

Book Marketing PRIMER

- *Get Known*
- *Grow an Audience*
- *Sell more Books!*

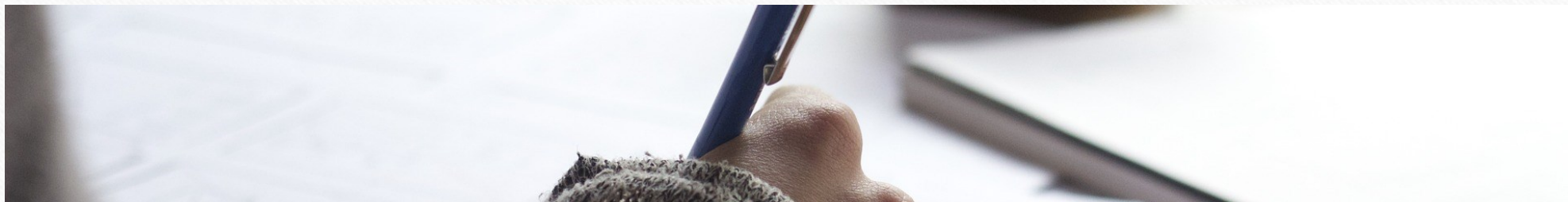


QUANTUM DOT PRESS
— HELPING BRING YOUR BOOK TO THE WORLD —



Chapter 5: Subscriber Lists – Hands On!





Today's Topics

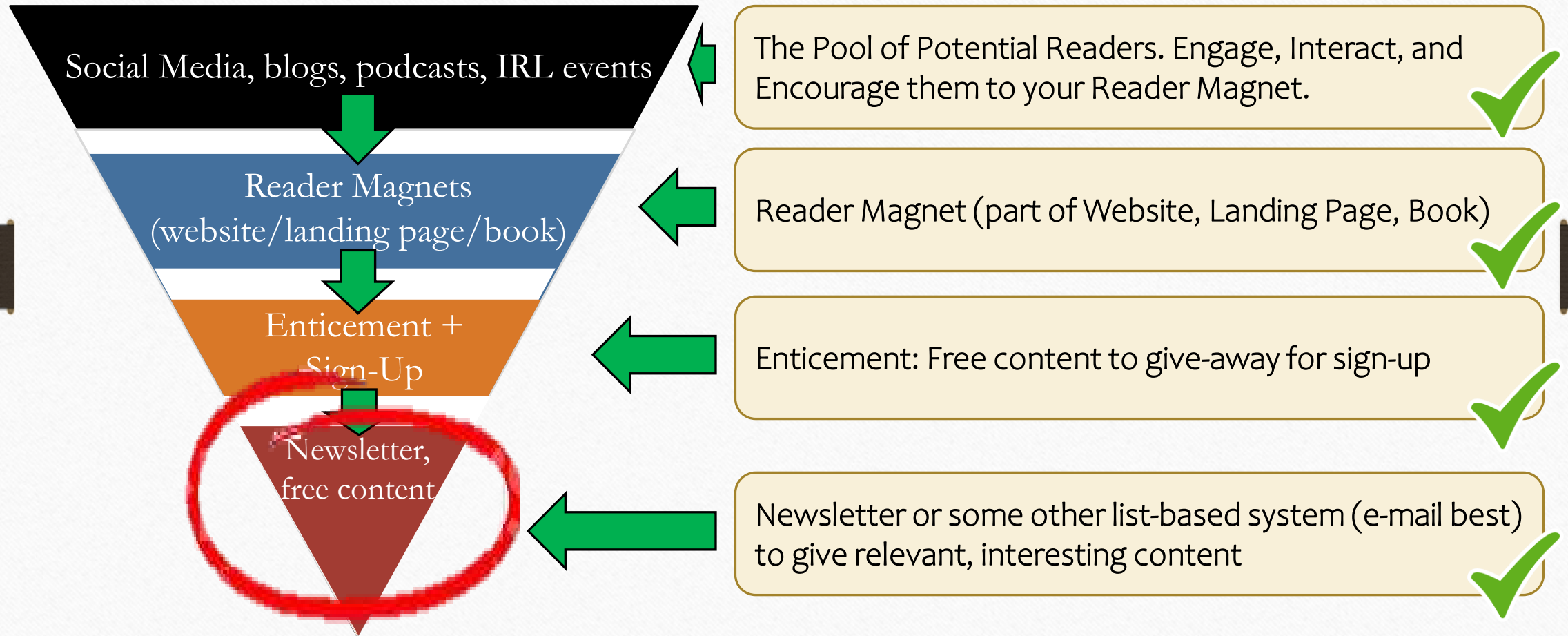
*The Key to Success is Action,
and the Essential in Action is
Perseverance.*

- Sun Yat-Sen

- Subscriber-building Survey (BookBub)
- A Few Useful Tools + 'Alternatives' for list growing
- Let's Get Our Hands Dirty!
- Actionables for next week

Remember Your Marketing Funnel

Book Marketing Funnel



Why Subscriber Lists?

Engagement

vs

Social Media

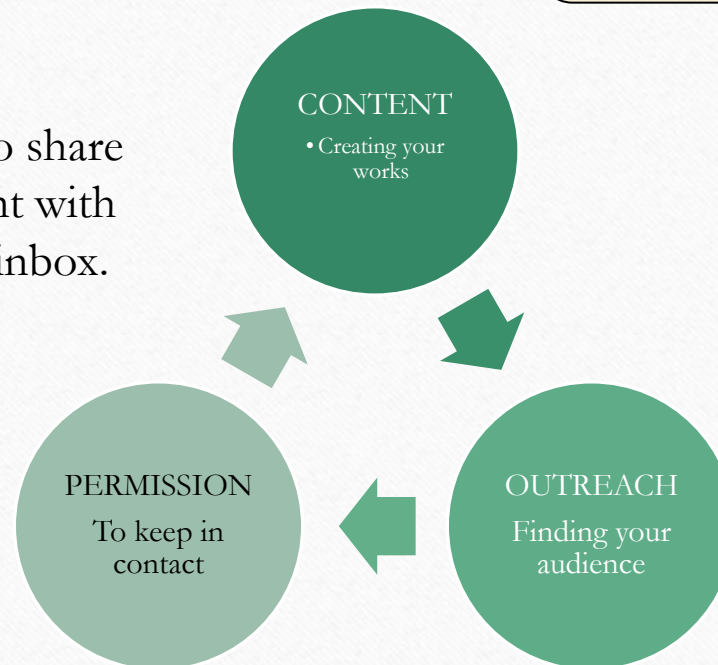
Subscriber Lists

- Very low engagement (3%-0.01%)
- (smaller % with more followers)

- Very good engagement (10%+)
- More stable with increasing numbers

Gives you permission to share information and content with readers, direct to their inbox.

If you haven't gotten explicit permission, you are violating GDPR



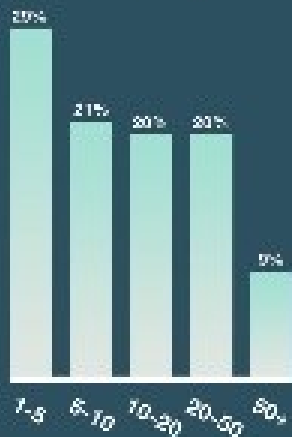
2023 BookBub Author Survey



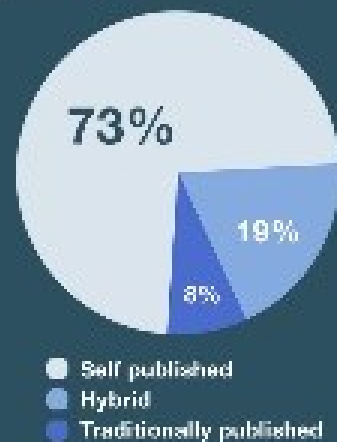
2023 BookBub Author Survey

WHO RESPONDED TO THIS SURVEY?

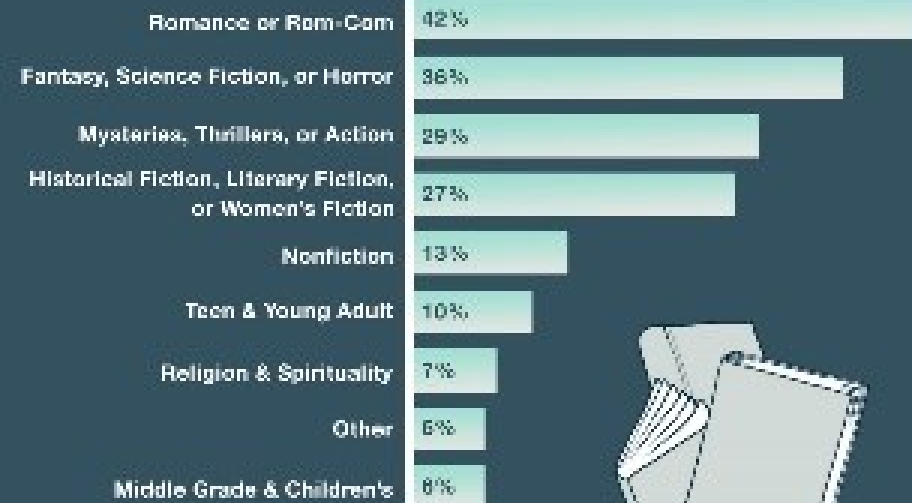
How many books have you published?



Which best describes how you publish your books?



Which genres do you write in?



2023 BookBub Author Survey

HOW OFTEN DO YOU TYPICALLY EMAIL YOUR SUBSCRIBERS?



WHAT KIND OF CONTENT DO YOU TYPICALLY INCLUDE?



92% Updates about new books



70% Cover reveals

65% Recommendations of other authors' books

65% Personal stories or updates

62% Sneak peeks or excerpts of new books

56% Giveaways or contests

51% Discounts on backlist books

49% "Behind the scenes" personal information on writing process

36% Bonus content about my books

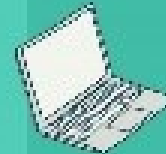
29% Pictures of pets

25% Series information and reading order

20% Pictures of my home or writing space

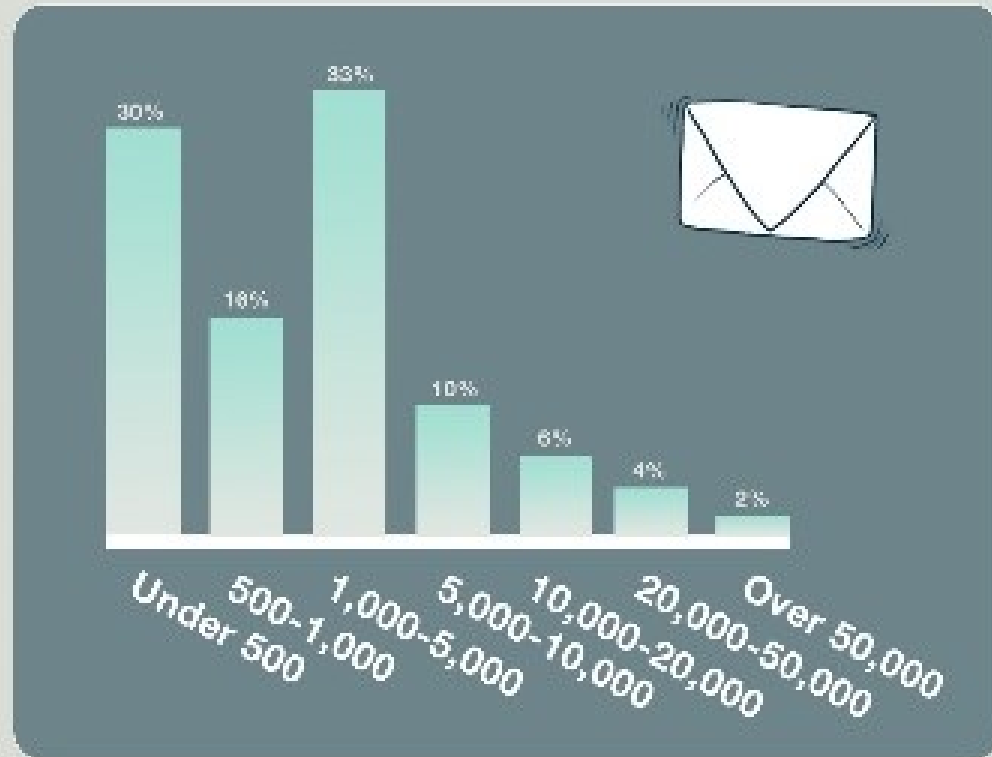
19% Other

13% Deleted scenes



2023 BookBub Author Survey

HOW MANY NEWSLETTER SUBSCRIBERS DO YOU HAVE?



HOW DO YOU GAIN NEW SUBSCRIBERS?

- 75%** Links in the back of my books
- 69%** Links on social media
- 56%** Giveaways of free books
- 56%** Organic website traffic
- 53%** Promotional sites like BookFunnel, BookSweeps, or LitRing
- 40%** Newsletter swaps with other authors
- 27%** Giveaways of bonus content
- 21%** Advertising
- 14%** Giveaways of other prizes
- 7%** Other

2023 BookBub Author Survey

WHICH PLATFORM DO YOU CURRENTLY USE FOR YOUR NEWSLETTER?



Alternatives to E-mail Managers

Platforms where you can guarantee followers will get your content

Substack

- Blog / newsletter with minimal fuss
- Compiles e-mail list automatically
- Can be monetized easily (partially or fully)

Wordpress

- Blog / newsletter (a bit more involved)
- Followers through 'reader' system
- Sign-up linked to your sign-up e-mail
- Followers notified of every post

Blogger

- Blog / newsletter (minimal)
- Followers notified of every post

Moving Contacts to your E-mail Manager

It is possible to export all contacts easily from normal e-mail program (gmail, Hotmail, yahoo), BUT...

- ask permission first and explain the situation
- Ideally, give them the website link and have them sign-up
- Or just have them confirm their acceptance by e-mail

Useful Tools for Engagement

Add sharing options to your content

Facebook / Twitter / Instagram

- Reposting is very useful for creating engagement
- Always have a link/hashtag about yourself/books in the post

Click-to-Tweet

- My current view is that Twitter will begin growing again soon – and it's adding a 'subscriber' feature (with paid option)
- <https://clicktotweet.com/>
- Allows you to create content that readers can tweet with no effort to themselves

Actionables

If you haven't already



Goals

- Use the Royalty Goal form for your situation

Subscriber List

- Sign-up to everyone's lists (at least for duration of this course)

Social Media

- Determine which platform your readers are on
- Determine which platforms you will use and how often
- Specify your online personality
- Discover influencers / multi-author avenues you can use

Newsletters

- Write / Send your first newsletter using your Subscribers List Managing program

Let's Get Our Hands Dirty!

Next Week: Chapter 6 - TBD