

2018 eBook Calendar



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WHY PUT YOUR NAME TO AN EBOOK ON PROPERTY OBSERVER?

- eBooks allow your business to be associated with an exploration of a specific topic through a two to three month long campaign during 2018 on the Property Observer website.
- Your eBook will communicate complex information in an easily digestible way and/or be very practical and useful (how to; ten steps; lists; tips etc.).
- It potentially positions your business as a thought leader and expert in your industry.
- Many businesses map types of content to stages of the buying cycle. eBooks are particularly important to the research stage of the decision-making process.
- They are typically co-branded and therefore lend the authority of the Property Observer host site to your business. Your business logo will be featured prominently along with linked ads.
- Instantly downloadable, and portable, readers also receive the eBook via email, and many will download the eBook and keep or save for later reading.
- eBook can contain hyperlinks, link backs to your website and/or further information, particularly pertinent to the call to action.

The eBook:
1,000 to 3,000
word PDF

Branding –
across eBook,
landing page,
emails and
display

Landing page

Lead
generation form,
and collection of
leads

Three client
supplied
adverts in
eBook

Campaign
reports

LIST OF TITLES:

01 **TIPS FOR GETTING YOUR INVESTOR HOME LOAN APPROVED**
WHAT INVESTORS & HOME BUYERS NEED TO KNOW
PROPERTYobserver [LOGO]

02 **Buying Off the Plan in 2018**
BUY NEW APARTMENTS
PROPERTYobserver

03 **The Foreign Investment Review Board rules for buying property in Australia in 2018**
STEP BY STEP GUIDE
PROPERTYobserver

04 **Securing finances for your off the plan property purchases**
REDUCING YOUR SETTLEMENT RISK
PROPERTYobserver

05 **Making a profit from your start-up property development**
THE FIVE ESSENTIALS
PROPERTYobserver

06 **AIRBNB'S RENTAL MODEL RESHAPING WORLD CITIES**
PROPERTYobserver [LOGO]

07 **Holiday homes: the do's and don'ts for property investors**
SMART INVESTMENT INSIGHTS
PROPERTYobserver

08 **Understanding Negative Gearing**
WHAT SAVVY INVESTORS NEED TO KNOW
PROPERTYobserver

09 **Buying house-and-land packages - the four must know steps**
WHAT INVESTORS / HOME BUYERS NEED TO KNOW
PROPERTYobserver

10 **How to win at auction this autumn selling season**
YOUR AUCTION GUIDE
PROPERTYobserver

11 **THE PROPERTY OBSERVER GUIDE TO PROPERTY INVESTING**
PROPERTYobserver [LOGO]

12 **Seeking out your next mortgage**
TIPS FOR SECURING FINANCES
PROPERTYobserver

13 **DEATH AND PROPERTY**
WHAT YOU NEED TO KNOW
PROPERTYobserver [LOGO]

14 **Tips and traps for buying a home interstate**
WHY USING A BUYER'S AGENT MAKES SENSE
PROPERTYobserver

15 **Four property depreciation myths that investors need to know**
MYTHS BUSTED
PROPERTYobserver

16 **10 tips on investing in inner Sydney apartments**
GOOD PROPERTY INVESTMENTS
PROPERTYobserver

SOLD

SOLD

Choose from this list or create a title for your audience target.