

Why A Digital Brochure Might Be Right For You



Digital Brochures, also sometimes called “Flip-Books”, are becoming more common with the magazine publishing industry. They are becoming more sophisticated with many features such as an interactive index, audible sounds when the pages turn, video embed plays from within the brochure, quick links to product stores and pop-up highlight boxes for more information on a person, place or thing found on the brochure pages.

The digital brochure is easily added to any existing website - even multiple websites via a connection called an <iFrame> which is an invisible link that allows the brochure to display on your site - keeping your customers from wandering away. A webmaster can connect it in less than five minutes - very simple.

All this interactivity with your consumer audience is a very good thing. It engages them with your story. The story telling aspect is one of the best kept secrets of a digital brochure. Unlike a website where the consumer is allowed to wander aimlessly with no direction, a digital brochure guides the audience through a



Example of a digital brochure

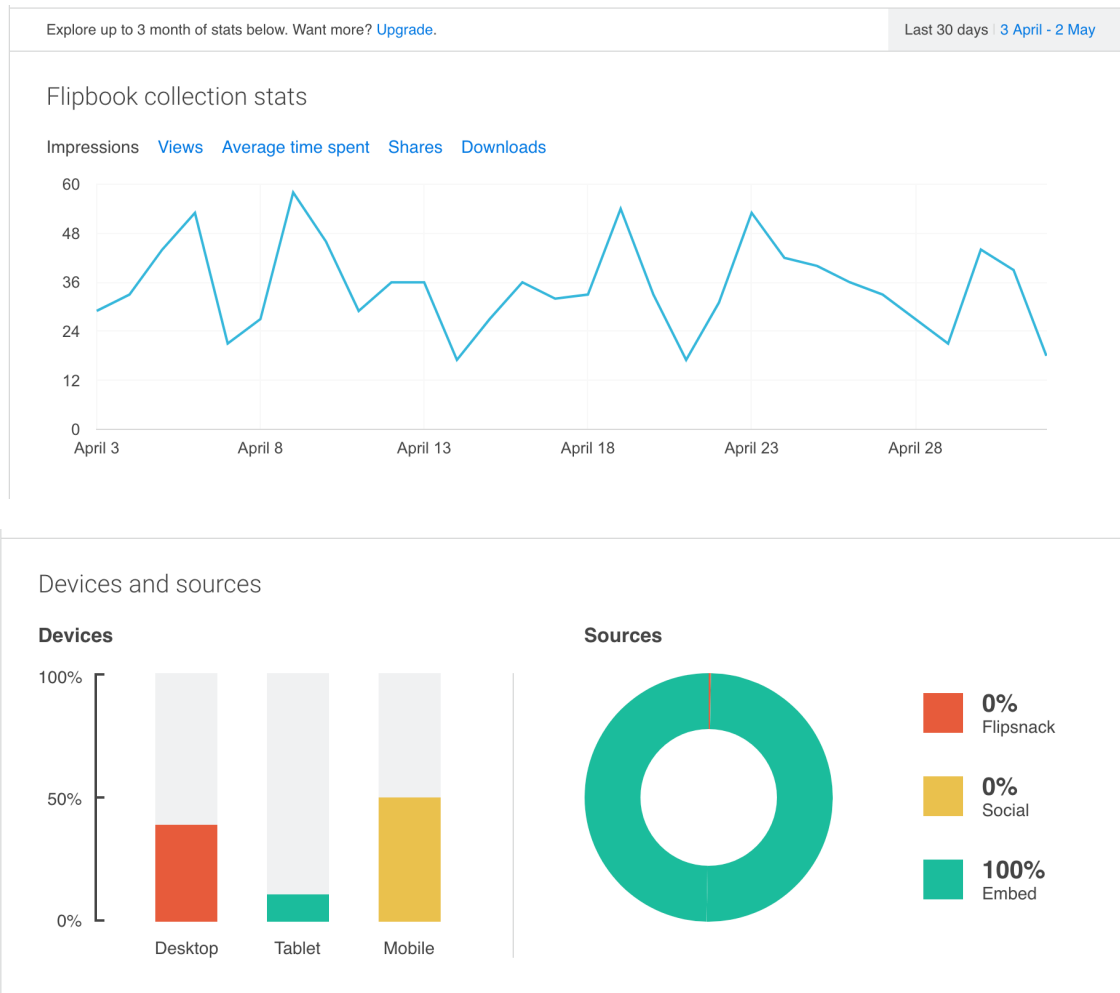
carefully laid out plan of presentation. The viewer is in charge of turning the pages and watching the videos, but you are in charge of what they see and in which order - this is a huge advantage in presenting yourself.

Another important advantage of a digital brochure over a paper brochure is obviously the cost of printing. Any multi-page brochure is going to not only carry a large price tag for printing, but in most cases you need to print far more than you might need to find an affordable per item cost. Anytime you print, you must be very careful as you virtually cannot make additions or updates without a complete re-print of the entire book. Digital brochures are easy to change and with no printing costs, this is a huge savings to your marketing budget.

One true advantage of a digital brochure is dissemination. A paper brochure needs to be made available via the person to person method, company offices or public racks. Many times it has to be packaged and direct mailed to the recipient. The digital brochure is online 24/7 to the entire world. It can be privately hidden on a site, or open to the public. A simple link on an eMail, document, or even a text message and the entire presentation is delivered in seconds - worldwide. It can be read on any device; Desktop - Tablet or Smart Phone as long as you have an internet connection. It is also much easier for your customers to share, forward and refer a friend compared to a paper brochure.



Today's digital brochures are connected to some very revealing stats and data on your demographic. For example, it can track the country of your viewer, the type of device they are viewing it on such as a smart phone vs. a desktop, the number of views per day, shares, forwards, downloads and even the most looked at pages. These are tremendously important stats to measure your marketing effectiveness, and demographic outreach.



Perhaps it is time to step up and create a very contemporary presentation tool for your company or product. Like any good presentation, its success is based on outstanding design, spectacular photography and captivating copy. J2 Golf has won multiple national awards for their design, marketing and photography. Together let's create a great presentation for you.

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