quizzes and GIFs in eBooks to make them effective. Whatever eBook you choose, you have to deal with your audience about the product and services in the eBooks. Present them in an innovative manner to retain the level of interest. Moreover, you need to keep factors like time and budget in your mind at the same time.



How can you increase the impact of your eBook?

All the companies want their eBooks to be effective. Inability to draw the attention and interest of the customers result in financial losses. Besides, you lose valuable time while developing the eBooks. Therefore, make it a point that you will get optimum returns through the impact you create in the minds of your readers.

You should consider two key factors before developing the eBook



- ❑ The purpose of the eBook
- ❑ The nature of customers the eBook targets to draw

When you are aware of these factors, you will be able to concretize the purpose of your eBook. If you are lacking clarity in any of these two aspects, the contents and structure of the eBook are likely to be weak. Ultimately, it will fail your expectations to make an impact on the readers.

Now there are four elements that are to be taken care of when you craft the eBook. These are

Structure of the eBook

It deals with the layout of presenting your information

Design

It determines the looks of the text and visuals

Program

The format and nature of program, like InDesign or PPT, or other programs

Creation

Designing the visuals and writing the copy

It may take a substantial amount of time to create the eBook. Be patient and make sure that you maintain its quality and make use of the best eBook creator software programs. The designing process may take a while. You need to understand the mechanism and the process in which it works.

It is evident that creating an eBook involves a lot of investment, time and specialized skill. Most of the companies outsource these tasks to the specialists.

Various third-party companies provide eBook creation services. From designing to incorporating the texts and visuals, the experts take care of all the aspects.

