

AN INTRO TO

eBooks for Travel Businesses

*An introductory guide to travel eBooks and
how they can get you ahead of the competition*

Kitiara Pascoe

Founder of The Literary Lifeboat



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*Are you ready
to make your travel
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Why Not Just Blog Posts?

The layers of content creation

Having a regularly updated blog is an absolute must for every travel business. Blog posts help your website rank highly in search results, can be shared and linked to easily and are perfect for readers to quickly browse through.

So why not just stop there? Why do travel businesses need eBooks too?

eBooks go much further than blog posts at demonstrating your business' knowledge as well as the value you offer customers.

A blog post might be read once before the reader moves on to something else. Perhaps it'll be bookmarked but probably forgotten. Either way, the internet is full of travel blog posts.

eBooks are individual documents that your readers can download and access easily on their phones, tablets and laptops wherever they are. Readers will expect a blog post to be limited in its information while an eBook suggests that they'll get a much more in-depth view on the destination or subject.

So simply by offering an eBook - let's say on packing tips for skiing holidays - readers know that the content they'll get will be far more comprehensive, and valuable, than if your business merely offered a single blog post about it.

By downloading an eBook on a niche subject, readers are more likely to stop looking for further information because they should have everything they need in one place.

If you can provide eBooks covering everything a reader needs to know about their destination or problem, you have established your position as an authority.

Why eBooks Work So Well

Flexible and information rich

Highly portable

Because eBooks can be downloaded onto a range of devices to be read later, they are far more useful to readers than a singular blog post, which could be difficult to track down again to reference.

Destination guides on websites are useful before the trip, but do holidaymakers really want to scroll through your blog when they're already away?

If they know all the information they need is in your eBook, they can simply open the file and find exactly what they're looking for. No navigating websites involved.

Image rich

Images play a big part in choosing holiday destinations and PDF eBooks can contain beautiful images that fit the subject. This helps inspire the reader and show them all the places they could be seeing first-hand.

Having image rich eBooks available to download can be better than image rich blogs. Photographs can slow blog post page loading times and nobody wants that!

Introduce your services and products

Throughout your eBook you can bring up your services and products as they relate to the content. If your eBook is outlining packing tips for a safari, you can highlight your safari tours and why booking with you makes the customer's experience first class.

If you offer support throughout the holiday, you can also provide your contact details and any other handy tips the reader might need to remember. This makes the eBook relevant both *before* and *after* booking the trip.

If you're a product-based business, you can include product suggestions that would be beneficial for the subject your eBook is covering.

An eBook on the most beautiful cycle touring routes in Europe could easily include clothing, footwear, tents and accessories. Whilst you don't want to turn eBooks into catalogues, occasional and organic suggestions of products works well.

Introduce your staff

Smaller travel businesses can also benefit from introducing their staff. In service-based businesses, this allows readers to get to know who they'll be booking with and builds trust.

In product-based businesses, staff profiles can include interests and even travel anecdotes to build authenticity.

How to Offer eBooks

Maximise their potential

Unless your business is specifically based in giving travel information - such as guides and travel writing - eBooks work best when they're given away for free.

The job of the eBook is to generate trust and increase conversion rates, rather than to be an income source in itself.

For service-based businesses such as travel agencies, eBooks can be a clickable download link alongside destination pages, tour pages or hotel pages.

This enables readers to see the eBook and hit 'download' when they're browsing your destinations and need confirmation that they're choosing the right destination for them.

eBook download buttons can also be added to blog posts, so you won't miss out on any SEO and search ranking opportunities. If you want to produce an eBook on skiing packing tips, the download button can be inserted into a short blog post that offers an overview of the tips.

The readers are then free to download the eBook if they want more in-depth guidance or simply want a portable document.

When offering free eBooks, a common approach is to offer them only after the reader has subscribed to your business' newsletter. This is a great way to build up your subscriber list whilst offering something more valuable to the reader than just marketing emails.

Product-based businesses can also offer eBooks throughout the blog section as well as on product pages. Examples of eBooks linked to product pages would be maintenance guides (e.g. looking after ski equipment), destination guides or even humorous eBooks such as *Mountain Lingo 101: How to Sound Like a Snowboarder*

This extra content not only shows that your business is an authority, but it also shows your human side. It's clear that you care so much about your customers, you've created an array of useful, non-sales-based content just for them.

Travel businesses can also have a 'Free eBooks' page on their website, where a complete catalogue of eBooks can be found. This enables readers to save themselves time searching the site and choose the eBooks relevant to them.

At the end of the day, everybody likes free things.

Giving Away Knowledge

You gotta give in order to get

Whether you run a service-based or a product-based travel business, you might still be wondering why you should invest in eBooks when they're not normally a part of your business.

Simply put, travel businesses accrue a huge amount of knowledge that they're not making the most of. If you run a travel agency, chances are you're an expert in the destinations and packages on offer.

When you only offer services such as package holiday bookings, your knowledge isn't benefitting your customer in a way that they can see. And if it's not benefitting them in an obvious way, it's not benefitting you as much as it could be.

By offering eBooks on a range of subjects and places, you're not only sharing your knowledge with your readers, you're building a relationship *before* they've even decided to book.

People are more likely to take recommendations, advice and do business with people and companies they know and trust. By giving away your knowledge for free, you're creating that trust and building a bond that will naturally make readers predisposed to booking through your company.

It's why strong brands have personal stories behind them and photographs of the founders and staff. Humans like humans, not corporations. eBooks can go a long way to creating that trusting connection.

In Summary

Blog posts are essential for any travel business but offering eBooks will hugely help your brand stand out from the competition.

eBooks give you the opportunity to:

- give your knowledge away
- show your expertise
- build trust and authority
- show your business' human side
- build your email subscriber list
- publicise your services
- show off your brand
- inspire your readers

eBooks have vastly grown in popularity and yet so few travel businesses are using them at all, let alone to their fullest potential. Every travel business needs a blog but now they all have them, eBooks are the next step in putting your business ahead of the game.



“Persistence isn’t using the same tactics over and over. That’s just annoying. Persistence is having the same goal over and over.”



Seth Godin

All aboard?

Let's Start Building Your eBooks Today

Get in touch and let's chat about how we can work together to create engaging, informative and fun eBooks to help your business rock the boat.

Email me direct here:
kit@theliterarylifboat.co.uk

or get in touch through the
[contact page!](#)

The Literary Lifeboat