

Where You Can Use SnapApp for PDF: A Checklist

Wondering where you can layer interactive PDFs into your marketing efforts? Without effective promotion, you won't see the best results.

Take a look at this checklist to see all the different situations where you could use SnapApp for PDF. The result? More engaging content for prospects, all while you are able to gather more qualification data across all marketing channels.

- Drop it into an email campaign.**
Share your exciting new content with your audience by reaching out to your database with an email featuring your new PDF.
- Use it in event or webinar pre-promotion.**
Use your PDF before a webinar or event as a win-win for both you and the registrants – they get valuable, relevant content while you collect insights that can tell you what they want next.
- Give your PDF to sales.**
Tell your sales team about your content so they can use it for one-off outreach, or incorporate it into their cadences. Schedule time with your sales team to show them how they can use the PDF to reach prospects.
- Include it in your regular newsletter.**
Your newsletter list has already opted-in to hear from you – why not use your new interactive PDF to engage with them and learn more about them? Use your new content as a feature, or try it as a secondary CTA.
- Swap your PDF for an asset in your nurture.**
Interactive PDFs are great for nurture, as you are giving your audience relevant content while also getting insight into key qualifying information. This intelligence can quickly turn a lukewarm lead into a hot one.

Follow up with your PDF post event or webinar.

Instead of a standard follow-up with expected static content, use your PDF to keep attendees engaged with your story while you also learn more about them and their needs.

Share your content on social media.

Share your piece multiple times across channels like LinkedIn, Facebook, and Twitter – the Q&A aspect of interactive PDFs make them a natural fit for high engagement on social media.

Experiment with paid promotion.

Whether it's social, paid search, or other display ads, putting dollars behind promotion of your content can be an extremely effective way to attract qualified traffic and leads.

Use it as a CTA in relevant blog posts.

Pick a relevant blog post – or even write up a new one – and use your PDF as a very natural CTA for someone already interested in reading your content.

Feature your interactive PDF on your website.

Place a feature image and/or CTA for the content experience somewhere on your homepage. Ideally this would be in the top fold where visitors can see it immediately.

Want to learn more about SnapApp for PDF? Request a demo to learn more!

REQUEST A DEMO

