PDF Content Marketing With CloudWorms PDF Viewers

EVALUATION GUIDE

By MTN Web Store App Team

Revision 1.1

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Target Audience

CloudWorms PDF Viewer was design and developed generally for business marketers of any industries who want to have their PDF contents to reach as many audiences as the web-based content can do. They wish their PDF files can also be shared without compromising the Social Media Marketing effectiveness, online form feature for data collection and leads generation, and the power of SEO. These professionals can be one or more but not limited to the following:

- **Training Providers or trainers** who have lots of course outlines and training brochures that have been generated in PDF file format.
- **Government agencies and healthcare organizations** who want to reach out as many people as possible with their safety precautions and procedures written in PDF format.
- **Retailers, manufacturers, wholesalers, and contractors** who have lots of marketing brochures printed in PDF that they would like to promote about.
- **Business owners, directors, and CEOs/COOs** who want to cut down the need of IT dependency and marketing operation costs at the same time still capable of accelerating the time-to-market efficiency without much technical skills.

INTRODUCTION

Undoubtedly, many business marketers have no problem using word processor like Microsoft Word and later save the file in PDF format, but they do have problem posting it on social media and letting the contents discoverable by the internet search engines. These shifted the power to web designers and web developers where they can convert the contents into HTML web pages, of which they can be crawled by search engines like Google and have their desired banner image shown on the social media posts – but what if we can help those non-technical business professionals **to be more efficient and self-sufficient with lower dependency on their IT department or service agent**?

Especially in recent years when the global economy is affected by the deadly virus called **COVID-19** followed by its variances, many businesses have begun to cut down their operational costs at the same time planning to bring at least part of their business, if not all, to the web – but how can you cut down the IT costs when you need to bring your business online in the first place? – This is why the idea of **CloudWorms PDF Viewers** came into play.

OBJECTIVES

By completing this evaluation guide, the readers should be able to:

- Understand the purpose of CloudWorms PDF Viewers.
- Realize the needs of CloudWorms PDF Viewers and how to fit it into their online marketing workflow.
- Learn how to take advantage of CloudWorms PDF Viewers to boost the ROI of their PDF content generation by diversifying the purpose of it and hence indirectly reducing the cost of producing them.
- Learn the limitations of the PDF files in the aspect of internet marketing and how CloudWorms PDF Viewers help to overcome them.
- Discover how easy it is to use CloudWorms, which could lead them to be a self-sufficient content marketer.

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Internet Marketing & the Limitations of PDF Files

In this section, we'll cover the limitations of PDF file in the following aspects:

- **Email Marketing**
- **Social Media Marketing (SMM)**
- **Search Engine Marketing (SEM) & SEO**
- **Data Collection & Lead Generation**

In each of the above aspects, we'll also tell you how CloudWorms PDF Viewers help to address these limitations.

EMAIL MARKETING LIMITATIONS

To our knowledge, when comes to internet marketing, there is only one common usage of PDF files, that is to **email as attachment** to the customers or potential prospects, but this may lead to the following issues:

1. **Your customers' mailbox storage limitation.** You're in fact filling up the quota of your customers' corporate email storage, not only leading them to be unable to receive your email but also emails from other parties, which can be extremely mission critical and time critical to them. As such, emailing your customers with PDF files, of which the file size can be big sometimes, may yield you a negative result and losing customers at the end. Even though they are not expecting for any critical incoming emails, you're troubling them to clean up their mailbox or contact their IT for assistance, this will definitely affect your customer relationship in long term.

2. **Emails with attachment may be treated as spam or harmful.** In some corporate email policies, incoming external emails with file attachment could be treated as spam or harmful emails and hence blocked by the mail server, preventing you from reaching your customers. To some IT administration, this is for security purposes – they rather blocking the wrong ones than allowing the destructive ones.

Solution:

CloudWorms PDF Viewers allow you to **copy the URL** that you've published and paste it in your email content.

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Screenshot showing copying sharable PDF Viewer URL is easy with just a click.

You can even use the URL to compose the link text where your customers can simply click on it and open your PDF Viewer on their web browser. The PDF Viewer will then give them the options to:

- Download the PDF file.
- Click on the call-to-action link button defined by you, which could lead them to the online registration form or Buy-Now page.
- Visit your corporate website.
- Share your PDF Viewer on their social media network.

With all the above added advantages, you don't even need to occupy your customers' email storage with your PDF files. Instead, your customers can simply download it right onto their local hard drive without consuming their mailbox space.

## SOCIAL MEDIA MARKETING (SMM) LIMITATIONS

On Facebook for example, you may notice that some businesses tend to share their PDF file in the way as described below:

- Upload the banner image that convincingly summarizes the content of the PDF that they're going to share.
- Type some descriptions on the post.

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- Type the *"Download the PDF brochure here"* text with the URL pasted as part of the description.

Those social media marketers are doing this for the following reasons:

1. They can't have their desired banner image appear on their post if they share just the PDF URL directly. The banner image is so important to help catching the attention of their followers for greater awareness.
2. If they share the PDF URL directly, only the PDF filename or domain name will appear on the post without the image, title, and description (see screenshot below). This is definitely not the way to present their posts to their audiences.
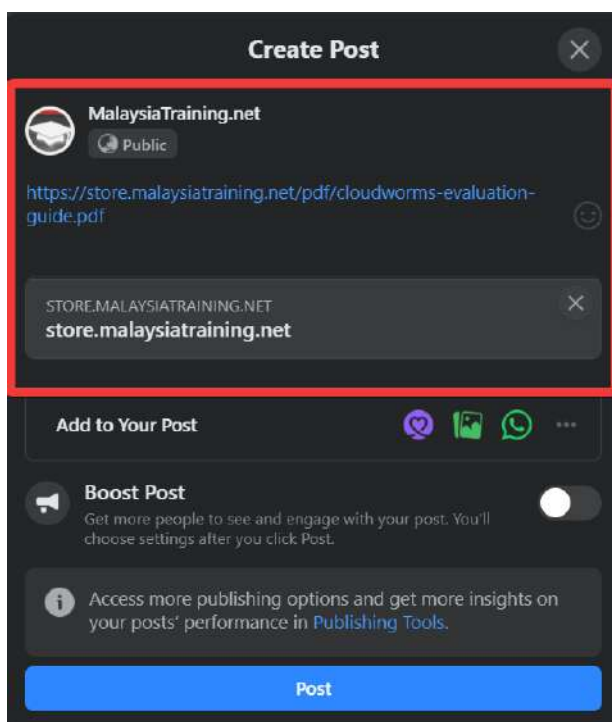
Screenshot showing the effect of direct sharing of PDF URL on Facebook post.

Although image posting can be a way to overcome the limitations of a PDF file over social media postings, it is rather tedious with the following additional shortcomings:
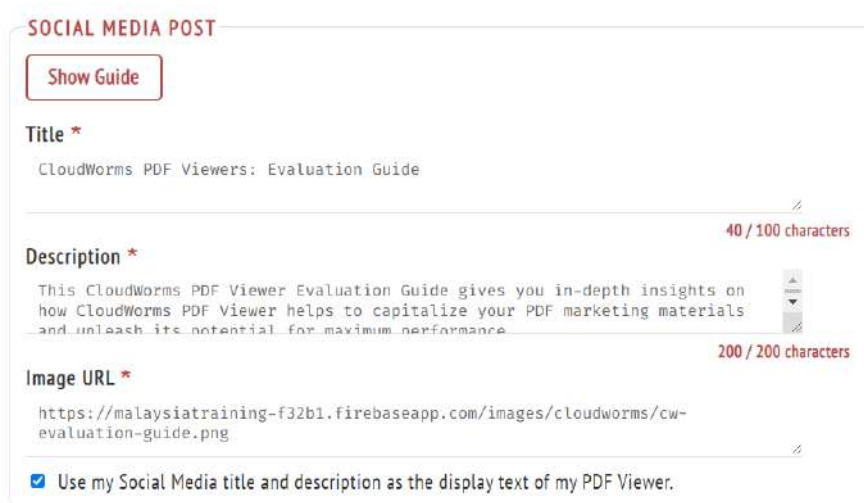
1. When the followers click on the post, only the banner image will be enlarged without leading them to the intended PDF file.

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2. The URL pasted on the post may not be visible to the followers at first glance unless the users click on the **"see more"** link defaulted by the social media app when the description is too long.

3. When a newly revised version is released with a new filename and URL, posting the latest release will not update your old social media posts in various sources, such as Facebook, Twitter, and LinkedIn. If your prospects found your old posts from search engine, that can only lead them to the outdated contents and you just can't one-by-one go and dig out the old posts and edit it.

Solution:

When creating your CloudWorms PDF Viewer, the MTN Web Store App allows you to define the following for your PDF file:

- **Post Title**
- **Post Description**
- **Banner Image URL**

Screenshot showing user-defined social media post for a specific PDF file via MTN Web Store App.

After publishing your PDF Viewer, the app allows you share the viewer directly to the three selective social media networks, i.e. Facebook, Twitter, and LinkedIn. If you want to share it on other social media networks, simply copy the URL and paste it on your preferred social media post. After pasting your URL, the above three items that you defined earlier will appear on your post and you're done!

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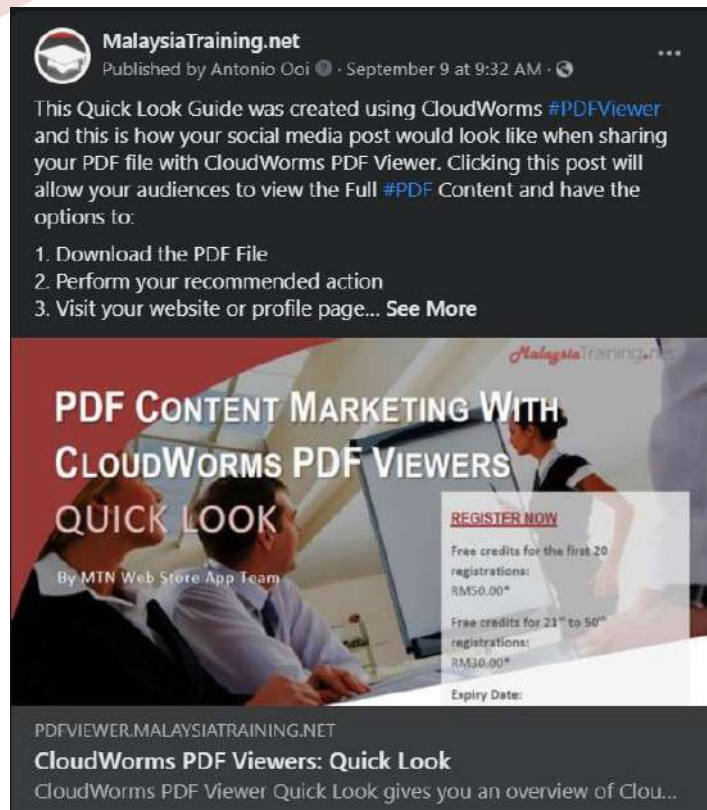
Screenshot showing a Facebook post appearance using the CloudWorms PDF Viewer URL copied from MTN Web Store App.

When your followers click on your post or banner image, your CloudWorms PDF Viewer will be opened in the new browser tab with the following options that they can perform:

- Download the PDF file.
- Click on the call-to-action link button defined by you, which could lead them to the online registration form and Buy-Now page.
- Visit your corporate website.
- Share your PDF Viewer on their social media profile.

When a newer version is released, just update your PDF Viewer with the new PDF URL, banner image, title, and description and **all your old social media posts in various sources will be automatically updated** because your PDF Viewer URL has not changed at all except the contents – fast and extremely efficient without losing your past efforts. In other words, you can **capitalize your old posts to help promoting your latest contents** without any extra effort to dig them out and edit them from every social media that you may have. For an added advantage, of course, many marketers will still create a new social post for every

new version, but in CloudWorms PDF Viewer, you can just **use back your updated version's URL** as your new post because every item that you've edited is the latest one anyway – This is one of the true beauties of CloudWorms PDF Viewer.

PDF LIMITATIONS IN SEARCH ENGINE MARKETING (SEM) & SEO

As the matter of fact, search engines like Google can crawl and index PDF contents provided:

1. Your PDF files are not security protected and readable by the bots.
2. Your PDF files are hosted on publicly accessible web server.
3. Your hosted PDF files have some backlinks on other web pages where the search engines can follow them and discover them.
4. Your PDF contents are well-formatted with proper META info defined, such as title, description, and keywords.

But the problem is that, business users are not capable of doing all these. As we mentioned earlier, if you want to lower down the IT dependency and the operation costs of your company, it will be hard for you to have all the above effectively implemented.

Solution:

Besides the required social media META info, CloudWorms also allows you to optionally define the following for your SEO:

1. **SEO Title**
2. **SEO Description**
3. **SEO Keywords**

Screenshot showing optional SEO META info defined by the user when creating or editing CloudWorms PDF Viewer in MTN Web Store App.

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When you published your PDF Viewer and share it on your social media networks, the search engines will be able to access your PDF Viewer and read the META info as described above. Therefore, it doesn't really matter whether you have your META info defined in your PDF file or not – if the search engines can't read your PDF file, they can still read your CloudWorms PDF Viewer, which is web-based anyway. Hence, by having CloudWorms as your PDF Viewer, you can **gain back the SEO advantage that the normal web pages can**.

If you do not want or don't know how to define your SEO META info on your PDF Viewer, by default, CloudWorms PDF Viewer will take your social media title as your SEO title and social media description as your SEO description. So no matter how technical illiterate you are, CloudWorms will still help you to success as much as it can.

PDF LIMITATIONS IN DATA COLLECTION & LEAD GENERATION

Undeniably, creating a data entry form on PDF alone can be difficult to many business users, not to mention about creating it in Microsoft Word and later converts it into PDF, which may cause unexpected display, data validation, and compatibility issues. If you want to put the entire e-commerce functionality in your PDF file, that will be almost impossible and it is not intended by design. Therefore, to many non-technical business owners and marketers, the PDF alone may not be an ideal media for data collection and lead generation. Fortunately, PDF allows you to have hyperlinks that link your readers to your existing website with online form or shopping carts. But not fortunate enough, some free PDF viewers like Google PDF Viewer may not be able to retain the functionality of certain hyperlinks, especially those that have been created in Microsoft Word.

Solution:

To overcome the above issues, CloudWorms PDF Viewers offer the following features to its users:

- User-defined landing page on official site.
- User-defined call-to-action link button that will lead readers to an existing online form or shopping cart.
- The above stay as the sticky header of the PDF Viewer of which it will always be visible to the readers no matter how many pages they've scrolled down while reading your PDF content. So after finish reading, the readers can easily decide whether to

proceed with the recommended action or not, that will be the **Learn More** button, **Register Now**, **Buy Now** etc., whichever defined by you.

Screenshot showing branding header and call-to-action link button defined by the user when creating CloudWorms PDF Viewer via MTN Web Store App.

Therefore, as a safety measure, if in case the hyperlinks that you put on your PDF file are still not working on PDF Viewer, those user-defined links as mentioned above **will act as the guarantees for your important links** that you do not want your potential customers to miss.

CONCLUSION

Although CloudWorms itself may still have some limitations such as not supporting file hosting and file upload by the users, this can be its advantage to make it **more affordable to the users without extra storage charges**. Another advantage of this limitation is to allow users to take full advantage of today's free cloud storage services, such as Google Drive, Dropbox, and Microsoft OneDrive. With such cloud storage services, users can perform additional actions such as file sharing, file management, version control, security access control etc. without having us to reinvent the wheels.

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However, we'll continue to improve the usability and user experience of CloudWorms as we move forward to extend it, not only on store.malaysiatraining.net but also towards www.malaysiatraining.net, which is our core training marketplace since 2011. To register for a free MTN Web Store App account now and earn some free trial start-up credits, click here.

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ABOUT MALAYSIATRAINING.NET

Established since 2011
Owned & developed by OTK Web Solutions

MALAYSIATRAINING.NET (MTN)

MalaysiaTraining.net *(aka. Malaysia Training Network, MTN)* is owned and developed by OTK Web Solutions, a registered web development company in Malaysia. It's founded by Antonio Ooi, who was a former software architect of many MNC and public listed software companies. He is also a Microsoft Certified Trainer who used to be involved in the IT training industry.

The goal of MTN is to help improving the knowledge and skill level of local Malaysian citizens by helping all available high quality short courses around the country to be easily discoverable by those who are willing to learn or improve their employees' productivity and working attitude. The founder believes that a healthy and enlightened mind plays a very important role to achieve a sustainable country, may it be economically, socially, or even politically. How the national image appears in the eyes of the world reflects the people quality of the country as a whole, because a nation built by people, not by nature.

"Your creation, your mirror"

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