

How to Turn A Single E-Book Into a 101+ Piece Content

# Marketing Machine



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## YOU'VE CREATED A REALLY AWESOME EBOOK.

It took some time to write because it's packed full of really great content. The eBook is on your website, ready to be downloaded by hundreds of potential customers.



## NOW WHAT?

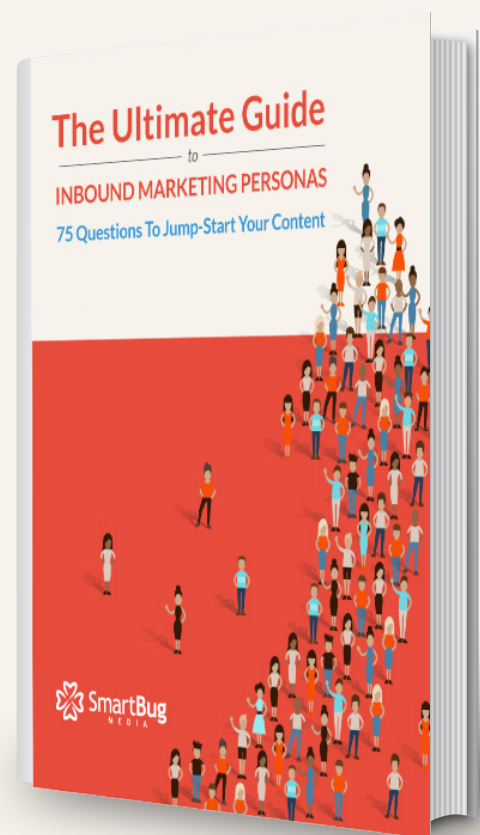
Don't just stop at a free download. You've put hours of work and a lot of resources into your eBook, so get as much use from it as you can. This guide will show you how we created 101+ pieces of content from one eBook - and you can, too!

## LEAD BY EXAMPLE.

Throughout this guide, we'll show you how to repurpose an eBook into content using examples from SmartBug Media's eBook: [The Ultimate Guide to Inbound Marketing Personas](#)

The 34-page guide provides a powerful persona development process and 75 questions to turbo-charge an inbound marketing plan.

To follow along with the eBook, [click here](#) for your free download.





## BLOGS

**BLOGGING NATURALLY PRESENTS YOUR READERS WITH AN EFFECTIVE CALL-TO-ACTION.** The first and easiest step in repurposing your eBook is to create blog posts around the content. On the next few pages, you'll get some tips on how to break up the content into articles and garner interest through guest posts.

### **BLOG POSTS** - 5+ Content Pieces

- 1** **Announce eBook release**  
Everything You Wanted to Know About Inbound Marketing Personas
- 2** **Share the “what” concept - typically, the introduction**  
3 Reasons You Should Start Using Personas Immediately
- 3** **Share the “why” concept**  
3 Must-Haves for Persona Development
- 4** **Share the “how” concept**  
Ask These Questions for Better Persona Development
- 5** **Share tactics and examples - typically, the last chapter**  
5 Positive Results of Inbound Marketing Personas

Businesses that blog average

**55% more**  
*website visitors*  
than those that don't.<sup>1</sup>

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**82% of marketers** who blog daily acquired a customer using their blog, as opposed to **57% of marketers** who blog monthly – which, by itself, is still an impressive result.<sup>2</sup>

### **Pro Tip**

Breakdown the text of your eBook into simple steps for blog posts. Titles might include: “10 Tips For...” or “7 Signs Your Company Needs...” or “How to [fill in industry terms].”





Companies that blog have **97% more inbound links**. You can find guest bloggers through industry forums, blog communities, or promoting opportunities on your website.<sup>3</sup>

### GUESTS POSTS - 4+ Content Pieces

- 1 Review of your eBook**  
[Industry Expert's Name] Review of SmartBug Media's new eBook
- 2 Explaining the application of your eBook's usefulness**  
8 Ways We Learned to Incorporate Personas at [Company Name]
- 3 A case study of success based on your eBook's teachings**  
How We Implemented Personas and Saw a XX% Conversion Rate Increase
- 4 Interview an industry expert**  
Why Personas Really Matter: An Interview with [Industry Expert's Name]

### Pro Tip

Guest posts should be high-quality, include relevant links, and align well with your brand.





## AUDIO & VIDEO

DUE TO THE PROLIFERATION OF MOBILE DEVICES AND TABLETS, ONLINE VIDEO IS CONSIDERED THE SECOND-BEST INFLUENCER WHEN MAKING KEY DECISIONS.<sup>5</sup> The next logical step is to capitalize on this element by creating video and audio content that is engaging and easily shared among your readers. There are a few common forms of video and audio content that are covered in the next few pages.

### VIDEOS - 4+ Content Pieces

- 1 Share the “what” concept - typically, the introduction in a video, using animation or webinar format

3 Reasons You Should Start Using Personas Immediately

- 2 Share the “why” concept

3 Must-Haves for Persona Development

- 3 Share the “how” concept

Ask These Questions for Better Persona Development

- 4 Interview an industry expert

Why Personas Really Matter: An Interview with [Industry Expert’s Name]

Viewers spend  
**100%**  
more time on  
pages with videos.<sup>4</sup>

### Pro Tip

To help search engines find your videos, they should be SEO optimized when posting on a host like YouTube. Use optimized keywords in your titles, tags, and metadata fields.





Posts with videos attract three times more inbound links than plain text posts.<sup>6</sup>

More than **1 billion unique users** visit YouTube each month.<sup>7</sup>

Since 2006  awareness of podcasting *has grown 105%.*

Podcast listeners have **grown 163%.**<sup>8</sup>

#### PODCASTS - 4+ Content Pieces

- 1 Share the “what” concept - typically, the introduction  
3 Reasons You Should Start Using Personas Immediately
- 2 Share the “why” concept  
3 Must-Haves for Persona Development
- 3 Share the “how” concept  
Ask These Questions for Better Persona Development
- 4 Share tactics and examples - typically, the last chapter  
5 Positive Results of Inbound Marketing Personas

#### Pro Tip

It's important to monitor your podcast's reach and trends. You can track these using online analytics tools like blip.tv. The app also makes it easy to upload your podcast to the iTunes directory.





## WEBINARS - 4+ Content Pieces

- 1 **Collect major themes for a single webinar or series**
  - The Basics of Marketing Persona Development (p. 4)
  - The 3-Phase Persona Development Process (p. 8)
  - The Best Interview Questions to Ask for Your Marketing & Sales Teams (p. 12)
  - Marketing Persona Development Series
- 2 **Offer your webinar as a website CTA, or in lead nurturing content**
  - 3 Must-Haves for Persona Development

61% of B2B marketers rate webinars as the most effective content marketing tactic.<sup>9</sup>



### Pro Tip

Webinar slides are a great way to add to your SEO strategy. When you upload them to a website, like SlideShare, use optimized keywords in the title, tag, and meta description.







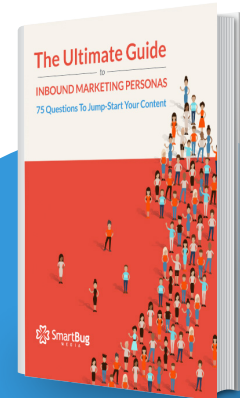
## PROMOTION

**WHAT'S THE USE OF HAVING AN EXCEPTIONAL EBOOK IF YOU DON'T PROMOTE IT?** Take advantage of your current customers and email subscribers by sending out a promotional email with snippets from your eBook. And when someone downloads your eBook, send follow up emails to nurture that lead along your buyer's journey.

### PROMOTIONAL EMAILS - 3+ Content Pieces

- 1 Send eBook email announcement
- 2 Send blog daily notification email
- 3 Promote eBook in eNewsletter

Companies with mature lead generation and management have a **9.3% higher sales quota** achievement rate.<sup>10</sup>



Email marketing as a channel was the third-overall lead generator source for marketers in 2013, producing 13% of all leads.<sup>11</sup>

### Pro Tip

For best results, segment your email lists; personalize the email with your name and the contact's name; and add an image, call-to-action, and social sharing buttons.





Businesses that use marketing automation experience a 451% increase in qualified leads.<sup>12</sup>

#### LEAD NURTURING EMAILS - 4+ Content Pieces

- 1 Send email with eBook download link (immediately)  
Your SmartBug Media Personas eBook
- 2 Send email with blog posts or tips on the subject  
How Did Your Personas Turn Out?
- 3 Send email with MOFU content offer  
How Personas Dramatically Affect Your Content Offers
- 4 Send email with BOFU content offer  
Your Personalized Marketing Assessment

#### Pro Tip

Lead nurturing emails should not exceed 8 separate emails and should come from a person at your company - not an alias.

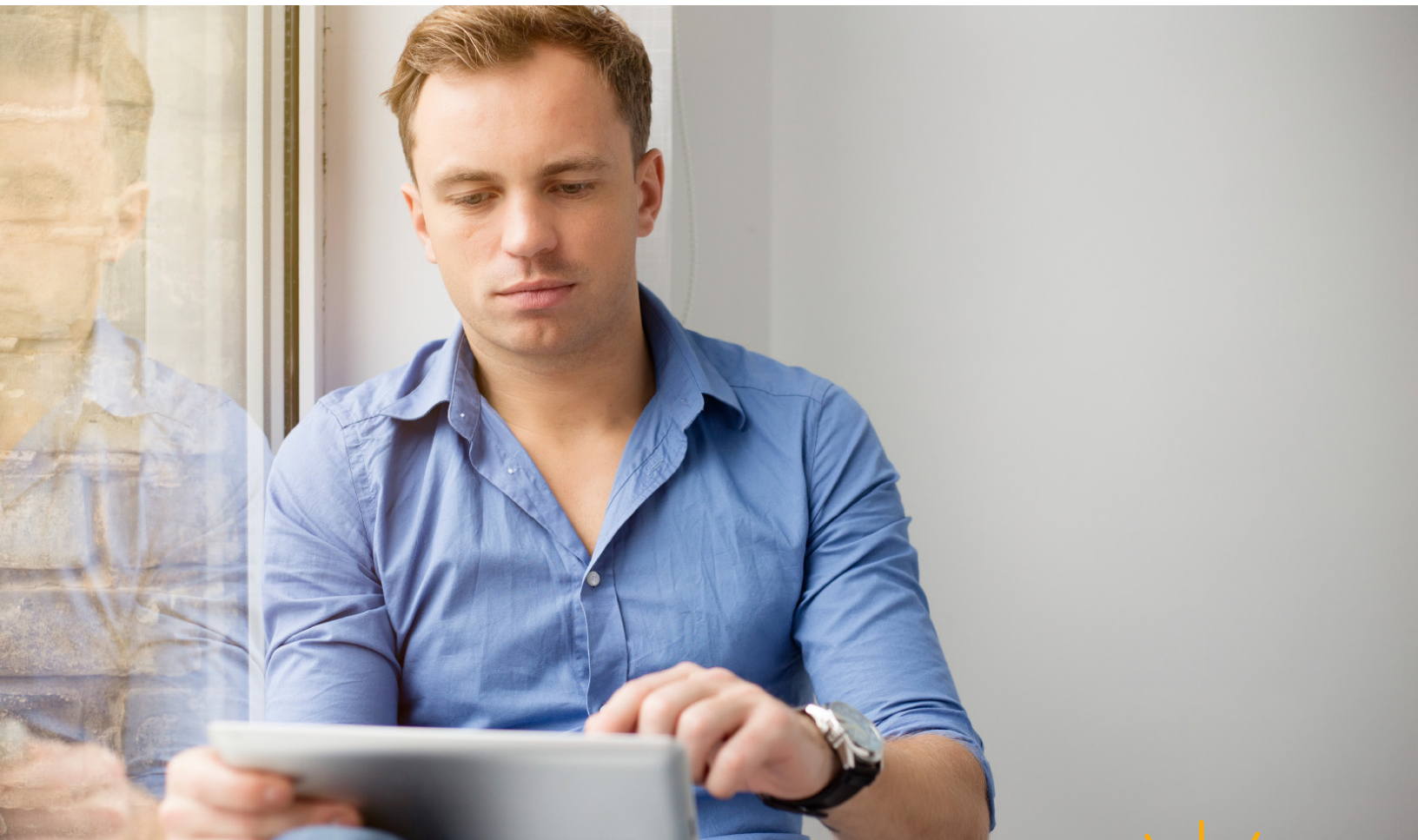


## NEWS RELEASES - 2+ Content Pieces

- 1 Publish a news release announcing the eBook and link to its landing page
- 2 Publish a news release on a perspective from the eBook and link to the landing page

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Press release engagement increases **55% with video links** and **18% with embedded photos.**<sup>13</sup>



### Pro Tip

Customize your news release titles to be dynamic and eye catching while still maintaining optimization of keywords.





## SOCIAL MEDIA

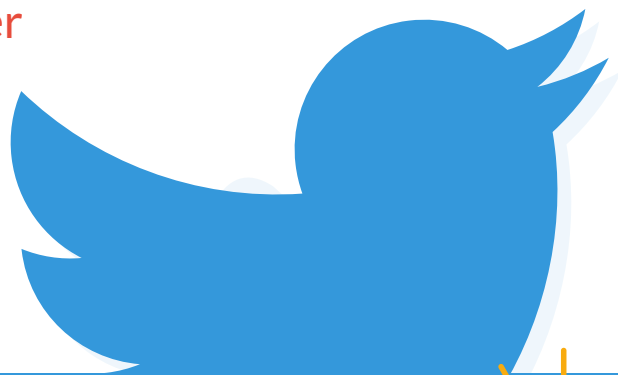
THERE ARE BILLIONS OF DAILY ACTIVE USERS ON FACEBOOK, TWITTER & LINKEDIN. Those numbers alone should persuade you that social media plays a key role in reaching your audience. The next few pages will offer tips and guidance on how to promote your eBook via the various social media channels.

### TWITTER - 30+ Content Pieces

- 1 Schedule 3 tweets for eBook announcement
- 2 Schedule 3 tweets per section blog post
- 3 Schedule 3 tweets per chapter, sharing key statistics and quotes
- 4 Share all guest posts or reviews about your eBook

**32% of marketers found a customer via Twitter in 2013.**<sup>15</sup>

Social media has a 100% higher lead-to-close rate than outbound marketing.<sup>14</sup>



### Pro Tip

Avoid self-promotion. In HubSpot's social media tool, you can track who is talking about your brand or industry topics and engage with them - improving quality and reducing spam.







Sharing photos will outperform text, videos and links in terms of likes, comments, and shares.<sup>16</sup>

#### FACEBOOK - 10+ Content Pieces

- 1 Post eBook announcement
- 2 Share each blog post related to your eBook
- 3 Share any reviews or guest posts about your eBook

#### Pro Tip

FaceBook is inherently an image sharing tool, so having an engaging and relevant image with your link is extremely important and more likely to get shares.





## LINKEDIN - 10+ Content Pieces

- 1 Post eBook announcement
- 2 Share each blog post related to your eBook
- 3 Share any reviews or guest posts about your eBook

### Pro Tip

Take advantage of LinkedIn Groups. By involving yourself in the circles of your potential prospects, you can answer questions, share important articles and set yourself up to be a thought leader in your industry.



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43% of all marketers found a customer via LinkedIn in 2013.<sup>17</sup>

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### Pro Tip

Whenever possible, create visual content to share. Use a graphic designer or take classes on how to create high quality-images.



## PINTEREST - 10+ Content Pieces

- 1 Post eBook announcement
- 2 Share each blog post related to your eBook
- 3 Share any reviews or guest posts about your eBook

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Pinterest generated more referral traffic for businesses than Google+, YouTube and LinkedIn combined.<sup>18</sup>

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## INSTAGRAM - 10+ Content Pieces

- 1 Post eBook announcement
- 2 Share each blog post related to your eBook
- 3 Share any reviews or guest posts about your eBook

### Pro Tip

Post images that inspire and represent the core of your brand. Share a distinctive take on the world around you and align your images with the interests of your personas rather than trying to sell to your followers.



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44% of users are more likely to engage with brands if they post pictures than any other media. Engagement from Instagram users is as much as 10 times greater than other platforms.<sup>19</sup>

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### Pro Tip

Make sure to link up your Google+ account so your blogs are posted using Google Authorship. It adds your photo and byline to the search results, and studies show this is a big help to getting clicked.

## GOOGLE+ - 10+ Content Pieces

- 1 Post eBook announcement
- 2 Share each blog post related to your eBook
- 3 Share any reviews or guest posts about your eBook

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Websites using the +1 button generate 3.5 times the Google+ visits than sites without the button.

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## SLIDESHARE - 4+ Content Pieces

- 1 Post eBook announcement
- 2 Share each blog post related to your eBook
- 3 Share any reviews or guest posts about your eBook

### Pro Tip

Presentations are usually skimmed, not read. Focus on stretching out your presentation by including less content per slide. Also, your cover page is your ad, so spend time on making the image and headline engaging.<sup>20</sup>



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SlideShare has over 60 million monthly visitors, 130 million page views and is among the top 200 websites visited in the world.

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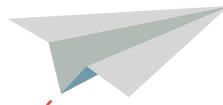


## BRANDING

**BRANDING IS BASIC.** Branding conveys credibility and experience. It can leave legacies that outlive products. Strong branding breaks through people's wall of indifference and excites product lust. So highlight and draw people to your eBook through your branding materials.

### EMAIL SIGNATURE - 2+ Content Pieces

- 1 Post link to eBook landing page
- 2 Post link to blog



**48% of marketers build a new landing page for each marketing campaign.<sup>22</sup>**

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**A strong corporate brand image will boost your stock price by an average of 5-7%.<sup>21</sup>**

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### Pro Tip

Don't overwhelm your reader with too much contact information. Include only a few links as the more choices you offer, the less likely any of them will be clicked. Make sure links are active.<sup>23</sup>







For every  
**2,000**  
business cards  
distributed,  
a company's sales will  
increase by 2.5%.<sup>24</sup>

**BUSINESS CARD** - 2+ Content Pieces

- 1 Post link to eBook landing page
- 2 Post link to blog

### Pro Tip

Consider using a QR code to lead the recipient to your landing page or blog. In this way, you'll be able to track the rate in which your card compels people to action.







## VISUAL CONTENT

**PEOPLE TEND TO BE IMPATIENT.** They pretty much expect you to cut to the chase. By creating an infographic, you give them the information in a big-picture format. It is a way to present information and data in a visual manner that can be more engaging than typical written form.

### INFOGRAPHICS - 1+ Content Pieces

- 1 Breakdown a chapter of your eBook into a simpler, graphic representation
- 2 Post on social media and/or include a blog

**40% of people** will respond better to visual information than plain text.<sup>25</sup>

**Publishers who use infographics grow in traffic an average of 12% more than those who don't.**<sup>26</sup>

### Pro Tip

Start with the most powerful piece of data so that your readers are immediately hooked.<sup>27</sup>





## ADDITIONAL CONTENT

THE NEXT FEW PAGES INCLUDE ADDITIONAL USEFUL IDEAS ON DISTRIBUTING INFORMATION. Please note, they may not pertain to your market or fit the material of your eBook.

### WHITEPAPERS - 1+ Content Pieces

- 1 Create white papers advocating for key buyer persona decisions  
How Personas Increase Sales by Focusing Marketing and Sales Efforts
- 2 Offer as a call-to-action and use lead nurturing content

**91% of B2B marketers use content marketing.**<sup>28</sup>

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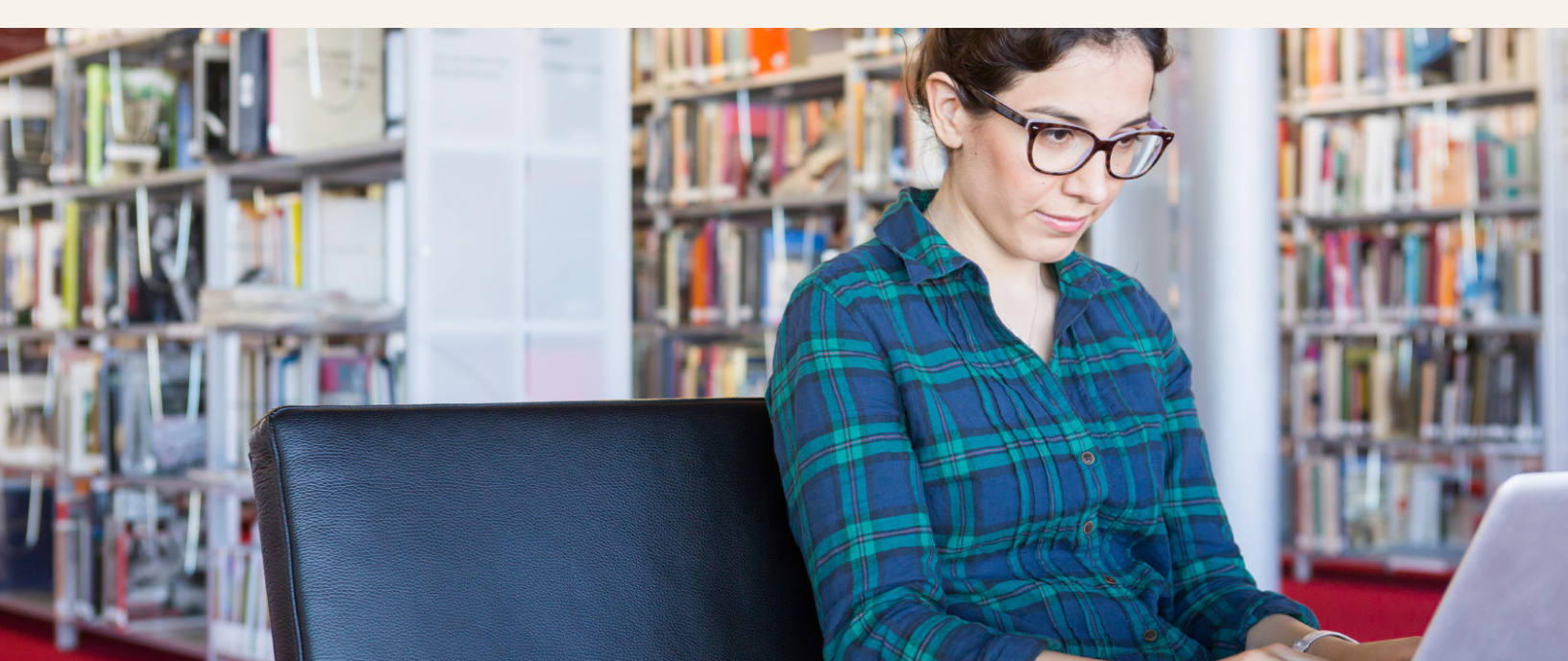
**80% of business decisions makers prefer to get company information in a series of articles versus an advertisement.**<sup>29</sup>

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### Pro Tip

White papers are the most influential content marketing tools and can also be the most time-consuming. Consider hiring a company that specializes in white papers to create high-quality content for your personas.





## CASE STUDIES - 2+ Content Pieces

- 1 Create case studies that highlight a company's problem, its solutions and results  
[Company Name] Sees XX% Conversion Rate Increase by Implementing Personas  
[Company Name] Sees XX% Month-Over-Month in Lead Generations after Persona Development
- 2 Offer as a call-to-action and use lead nurturing content

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9 out of 10 people are looking at online product reviews, posts on social networks, and so on before making a purchasing decision.<sup>30</sup>

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### Pro Tip

Case studies should be formatted like a compelling and relevant story with a solution.



## TIP SHEETS & CHECKLISTS - 5+ Content Pieces

Interesting content is one of the **top 3 reasons** people connect with brands on social media.<sup>31</sup>

- 1 Create a sheet of key tips, checklists, to-do items, schedules, etc.

4 Tips for Persona Profile Creation (p.10)

20 Questions You Need to Ask Your Personas (p. 30)

Persona Development Kickoff Checklist (p. 8)

Persona Development Creation Checklist (p. 10)

Persona Development Questions Checklist (p. 12)

- 2 Offer as a call-to-action and use lead nurturing content



### Pro Tip

Readers appreciate practical action steps in addition to great information. Be specific and simple when creating your checklist or tip sheets.





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Ryan Malone is the founder and CEO of SmartBug Media and is a veteran of Deloitte & Touche, Seagate and several venture-backed technology companies. When he's not leading SmartBug and helping clients build high-octane marketing organizations, he's loving his wife and daughters and unsuccessfully learning the guitar. Go Terps!

## ABOUT SMARTBUG MEDIA

SmartBug Media is one of only six HubSpot Diamond partners in the world and is the highest rated agency in the history of the HubSpot ecosystem. We also boast the highest ROI documented from any HubSpot partner -- 3,558% and 14,500% ROI on a six-month and three-year campaign.

For more than seven years, SmartBug Media has been helping businesses increase sales leads, close more customers and enhance the reach of their brands. From building comprehensive online marketing programs to designing new websites, driving leads through social media or sales enablement, we're an extension of your marketing team that delivers.

For a free inbound marketing or web design consultation, or to learn more, visit <http://www.smartbugmedia.com/> or call [949-236-6448](tel:949-236-6448).

