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Brandable Ebooks As A Marketing Tool To Get Traffic

Digital books present on the Internet are called as ebooks. They are turning into a convenient means to get access to priceless info from the Internet. Besides, they are currently giving valuable assistance as tools for generating revenue and bringing in traffic to websites. It may sound strange that an ebook can be used for marketing, but it's true. The concept of ebooks being used as an Internet marketing tool is easy to understand.

There are thousands of ebooks offered on the Internet. To use them as a marketing tool, the authors have put certain 'tags' in them that make these ebooks brandable and these brandable ebooks are used to direct visitors to a specific website.

Here's how the concept works:

1. The author writes an ebook and includes certain affiliate links that are directed towards certain products or services that he recommends. The reader can later change the original affiliate link to link of his choice.
2. The author of the ebook earns 2 tier commissions if the link added by the reader is a 2 tiered program.
3. Some brandable ebooks also let their visitors rebrand the book as their own by changing the name and website details.

Thus with the concept of viral marketing, the ebooks serve the purpose of skyrocketing sales through preexisting social networks. It is a known theory that if a product or service is liked by somebody, he urges others to use the same. This goes on and the product or service is marketed by the users themselves. It's the same with brandable ebooks. Once the book that has brandable features in it is liked by someone, it's recommended to other visitors as well. The chain is therefore formed and it is a win-win scenario for both the author and the visitor. The author benefits because the sale of his ebook increases due to branding and the visitor benefits by way of getting adequate info and also the facility to rebrand the ebook as his own.

In order to bring in some traffic to the site and to make some revenue, one needs to write unique content, content that can attract the visitor to recommend it to someone else. So careful creating and writing of the book is very important.

The ebook should be informative, must contain helpful and sensible content, and be persuasive enough to be suggested further.

Brandable ebooks can be written in HTML format or PDF format. For either of the varieties of format, a suitable compiler is needed. The mostly used format is that the HTML format for that the HTML compiler is used. But, the PDF format is skilled, stylish, and user-friendly. Moreover it is suitable for Macs and PCs alike.

Therefore brandable ebooks, with the viral marketing concept, brings in increased traffic and revenue for a website. Moreover, it's a way to market one's own or someone else's products or services.

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