



PROFESSIONAL DIGITAL DOCUMENTS

The Business Value of...

Community Leader

Giving Back to Our Community

SACO, MT

AN INFORMATIVE  
GUIDE ON WHAT  
FLIPPINGBOOK IS  
AND HOW TO USE IT

# WELCOME TO **FlippingBook** **Online!**

As communications move into the digital space at high speed, we want to make sure that displaying and sharing information on the web is easy, and the communications depending on that information are successful.

This is an informative guide on what FlippingBook is and how to use it to improve experiences with your sales and marketing documents online.

## CONTENTS

- 
- 1
  - 2
  - 3

### **What is FlippingBook Online?**

- 6 How it works, in a nutshell
- 8 Professional look and feel
- 10 Comfortable navigation
- 12 Mobile format
- 14 Easy access

### **Working with the publication**

- 18 Customize your flipbook
- 20 Add videos and links
- 22 Manage your flipbook

### **How to use FlippingBook Online in business?**

- 26 Marketing
- 28 Sales
- 30 HR

# Part 1

## What is FlippingBook Online?

It's a simple service for hosting your PDF documents online as HTML5 publications. It gives your content a neat, professional look and makes reading and sharing it easy.

HOW IT WORKS, IN A NUTSHELL

PROFESSIONAL LOOK AND FEEL

COMFORTABLE NAVIGATION

MOBILE FORMAT

EASY ACCESS



# Create powerful digital documents in a few clicks

When you click on “Upload PDF”, FlippingBook Online takes your PDF file, converts it into an interactive HTML5 publication, and uploads it online. Once the upload is complete, you get a link to your publication like this one:



<https://online.flippingbook.com/view/12345>

A link is much easier to share with your customers than a bulky attachment. You can send it by email, embed it into a website, or share it on social media, like Facebook or LinkedIn.



When your customer follows the link, they can view the document on any device without having to download anything. It will look and feel just like a print copy with digital perks.

# Give your customers an excellent experience with your documents

PDF stands for “portable document format”. That’s it. Nothing more. You can say that it’s a relic from the print era when all people cared about was preserving the original paper layout in a digital format.

But now we are talking about web experiences. FlippingBook publications are tailored for digital screens to make viewing and exploring your promotional brochures, sales catalogs, and internal documents comfortable.



*Customizable design  
allows you to create a  
unique digital space for  
your document*



Your publications have an authentic two-page layout, which makes double-spread designs look gorgeous. There's no lag between opening the document and loading it.

## COMFORTABLE NAVIGATION

With FlippingBook, your audience will find it easy to navigate around the brochures and magazines you create for them.

← → ⌂

Food and s



### Table of Contents

This tab is always visible in a sidebar, making it easier for your customers to move around your content.



### Thumbnails

Thumbnails work as a sidebar too, but give your client visual page previews. It's a good option for documents with more graphics than text.



### Notes

Your clients can highlight the information they find interesting and leave notes that won't be visible to anyone else.



### Smart text search

Find the info you need in seconds: type in a word or a phrase in the search field and see search results with links to specific pages.

## Links to pages

Have a large document? Add links to other pages to make the customer journey around your flipbook more comfortable.

online.flippingbook.com/view/12345/24

still life by Adriana Mullen | pages: 24 - 25 / 150

Professional photographer Adriana Mullen was born and raised on the island of Sardinia in Italy, a country well known for its exceptional cuisine. A graduate of the French Culinary Institute of New York, she combines a passion for photography with her love of food, wine and the finer things in life.

Adriana creates rich and elegant food and still life photography — visuals with high impact for both advertising and editorial clients. She specializes in shooting her food subjects in natural light while always working with the latest technology.

AdrianaMullen.com | Info@AdrianaMullen.com | 908.723.0285

AdrianaMullen.com | Info@AdrianaMullen.com

## Selectable text

Readers can select any text as they're reading it, copy and share it with other people, or even send links to the pages with the text they selected.

# Make your documents easy to read across all devices

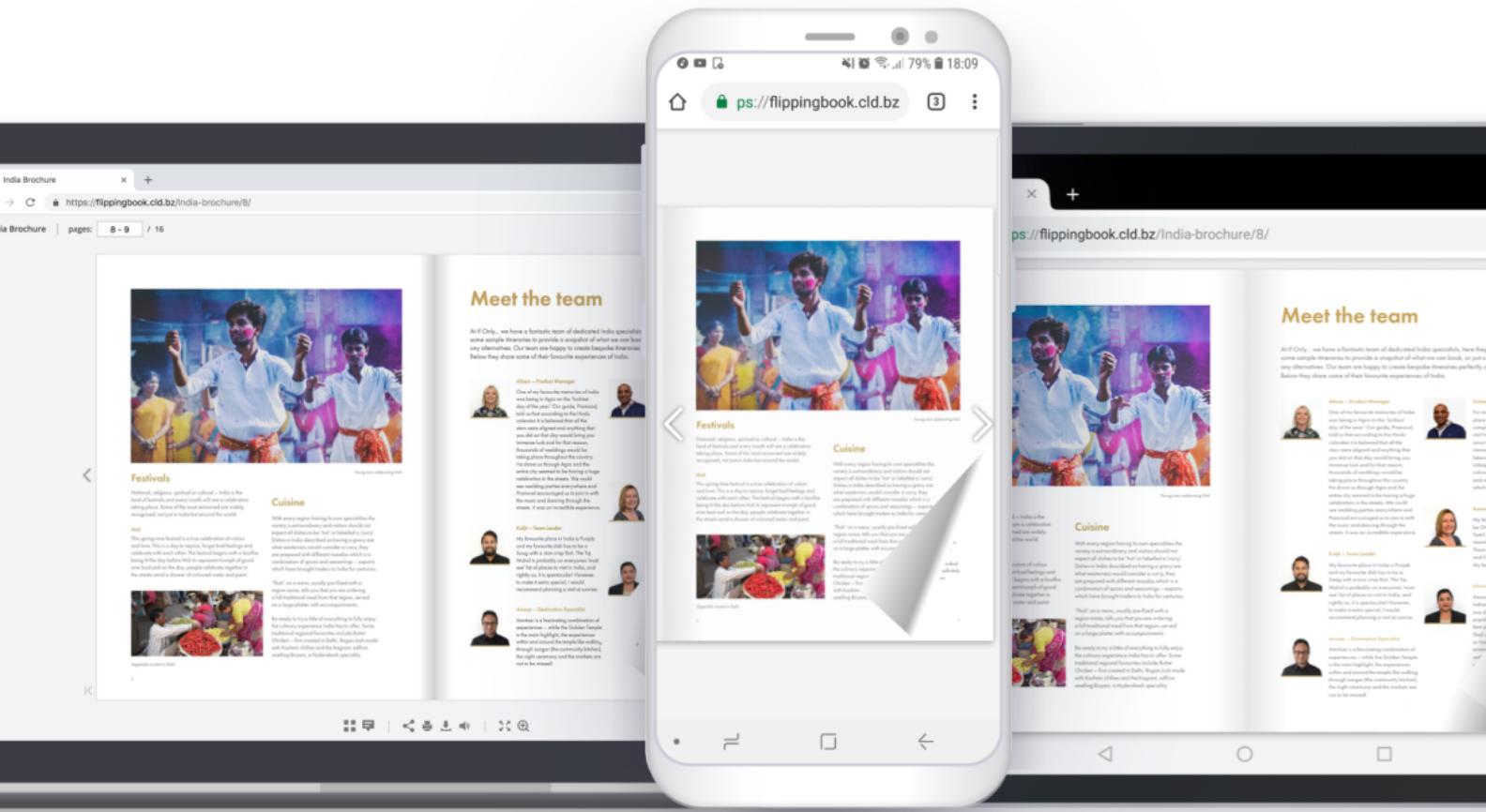
We've all gone mobile. We want to get and send info on the go. That's why FlippingBook tailors your documents for the mobile era.

“ For our sales team, being able to access the catalog at any time on a computer, tablet, or phone means the difference between selling and not selling a product.”



*Adam Underwood*

Moore & Giles



- Your documents open fast on any iOS or Android device.
- Page flip effect works seamlessly on phones and tablets.
- Navigating around your content is easy on any device.

# Provide fast and easy ways to access your content on the web

## Email direct links

Your clients can access each flipbook in a click. Direct links load fast in any browser, on any device.

## Embed into website

Weave publications right into your website for clients to find and access easily.

## Share to social media

Post your flipbooks on the mediums your clients like. Anything works: Facebook, LinkedIn, Twitter, and more!



Share your publications via multiple channels for a wider audience reach

# Part 2

## Working with the publication

So, you've turned your PDF  
into an online publication.

What's next?

**CUSTOMIZE YOUR FLIPBOOK**

**ADD VIDEOS AND LINKS**

**MANAGE YOUR FLIPBOOK**

NAME & DESCRIPTION 

## SKIN

White Style BRANDING 

## Logo

Custom 

## Background Image

Custom 

## Color Palette

Custom 

## Favicon

 Default CONTROLS 

## PASSWORD

On 

## LEAD CAPTURE FORM

On SETTINGS 

Add video/link

Add videos and links into your publication to make it even more interactive. [Learn more](#)



## Customization

Set one of our 24 skins or a custom background image. Add your logo, brand colors, and a favicon for instantly recognizable content.

## Lead generation

Collect leads with a built-in lead capture form and track how each person interacts with your flipbook.

## Content protection

Choose the best way to keep your flipbook secure: restrict content sharing options; set a password; hide flipbooks from search engines.

# Enrich your content with video and links for better client engagement

With FlippingBook Online, you can create digital documents that engage clients on multiple levels. Add video tutorials or overviews as well as links to relevant resources.



 Add video

 Add link

Engage clients with videos that open seamlessly right in-page or in a pop-up.

You can make any content in your flipbooks clickable, be it text or images.



*Insert video here*

and



## Share or embed easily

You can share your publications with clients by sending them direct links via email or your social media channels. You can also embed publications into your website with a simple embed code.

## Track statistics

You can track time spent, clicks, page views, and more with our built-in stats. And for deeper insights, integrate Google Analytics into your flipbooks.

## Update in one click

With FlippingBook, you can simply reupload the PDF, and the link to your document will remain the same. No need to resend bulky PDF attachments or reprint your content.

## Manage

---

 Customize

 Share

 Embed

 View stats

---

 Add video/link

 Save settings as default

 Make a copy

 Rename

 Replace PDF

 Download PDF

 Delete

# Part 3

## **How to use FlippingBook Online in business?**

MARKETING

SALES

HR

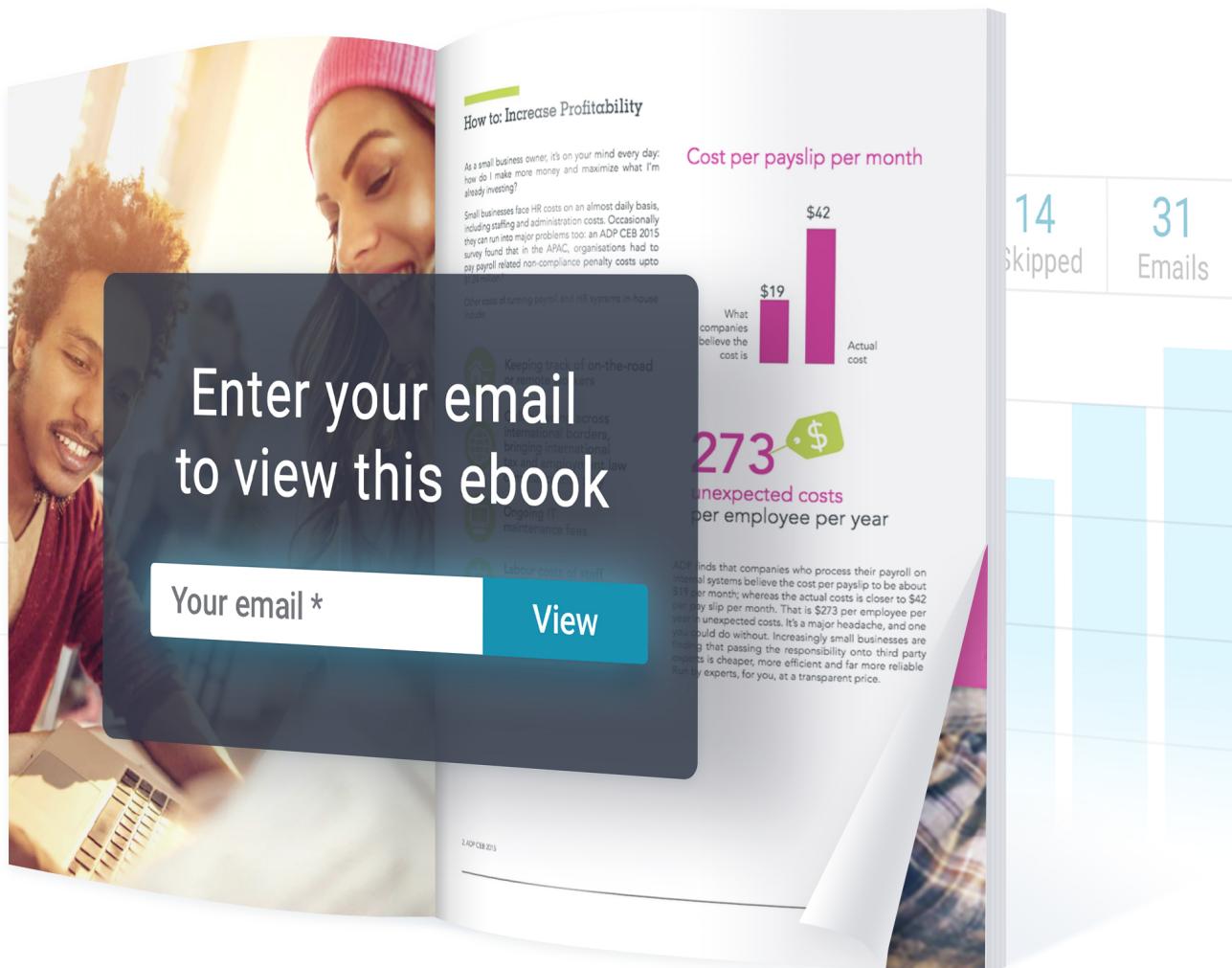
# Create engaging online brochures for different marketing activities

Drive more traffic to your website

Create digital documents with a logo leading to your site to increase website traffic.

Gather leads right within your online publications

Embed a lead capture form into any page of your publication to collect leads and track their activity.



## Boost search engine optimization with flipbooks

Your FlippingBook publications are consistently indexed and ranked high by Google and other search engines.

# Make product catalogs and sales proposals that are easy to use and share

With FlippingBook, you can create catalogs and proposals of any size. Your sales teams can easily share them with clients and track interactions with each document.

Comfortable viewing and navigation

Show product catalogs and proposals to clients in an engaging format and find necessary info in seconds.

Link tracking for timely follow-ups

Create individual links to sales proposals, track how clients interact with each one, and then follow up.



Distribution without extra costs

Email links to catalogs or embed them into your site. Update content in a click with no reprint expenses.

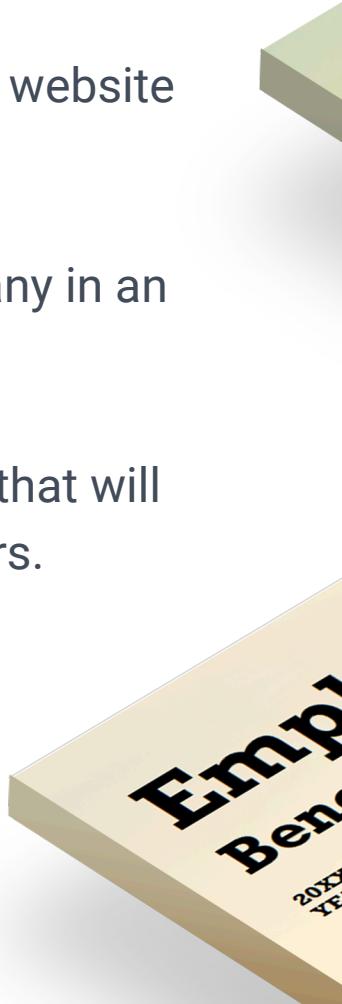
Team work for stronger sales

FlippingBook gives each team user their own workspace to create proposals and share them with clients.

# Improve internal communications with digital documents

With FlippingBook, you will be able to:

- embed internal reports into private pages of your website and even protect your content with a password;
- email employee benefit guides across the company in an instantly accessible format;
- create beautiful job offers and test assignments that will make your company stand out among competitors.



FlippingBook helps  
HR professionals  
create powerful online  
documents for stronger  
communication



*Good luck with  
your publications*

*Sincerely yours,  
flippingbook.com*