

## What is an eBook?

An ebook is like a whitepaper but it is more informal, loose, and more playful. The language used is more everyday talk and is designed in a visual manner. The content must be entertaining and easily consumable with bold headlines, callouts, and bulleted lists.

- An ebook is written in a very concise style keeping in mind that readers skim and skip.
- The content is highly-visual and the ideas and concepts an ebook contains have to be interesting and preferably those that are trending and current.

## Benefits of Using eBooks

Ebooks are awesome because they can bring your website traffic and generate more leads. You can market free ebooks, as an incentive for new customers to subscribe. When they land on a specific page of your website, you can prompt them to collect their free ebook. You can also market these ebooks via email campaigns. However, make sure that you add clear call to action buttons in your ebooks so that readers are directed to your key pages.