

I-007eBook Program: Marketing by the Book \$22,500

How it works:

- You choose an available topic to educate PCB designers, fabricators, or assemblers
- We assist you in developing the content for the 8,000-word micro eBook (If needed, for an additional fee, we will connect you with a writer to ghostwrite the text)
- We edit and proof all the text
- We design and lay out the book
- We manage the peer review process
- We incorporate into the design any supporting charts, graphs, and photos you provide
- We begin the marketing of your book upon your final approval and continue to market it for one year

Marketing? We do it all!

- We provide a direct email to our buyers and specifiers list promoting the launch of your book
- We create and publish full-page ads promoting the book series in all of our relevant I-Connect007 magazines every month for one year
- We build and publish eBook series banner ads on our relevant websites and newsletters for one year
- We provide content marketing pieces, such as book reviews, interviews, and articles for one year
- We write and publish press releases promoting your book in our publications and distribute to other select industry publications related to electronics manufacturing and design
- We develop and manage a social media campaign to promote the book series, including regular posts on Twitter, Facebook, and LinkedIn
- We provide you with links you can use on your website and in your marketing materials



Key points to consider:

- **QUALIFIED LEADS:** Thousands of people have already registered to download our books. These are highly qualified leads, as only people with serious subject matter interest will download and read them.
- **MORE QUALIFIED LEADS:** Many customers have purchased their second books because their first book provided such great leads, resulting in increased business.
- **EXCLUSIVITY:** Once you select your topic, we do not offer it to any others. You own it for the year and can extend into multiple years.
- **EXPERT RECOGNITION:** With topic exclusivity and being the author, you quickly become the recognized expert. This is strong position to hold in the market.
- **RETURN ON INVESTMENT:** When you consider the cost of trade show investment and the small number of qualified leads gathered at a show, there really is no comparison. A simple trade show booth and staffing can easily cost as much or even much more than one micro e-book.
- **COST OF LEADS:** At the end of a three-day trade show, if you truly have 50 highly qualified leads, that would be a really good show. With your I-007eBook, you will likely see over 1,000 highly qualified leads who have chosen to read your book. They will recognize you as the expert, and you will have their focused attention on your message. Most books we've published have been downloaded by a minimum of 1,500 qualified readers, some by over 4,000! Plus, our marketing is not limited to the inside of a convention hall for several hours across just a few days. We proactively market your book 24 hours a day for 365 days, worldwide. That is substantial market reach.
- **MARKETING:** Our 24/7, 365 days marketing of your I-007eBook includes full-page ads in our publications, banner ads, press releases, interviews, social media and more. In turn, this builds your brand and your reputation, while positioning you as the topic expert. It also generates highly qualified leads for your sales team.
- **SALES LEADS:** Because we are providing you with highly qualified leads, including company name, type of business, location, contact, email, and much more, your sales team does not have to waste valuable selling time looking for leads. They can now focus on making sales.
- **IT'S EASY:** We do the work for you. Once we have your body of text, we edit, design and lay out the book, manage the peer review and testimonials, build a dedicated website, set up and manage the registrations, produce the supporting ads, and write and distribute email and press releases, while you receive the qualified leads. It's that simple.
- **ADDED VALUE:** Promoting your books at industry events works well, so we provide you custom cards as valuable handouts inviting prospects to download your book.
- **PRINTED COPIES:** Though these are e-books, many of our customers have printed thousands of copies to give out as valuable gifts to their prospects and customers during site visits and at industry events. Unlike brochures, books are viewed as a valuable resource that people hang on to.
- **THE TEXT:** The books are 8,000 words in length. They are highly focused and peer reviewed. If you need assistance with writing, ghost writers are available (for a reasonable fee).
- **MULTIPLE LANGUAGES:** We know other regions are important, so we offer a complete service to get your book ready in other languages (for a reasonable fee).
- **GETTING STARTED:** You choose your topic (we can assist), review and sign the contract, and our team will arrange a planning meeting to discuss timelines and details. It's that easy!



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