

Marketing Planning

Deploying the tactics

Resources and Links

Links:

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

Strategies/Tactics/Tools (Refresher)

Strategy	Tactic	Tool
A plan designed to achieve a major or overall aim	An action that is carefully planned to achieve a specific Strategy	A technology used to carry out a particular action

I want to Sell some books...

- There are millions of strategies
- There are millions of ways to do something
- We only have X time and Y money
- Key points to focus on:
 - Strategies/Tactics that reach readers
 - Drive Sales
 - Provide an engine for organic reach
 - Drive reviews

Get a “Book One”

- We all need one book to focus marketing on
- First in a series
- First in a ‘world’
- Our best book
- Your most active genre

Tactics -> Tools

- Many marketing “Recipes” out there
- We’ll talk about a starting point
- Variations are encouraged
- Testing is encouraged
- Don’t be rigid
- The “Recipes” described here are places to start

Digital - Simplicity and Focus

- For new or technologically challenged authors simplicity is the key
 - Focus all effort in driving readers into one thing
- **Strategy: Build a Community**
- **Strategy: Quarterly marketing drive on KDP book**
- Bonus Strategy: Write another book/Write Faster

Building Community (Digital)

- Strategy: Build Digital Community
 - Tactic: Mailing list
 - Pre-built 12 month newsletter
 - Focus on driving people to one book (first in series is ideal)
 - Tactic: Bundled Promotions and Giveaways (BF, IF, Etc)
 - Growing your list
 - Tactic: Facebook Groups (promotions, BF and IF)
 - Growing your list

Building Community (Digital)

- Strategy: Build Digital Community
 - Tactic: Mailing list, Promotions/Giveaways (BF, IF, Etc), Facebook Groups (promotions, BF and IF)
 - Tool: Mailchimp account
 - Tool: Bookfunnel account (Feeding into MC account)
 - Tool: Instafreebie account (Feeding into MC account)
 - Tool: Pre-written 12 month newsletter set
 - Has bundle promos
 - Has request for reviews

12-month newsletter

- Goal of newsletter is to drive people to your first book
 - Drive sales
 - Drive readthrough
 - Drive reviews
- Structure of a pre-build newsletter sequence
 - Provides deeper insight into your inspiration for writing the book/series
 - Scouted locations (images, video, etc)
 - Each email must standalone (mid-sequence subscribers)
 - Post old emails as blog posts for later subscribers to read
- Calls for reviews at the end of the newsletter
 - Drives sales and reviews
- Quarterly Marketing Emails stretches campaign to 16 months

Quarterly Marketing Campaign (Digital)

- Strategy: Quarterly Marketing Campaign
- KDP Select
 - Tactic: KDP Select
 - Tactic: Use promotions and ad stacking
- Wide
 - Tactic: Lower the price for a limited time
 - Tactic: Use multiple ad stacking lists during marketing period

Quarterly Marketing Campaign (Digital)

- Strategy: Quarterly Marketing Campaign
- KDP Select
 - Tool: Email list
 - Tool: 5 free days giveaways
 - Tool: Free promotion on reddit
 - Tool: ad stacking (Freebooksy)
- Wide
 - Tool: Email list
 - Tool: Reduce price or reduce price on boxset
 - Tool: Bargainbooksy, ENT, etc

Quarterly Marketing Campaign - KDP

- Prep: KDP Dashboard and set what days your book will be free
 - ~4 Days (example. Friday - Monday)
 - Restore price is less than normal (0.99 vs. 2.99 for 5 additional days)
- Prep: Secure list ad (example: freebooksy)
 - Set for the second to last day of free ad run (Sunday)
 - Get two days of email opens
- Prep: Monthly Newsletter to readers
- Send: Email newsletter to subscribers (Friday)
- Post: Free books to Reddit on specific free book subreddits (Friday)
- Post: Free book links to social media (Friday)
- Finish: Return book price to normal after a week

Quarterly Marketing Campaign - Wide

- Prep: Dashboards (KDP and D2D) and set your new price
 - Think 7 days
- Prep: Secure multiple list ads (example: freebooksy, ENT, Book Barbarian)
 - Stretch and Span
 - Seven days 3 ads: Day 2, Day 4, Day 6
- Prep: Monthly Newsletter to readers
 - Provide links to all outlets
- Prep: Author Newsletter Swaps (ANS)
- Send: Email newsletter to subscribers with ANS (Day 1)
- Post: Bargain book links to Reddit on specific bargain book subreddits (Day 1)
- Post: Free book links to social media (Day 1)
- Finish: Return book price to normal after a week

Quarterly Marketing Campaign - Goals

- Drive reviews
- Break even
- Drive sales
- Drive subscribers
- Drive readthrough
- Drive new readers into “book one”
- Baby-steps before leveraging paid traffic

Book Promo Lists

Top 5

- [BookBub](#) (price varies): BookBub trounces every site on this list by many orders of magnitude.
- [ENT](#) (\$35)
- [RobinReads](#) (\$30 – \$80): becoming more difficult to book
- [FreeBooksy](#) (\$50 – \$100): the best site for free books outside of BookBub
- [Book Barbarian](#) (\$25 – \$50): SF/Fantasy only

Second Level

- [FKBT](#) (\$25 – \$30)
- [BargainBooksy](#) (\$25 – \$80): FreeBooksy's sister site for paid books; not nearly as powerful, but still solid
- [Booksends](#) (\$25 – \$75): better for \$0.99 rather than free books due to pricing of respective ads
- [Book Adrenaline](#) (\$8 – \$20): Book Barbarian's sister site for thrillers/mysteries.

Print Only - Simplicity and Focus

- Being a print only or print focused writer doesn't remove you from the technology
- **Strategy: Expanding Reader Touch**
- Bonus Strategy: Improving Conversion Rate

Expanding Reader Touch (Print)

- Strategy: Expanding Reader Touch
 - Tactic: In person selling events (local and regional)
 - Tool: Farmer's markets, Book Events, Conferences
 - Tool: Regional events (film festivals, arts events, conferences)
 - Tactic: Topical speaking events
 - Tool: Libraries, Bookstores, conferences
 - Tactic: Local/Wide facebook group
 - Tool: Topical group pertaining to your genre
 - Tool: Small facebook Ads run at targeted groups
 - Tactic: Libraries (Digital first, physical second)
 - Tactic: 1-2 events a month

How do I find the right strategy? (Refresher)

- Author Stalking
 - Find 5-10 authors that are in your genre
 - Use [Kindleprenuer ranking calculator](#) to find out how 'successful' they are. You can also tell by the # of reviews and social following.
 - Subscribe to newsletters
 - Read their copy
 - Analyze how accessible they are (post a question on their social media, email them, etc)
- Grain of salt: Big named authors with big followings have big problems. Focus on smaller indies and the micro-successes they've had
- Contact them and ask thoughtful questions about what they are doing. Authors WILL SHARE!

Considerations Moving Forward (Refresher)

- Amazon KDP Select will be home to fast writers, large catalogues, and serials.
 - Some authors are going into this without a website, social media, or mailing lists. Focusing instead on AMS ads, Mailing Lists (bargain booksy, book bub, etc).
- Wide authors are focusing on long series and big catalogues
 - Book bundles (5+ books) for high prices are successful
 - Targeting underserved English markets (Australia, England, India, China, etc)
- Facebook purgatory on ads. AMS is beginning to look like the new frontier.
- Facebook ads still key for wide authors.
- Authors can genre hop, but Series are still king.
- Read through and analytics are becoming more important
- The industry is trending to a pay to play market
- Writing faster with quality is key for new writers