

Marketing Planning

This is like...a second job to my side hustle?

Resources and Links

Links:

- <https://www.reddit.com/r/selfpublish/>
- [Ebook marketing 101](#) (youtube)
- [The Perfect Year](#) (YA Huss)

Define what success means to you

Your choice will determine how much effort/money you put into marketing

- Is the act of publishing enough?
- Do you want a traditional publishing deal?
- Do you want to see your book on a shelf somewhere?
- Do you want to see your book on the library catalogue?
- Do you want to break even?
- Do you want some money in your pocket?
- Do you want to pay a small bill a month?
- Do you want to be a full-time writer?
- Do you want to retire and write on the beach the rest of your life?

Come to grips with the type of person you are

Your personal nature will dictate how you act and market

- Are you a techno-phobe?
- Do you like to DIY?
- Are you a graphic arts minded person?
- Do you have thin skin?
- Can you engage people in the real world or online?
- Are you self-aware or understand if you're being socially awkward?

Marketing Starts When You Start Writing

- Write to market vs. write what you want
- Stand Alone or Series
- What is popular and can you incorporate that into your book?
 - Unicorns? Dragons?
- How am I going to get people into this book?
 - Do I need a prequel? Preview?
- Going wide vs. Amazon exclusive
- What genre will you be targeting? (www.genrereport.com)
 - Is it crowded? Will you be alone?
- Covers? (www.goonwrite.com)
- Don't start marketing after you launch your book

You can't climb the marketing mountain in a day

Writing a book is to Engineering as Marketing is to a Jackson Pollock painting

- Being a self-published author means you need to learn and **execute many roles/jobs**
- The larger the author the more they look like a traditional publishing house
 - Big authors **outsource** all the things you need to do by yourself
 - Don't look at them and think they are doing everything
- You're an author or writer you did not wake up and say you wanted to be a Marketer
 - You don't care about marketing, you want to write
 - Unless you are a unique flower and a generational writer you need to learn how to market

Marketing is like an Onion, it's built in layers

- Base level digital presence
 - Website, Social Media (set it and forget it)
- Building and Automating as you grow
 - Giveaways, mailing list optin
- Tracking and data collection
 - Mailchimp, link tracking, sales, traffic
- Being agile and ready to pivot

Key Term (1 of 2) - Conversion Rate

- The rate at which a person is willing to buy your book
- Driven by factors (in order of importance):
 - Cover image
 - Value of the reviews
 - Number of reviews
 - Price
 - Book blurb
 - Everything else...
- Conversion Rate is zero without traffic...

Key Term (2 of 2) - Traffic

- The numbers of people who are driven to and organically find your book
- Ways to drive traffic:
 - Newsletters/Autoresponders
 - Paid Traffic (Facebook or AMS)
 - Organic traffic (rankings or search)
 - Search engine traffic
 - 3rd party websites (youtube, blogs, social media, author sites like wattpad)

Reality Check (Thought experiment)

Author goal is to pay a small bill and earn ~\$300 per month

- \$300 per month is **\$10 per day in earnings**.
- At \$2.99 you earn about **\$2 per sale**
- You need to have about **5 sales a day**
- That's about a sale every **~4 hours**
- Assume a conversion rate of **1%** (1 in a 100 people) means you need to send/reach **500 people a day**
- Does not include author costs (mailchimp, giveaway services, etc)

What should you be focusing on?

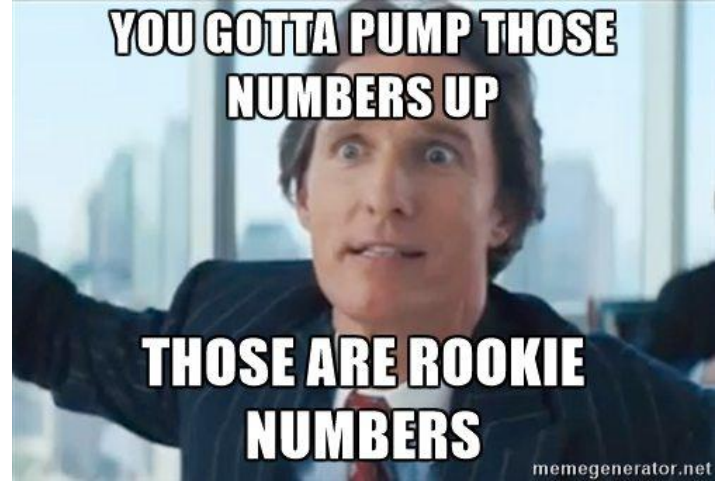
- Expanding the catalogue
 - Increase options to readers
 - Improve readthrough
 - Improving speed of production
 - Improving quality
- Improving conversion rate
- Driving traffic

What does this look like in practice?

- Define goal(s)
- Outline your strategies/tactics/tools
- Three A's: Action, Analyze, and Adjust

Matt's Goals

- Earn \$1500 a month
 - Sales and KU page reads
 - \$50 a day
- Keep costs and marketing at \$300 a month
 - \$100 mailchimp/Instafreebie/bookfunnel
 - \$150 paid traffic (Facebook)
 - \$50 towards book costs (cover, editing, graphics, etc)
- Produce 3 books a year
 - Ideal “Entitlement” is 6



My Strategies

- Increase my conversion rate
- Drive traffic to my books
- Produce three books a year

Strategy: Improve my conversion rate

| Strategy | Tactic | Tool |
|----------------------------|--------------------|--|
| Improve my conversion rate | High quality cover | www.goonwrite.com |
| | Blurb | Linda Jordan |
| | Pricing | Book is at \$0.99 (until I have 35-50 reviews) |
| | Reviews | Mailchimp Autoresponder |
| | | Instafreebie/bookfunnel Giveaways |
| | | Newsletter review requests |
| | | Build ARC team |
| | | Free promotions on Amazon |

Strategy: Increase Traffic

| Strategy | Tactic | Tool |
|---------------------------|----------------------------------|--|
| Increase traffic to books | Traffic through lead magnet | Mailchimp autoresponder |
| | | Instafreebie/bookfunnel giveaways |
| | | Book matter calls to action |
| | | Webpage lead magnet |
| | | Social media sticky IF links |
| | Traffic through newsletter swaps | Strategically read new authors on IF/BF giveaways and contact authors with good books only |
| | | mailchimp autoresponder |
| | | IF/BF lead magnet |

Strategy: Increase Traffic (not implemented)

| Strategy | Tactic | Tool |
|-----------------|---|------|
| Improve traffic | Traffic through facebook ads | N/A |
| | Traffic through AMS ads | N/A |
| | Traffic through ad stacking (a.k.a Ranking Hacking) | N/A |

Strategy: Publish three books a year

| Strategy | Tactic | Tool |
|----------------------------|-------------------------|---|
| Publish three books a year | Average 800 words a day | Cloud based writing tools |
| | | Schedule writing evening once a week |
| | | Accountability with other author friends |
| | | Artificial deadlines |
| | | Video game scoring for daily writing totals |
| | Read two books a week | Read at the gym |

The Numbers

- Traffic
 - 120 days 1500+ people clicked on links in NL and Autoresponders (12.5 people a day)
- Conversion Rate
 - Traffic from IF, Newsletters, and some organic search (also boughts and raw searching)
 - 500 sales (purchases and KU page reads) across 6 titles.
 - 33% conversion rate
- Move to 600+ people per day to meet my sales numbers. Will only do that through organic search and heavy traffic

Incremental Steps

- Traffic
 - Facebook ads to my \$0.99 lead magnet
 - Video and Image ads
 - Book trailers
 - Facebook ads to my pre-order Sci-fi/Horror
- Conversion Rate
 - Bring forward into the blurb good reviews.