



# Custom Solutions

**for  
dummies**<sup>®</sup>  
A Wiley Brand

## Creating an Integrated Marketing Plan with *For Dummies* Digital Asset

Your *For Dummies* custom ebook is the star of the show, but our cast of digital assets is what makes up a proven integrated marketing strategy. These digital assets, with their well-recognized *For Dummies* branding, can work alongside your custom ebook to provide even more valuable content for your readers.

### Starting with an integrated marketing strategy

An integrated marketing strategy takes all the best parts of marketing theories and practices and combines them into a holistic plan based around your customer. An integrated marketing strategy allows you to use a variety of marketing methods, channels, and

activities to attract and nurture new prospects while continuing to engage with your existing customer base.

You'll want a strategy that includes any channels where your customer base hangs out, such as email, social media, your website, or industry conferences and trade shows, just to name a few. Once you know what methods and channels you want to use for your marketing strategy, you'll be able to find the right digital assets to fit that channel!



REMEMBER

**Integrated marketing success comes in the form of long-term sustainable growth through brand building and relationship development.**

## Incorporating *For Dummies* digital assets in your marketing strategy

The Custom Solutions team offers several branded digital assets that you can integrate into your marketing plan. All these assets can drive traffic to your website, where readers can download your *For Dummies* custom ebook.

- **Articles:** Thought-leadership pieces that are derived from and accompany the source book and are posted on Dummies.com, which has over 100 million unique visitors each year.
- **Audiobooks:** Expertly narrated content that engages your audience, perfect for podcasts or branded audio clips.
- **Cheat sheets:** Quick reference guides that provide value to your audience and showcase your expertise.
- **Checklists:** Graphics that provides straightforward, actionable steps or items related to a particular topic or process, designed to help readers complete tasks more efficiently and effectively. Checklists drive engagement and conversions

by offering practical advice that guides your audience through essential steps.

- **Infographics:** Visual tools that convey data and concepts through imagery and design, effectively used in marketing to capture attention and inform.



TIP

**Infographics are visually appealing and are suitable for social media or blog posts.**

- **ipapers:** Short (2–6 pages) whitepapers that incorporate *For Dummies* style and branding elements. These ipapers establish thought leadership and generate leads with in-depth analysis and industry insights.
- **Social cards:** Visual previews for shared web content on social media, featuring an image, headline, and description to entice engagement and clicks.



REMEMBER

**Social cards can boost brand visibility and engagement across social media platforms with eye-catching graphics and key messages.**

## The Do's and Don'ts of Integrated Marketing

You don't want to minimize the chances of success with your *For Dummies* digital assets. To help you get started on the right foot, here are some do's and don'ts:

- **Do balance self-promotion with engagement.** Remember the 80/20 rule: Spend 80 percent of your time engaging with other people, sharing their content, and adding value to the online conversation. If you spend more than 20% self-promoting, potential customers will start ignoring you.
- **Don't intentionally or accidentally spam.** Always try to provide some value and engage with readers in your content. Only leaving links to your website or publishing content that only serves as an ad for your products will turn people away.
- **Do sound human.** No one will want to engage with you if you sound like you're quoting from a corporate document. You'll engage customers, and they'll want to spend more time with you, if you're personable in your tone and style. Another great reason to choose *For Dummies*!

- **Don't publish and forget it.** Engage with potential customers by responding to comments and answering questions. Customers will remember your thoughtfulness.

### Launching a successful integrated marketing strategy

All these *For Dummies* assets can work together to form an integrated customer experience. Here are some tips for creating a successful campaign.

- **Plan your channel strategies.** Each channel has different methods and tactics they employ in developing their strategies. Social cards work well on social where attention spans are short; longer assets, like an ipaper, work well on your website where customers will stay longer.
- **Use content across multiple channels.** Using the same piece of content across multiple channels is okay, as long as it won't be delivered directly to the same customer twice. You might use an infographic to attract people via social to boost your email list, but you'll want to blurb your *Dummies.com* article in the email campaign so that customers won't see the same asset twice.

- **Don't forget to measure your results.** Campaign metrics prove your strategy's success or failure and give you insights on what's working and what should be fixed.

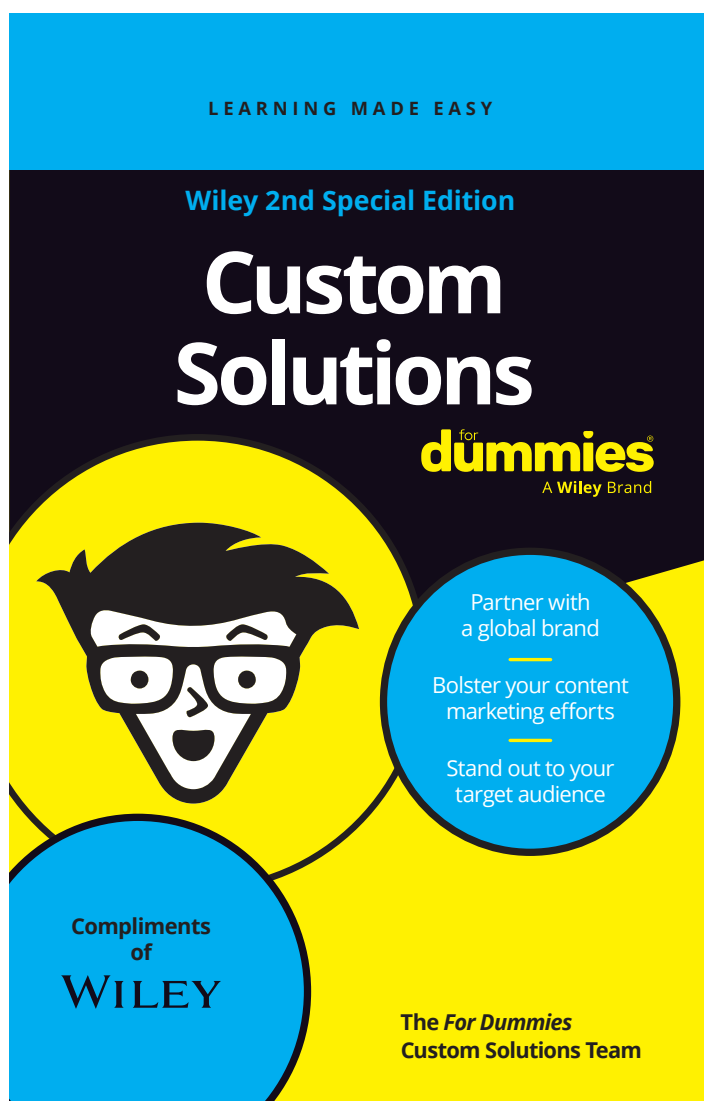


TIP

There are endless possibilities for how each marketing channel can work together to form an integrated campaign, but as long as you keep your customers front of mind and ensure their experience is positive, you'll build long and lasting relationships with them.

Building an effective integrated marketing campaign will help ensure you're ready for whatever challenges that next campaign holds in store. Your custom *For Dummies* ebook and *For Dummies* branded digital assets can be a key part of that integrated strategy.

Visit [dummies.com/custom-solutions](https://dummies.com/custom-solutions) and see how *For Dummies* can add value to your future marketing initiatives.



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