

WHAT TO INCLUDE IN AN EBOOK

A digital marketing checklist

1

AN EYE-CATCHING COVER

Use your brand guidelines for this. Include a strong and catchy title and a very brief summary, 1-2 sentences outlining the purpose of the eBook.



2

TABLE OF CONTENTS

Easy and quick navigation is key. Consider attaching links to each title to allow your readers to jump ahead should they want to.



3

ENGAGING WRITTEN CONTENT

The content within the eBook should be well-planned and better still, well researched. Provide a good experience and you'll see your visitors return for more.



4

ACTIONABLE TIPS & TRICKS

Include actions that your readers can implement themselves, part of building a great experience for your users is enabling them to feel empowered.



5

VISUALS

Consider adding in images and graphics to break up the text so that sections are clearly defined, and the content is easier to digest.



6

STATISTICS & SUPPORTING DATA

Your first-time readers won't have any reason to trust that your claims, suggestions or actions are reliable, use supporting data and backed statistics to improve legitimacy.



7

LINKS

This will allow your readers to check the source for authenticity and provide the opportunity for users to explore sections or topics in more detail.



8

CALLS-TO-ACTION

Use your target personas and overall objectives to decide which CTAs will be appropriate and situated where.

