

facebook



# Instafreebie and List Building

Your List Set on Fire (in a good way...)

# Resources and Links

Subscribe to these self published authors to see what they do for email traffic and autoresponders:

- [www.instafreebie.com](http://www.instafreebie.com)
- [www.mailchimp.com](http://www.mailchimp.com)
- [www.facebook.com](http://www.facebook.com)
- [www.writers-coop.com/hfpromo](http://www.writers-coop.com/hfpromo)

# How does this all work?

Goal:

- *Authors working together with other authors to promote books and collectively build each other's list.*
- Strength in numbers, by driving traffic to the group promotion
- Getting your books in front of readers, active readers
- Genre specific

Terms to know:

- Giveaways - This is the free giveaway the author posts on Instafreebie.
- Instafreebie Book Bundles - The collection of free giveaways
- Group promotions - The landing page that lists all of the author's' books

# How does this all work?

Step 1

facebook



Author creates a promotion (genre specific) and posts it on facebook group\*

Step 2

facebook



Authors with books in that genre sign up

Step 3



Organizing author builds the group promotion on a website

Step 4

promote.



facebook



Every author promotes the promotion via their social media and email list. Additionally, instafreebie shares the bundle link to their genre list

\*Instafreebie now allows people to create bundles on their webpage (new features)

# This is complicated and my brain hurts

- To promote your book you will need to learn new things and new technologies
- Creating a book and loading it onto Amazon will not mean automatic success
- Google and Youtube are your friends when you have technical challenges. These website should always be your first stop when trying to learn.
- Marketing is a profession in and of itself, treat it that way and focus on learning. Marketing is just as hard as writing your book.

# Instafreebie Giveaway

- What does this look like in real life?

Giveaway landing page



Sign up for Matthew Buza's mailing list

and get a free copy of

**Necromantia: Necromancer's  
Apprentice**

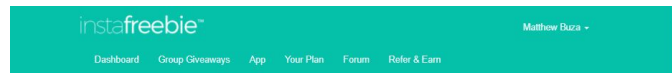
Enter your name and email address, and we'll email you the freebie.

By claiming this ebook, you agree to receive communications from Instafreebie regarding your ebook delivery.

You also accept the [Instafreebie Terms and Conditions](#) and [Privacy Policy](#).

Your Giveaway  
(dashboard or backend)



<< Back to Dashboard **Necromantia: Necromancer's Apprentice** Tour  
by Matthew Buza

Book Options - Active Giveaways Inactive New Giveaway



Book Description  
Genres: [edit genres]  
Paranormal Fantasy  
Horror

Automatically created for Group Giveaway. Something Wicked This Way Comes 0 copies claimed

<https://instafreebie.com/free/TYHscpkpKqkOMXXVDTGf>  
Promote: [f](#) [t](#) [p](#) [+](#) Add your Twitter Expiration: never View and Edit Giveaway  
[View Subscribers](#)

Automatically created for Group Giveaway. Sci-Fi and Fantasy Books 13 copies claimed

<https://instafreebie.com/free/O6p2SrXUboHduRRZckyg>  
Promote: [f](#) [t](#) [p](#) [+](#) Add your Twitter Expiration: never View and Edit Giveaway  
[View Subscribers](#)

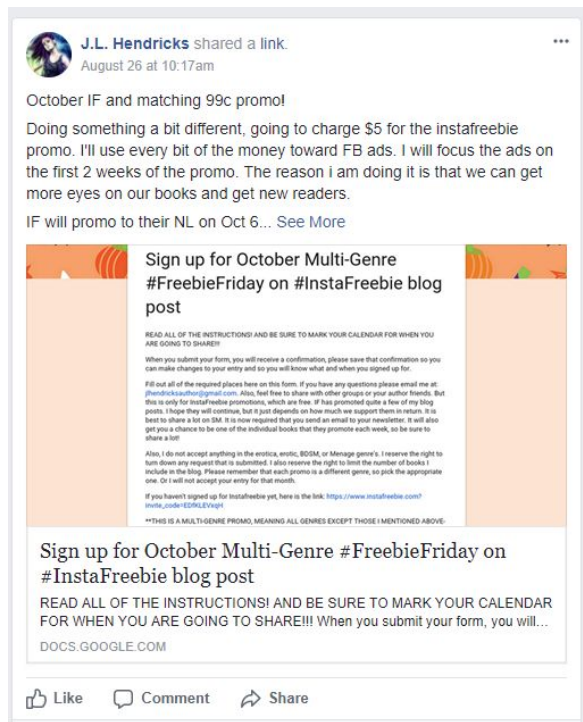
Automatically created for Group Giveaway. Paranormal and Urban Fantasy to K... 2 copies claimed

<https://instafreebie.com/free/TbA0gTJeYiv9h5NyJmxxm>  
Promote: [f](#) [t](#) [p](#) [+](#) Add your Twitter Expiration: never View and Edit Giveaway  
[View Subscribers](#)

# Signup

- Authors are typically using google forms to capture the author information

## Facebook post from organizer



**J.L. Hendricks** shared a link.  
August 26 at 10:17am

October IF and matching 99c promo!  
Doing something a bit different, going to charge \$5 for the instafreebie promo. I'll use every bit of the money toward FB ads. I will focus the ads on the first 2 weeks of the promo. The reason I am doing it is that we can get more eyes on our books and get new readers.  
IF will promo to their NL on Oct 6... See More

**Sign up for October Multi-Genre #FreebieFriday on #InstaFreebie blog post**

READ ALL OF THE INSTRUCTIONS! AND BE SURE TO MARK YOUR CALENDAR FOR WHEN YOU ARE GOING TO SHARE!!

When you submit your form, you will receive a confirmation, please save that confirmation so you can make changes to your entry and so you will know what and when you signed up for.

Fill out all of the required places here on this form. If you have any questions please email me at: [jhendricksauthor@gmail.com](mailto:jhendricksauthor@gmail.com). Also, feel free to share with other groups or your author friends. But this is only for instafreebie promotions, which are free. If I am promoted quite a few of my blog posts, I hope they will continue, but it just depends on how much we support them in return. It is hard to share a lot on FB. It is now required that you send an email to your newsletter. It will also get you a chance to be one of the individual books that they promote each week, so be sure to share a bit!

Also, I do not accept anything in the erotica, erotic, BDSM, or Massage genre's. I reserve the right to turn down any request that is submitted. I also reserve the right to limit the number of books I include in the blog. Please remember that each promo is a different genre, so pick the appropriate one. Or feel free to skip your entry for that month.

If you haven't signed up for instafreebie yet, here is the link: [https://www.instafreebie.com/?invite\\_code=1E2F8LEVq9p](https://www.instafreebie.com/?invite_code=1E2F8LEVq9p)

**\*\*THIS IS A MULTI-GENRE PROMO, MEANING ALL GENRES EXCEPT THOSE I MENTIONED ABOVE.**

**Sign up for October Multi-Genre #FreebieFriday on #InstaFreebie blog post**

READ ALL OF THE INSTRUCTIONS! AND BE SURE TO MARK YOUR CALENDAR FOR WHEN YOU ARE GOING TO SHARE!!! When you submit your form, you will...

DOCS.GOOGLE.COM

Like Comment Share

## Questions in the google form

\* Required

Email address \*

Your email

Your paypal email address \*

Your answer

Paypal Transaction # \*

Your answer

Your Name \*

Your answer

Instafreebie Title \*

Your answer

Instafreebie link - be sure it includes the word "free" in link address \*

Your answer

# Bundle Landing Page

- All of the images of the books are included on the page and links to the respective instafreebie landing page
- <http://writers-coop.com/hfpromo/>



## Historical Fiction Instafreebie Promotion

We have assembled a listing of free novellas, novels, and book previews covering the Historical Fiction genre. Click on the images to download the book from InstaFreebie. Happy Reading!





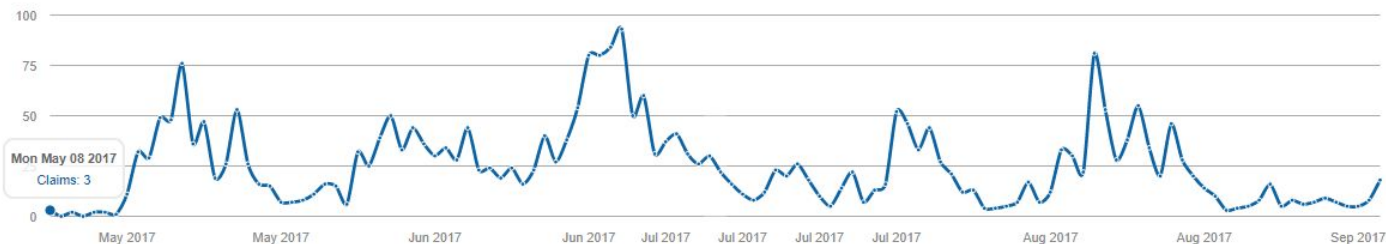
# Group promotions

- All authors will include the promo in their social media posts and mailing list. This is a ***requirement!***
- <http://writers-coop.com/hfpromo/>
- Example of my last email where I include the bundles in my newsletter:  
<http://us5.campaign-archive2.com/?u=87fc8ff91608c22d36c5802af&id=af223ebfa9>

# Newsletter growth (Matt Stats)

- Feb 2016 - May 11th - 7 organic people on my list
- Since May 12th
  - Necromantia - 3100 claims
  - Alone in the Darkness - 2500 claims
  - Total list growth: 4300 people
  - ARC team: 500 people

## Claims



# Sure but these are freebie seekers?

- Average sales Feb 2016 - May 2017: \$0
- Since May 12th
  - Sales: 354 copies (90% of sales and KU page reads on one title)
  - Giveaways: 5335 (KDP select)
  - 24,000 KU page reads
  - Review Growth
    - Necro - 2 to 9
    - Alone - 8 to 21

# WCPNW Instafreebie Trial

- 9 Authors participated and 15 titles were entered
- Goals:
  - Drive subscribers to the WCPNW and individual authors
  - Drive sales through giveaways and autoresponders
- What was done:
  - 15 titles were entered into the instafreebie account (Previews and full titles)
  - 10+ autoresponders were created on the WCPNW mailchimp account to upsell author titles
  - Using Amazon Affiliate links to earn money for the coop on every sale.
- So....how did we do?

# Subscribers

- Old Baggage - 186
- The Black Opal - 1014
- Mildred - 585
- Dragons of Frost and Fire - 1510
- Space Tripping - 356
- \*Blooming Bally - 116
- Ataxia - 591
- \*Dreaming of Xeres - 61
- Age of Ash - 392
- A lion for Lambs - 151
- Faerie Unraveled - 759
- The Doc Martens - 396
- Dark Star Safari - 170
- Detours - 228
- \*Tales from Ohan - 100

\*Author's books were only included in one bundle (WCPNW bundle)

6615 total emails gathered.

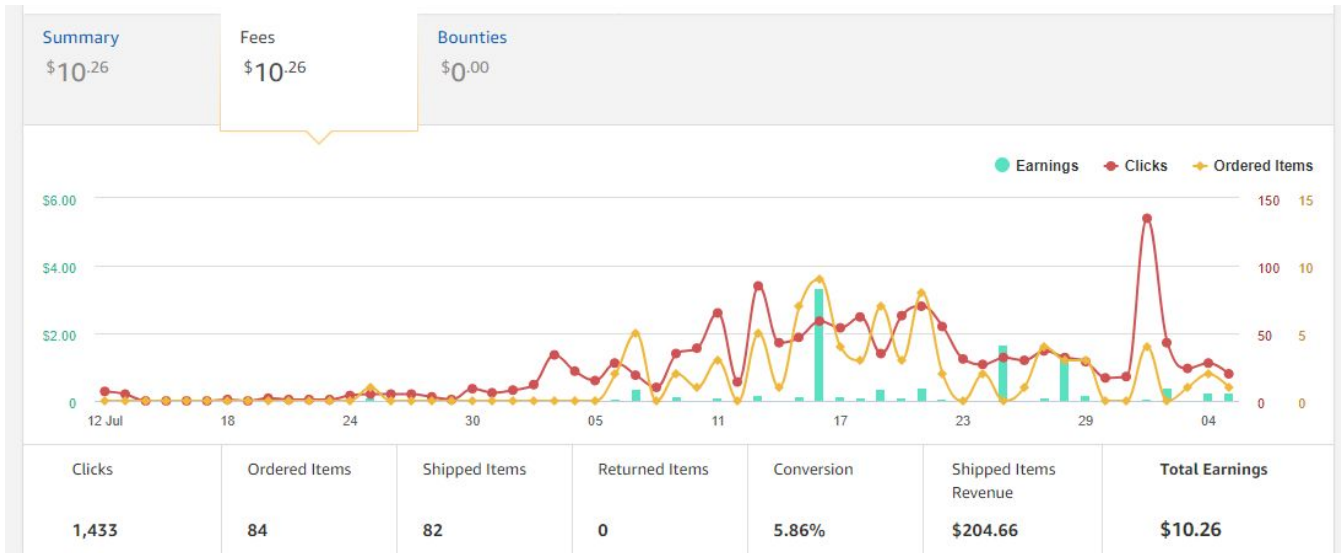
Average of 441 emails per person.

Over 4000 subscribers added to WCPNW mailing list.

Many authors saw an increase in sales over the two months

# Affiliate Earnings

- Affiliate sales come from direct sales of the books linked and secondary purchases
- Total Earnings: \$10.26 earned on \$204.66 of sales (84 items ordered)
- Total Clicks: **1552** and a conversion rate of **5.41%**



# Issues and complaints

- Lots of technical challenges that can feel overwhelming
- Book bundles tend to focus on the following genres
  - Fantasy (urban, high, YA)
  - Thrillers/Mysteries/Horror
  - Science Fiction (general and YA)
  - Romance (contemporary, erotica)
- Some genres feel left out (historical, Nonfiction, general fiction)
- Instafreebie is expensive @ \$20 a month (allows you to sync emails)
- Mailchimp list grows fast. Over 2000 subscribers means you start to pay.

# Beyond just Instafreebie

- Bookfunnel (same as instafreebie but not as popular) \$99 a year.
  - Better features and most authors are using this to deliver the books
- Newsletter swaps
  - Promote another author's book in your newsletter.
  - Will probably need 1000-2000 subscribers to begin sharing.
  - This can grow your list as fast as instafreebie bundles with less work
  - Don't share crap with your list so you need to read books in your genre and promote
- Large elite bundle giveaways
  - Some cost \$\$\$ (facebook ads)
  - Require large lists >10k



# WCPNW will shut down the test promotion

- Mailchimp costs ~**\$50 a month**
- Instafreebie costs ~**\$20 a month**
- Requires active author engagement to justify costs
- Maintenance efforts on the backend are time consuming
- **\$200-250 a month to continue**, which is beyond the group's commitment.
- Could be done if yearly dues rises to **\$80-100 (about \$8 a month) @ 30 authors.**
- Not all authors are ready for this or are willing to work at the same effort to justify.

# Quality of the Emails

What are the quality of the emails from instafreebie?

- Instafreebie generates medium level subscriber.
  - Lower conversion rate
  - Lots of freebie seekers
  - Heavy readers
  - Some Kindle Unlimited readers
  - About 35/65 (epub/mobi)
    - B+N, Kobo may be some hidden income
- What's a low subscriber?
  - Someone signing up to win something (free kindle)
- High subscriber?
  - Organic traffic, paid traffic from facebook, non-freebie seeker, high conversion rate, and high read through rate

