

DATA-DRIVEN NEW RELEASE MARKETING

Lessons for book marketers from BookBub readers, authors, and publishers.



BookBub, a Book Discovery Service

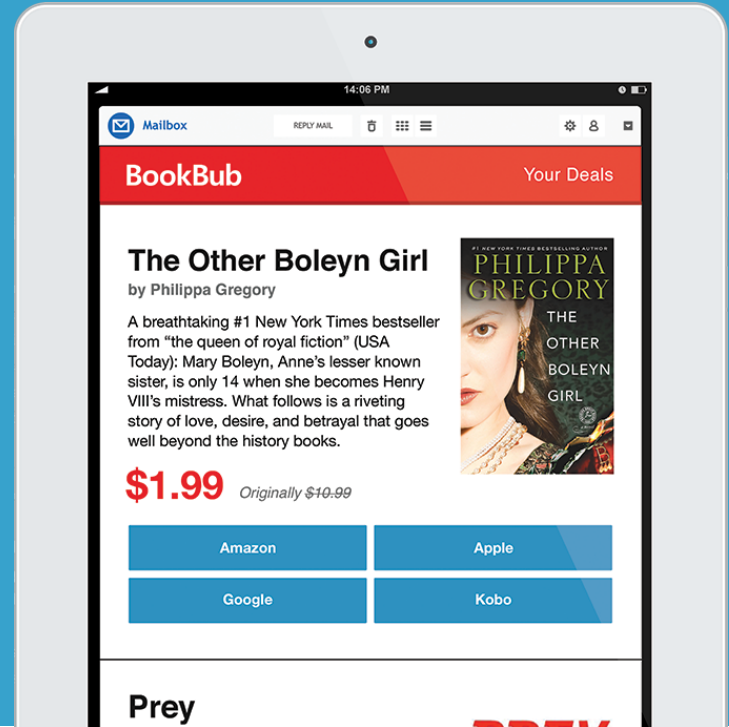
2015

7m+
readers

12,000
deals listed

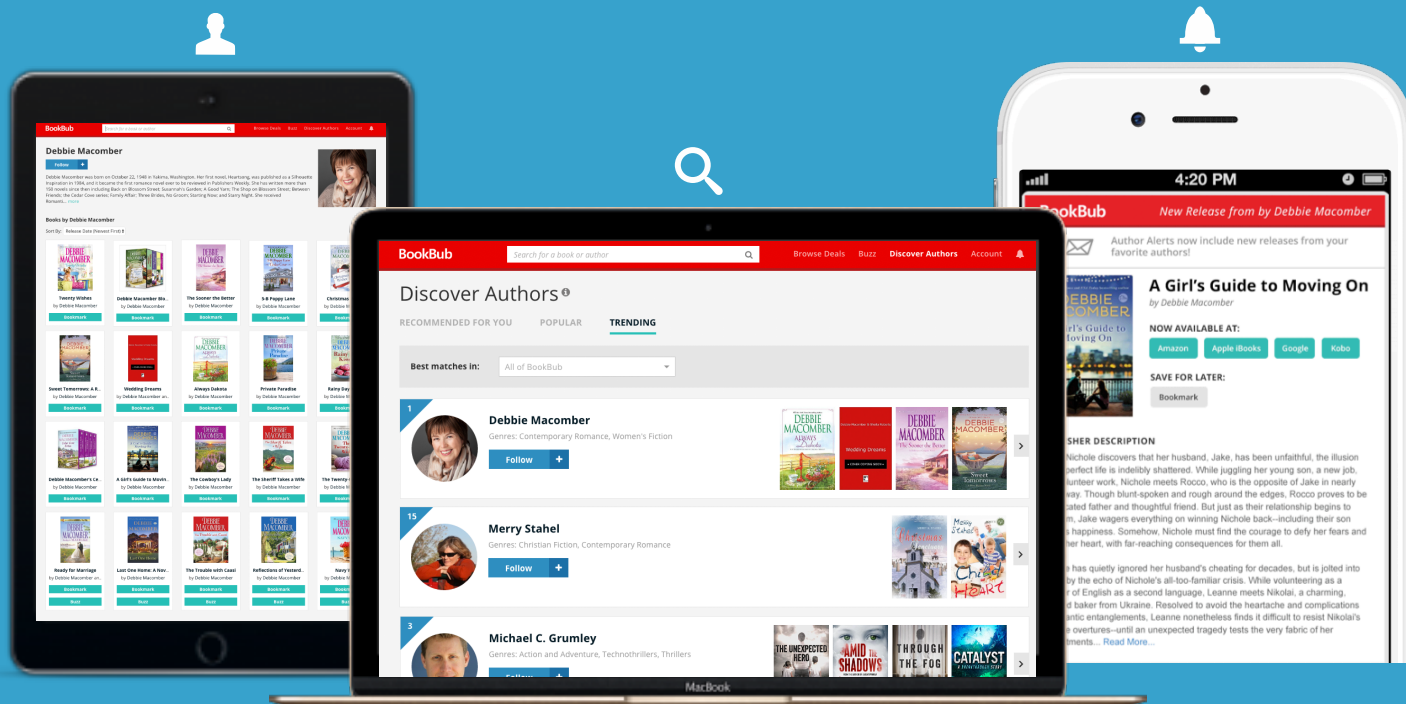
20m
books sold
through the email

200
books (mostly backlist)
hit NYT bestseller list
after being listed on
BookBub



BookBub, a Book Discovery Service

2016

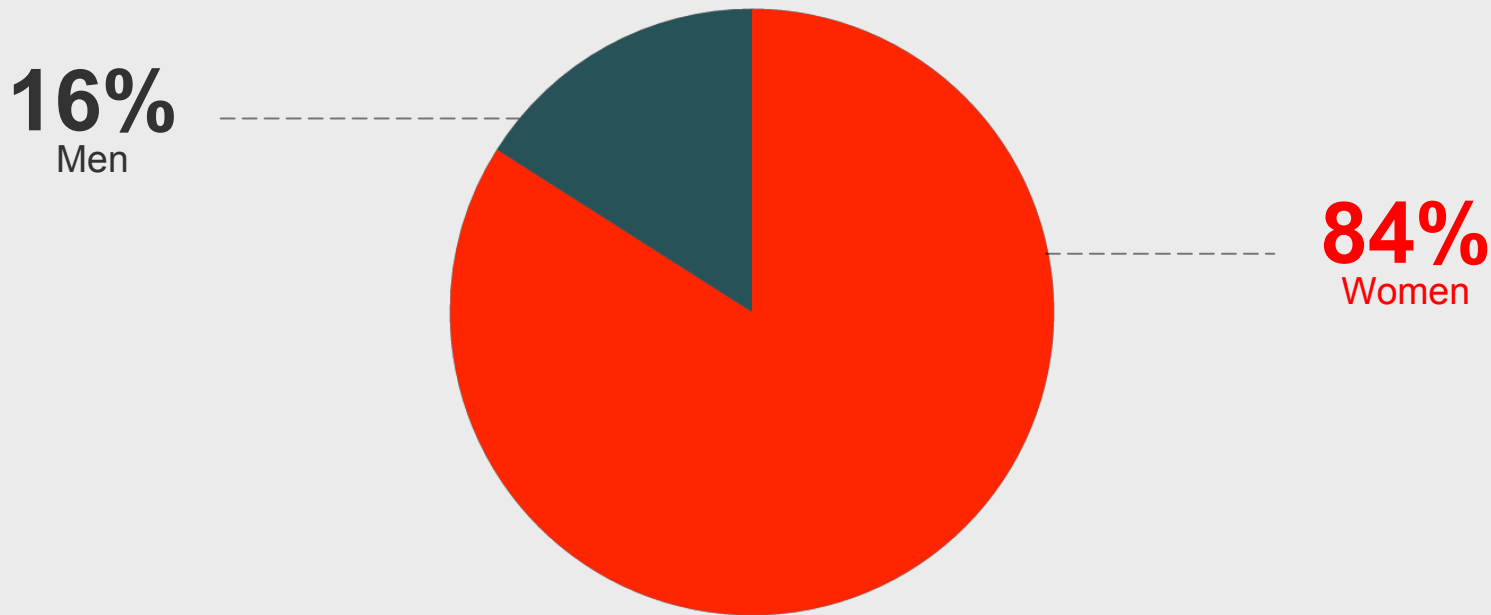


LESSONS

FROM BOOKBUB READERS

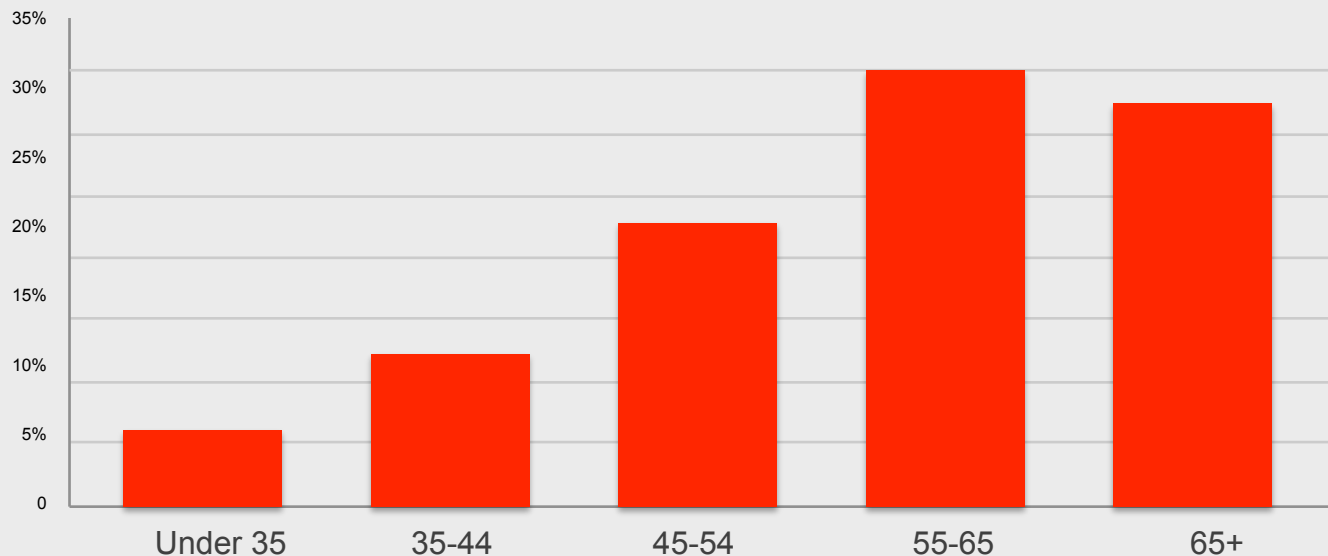
WHO ARE BOOKBUB READERS?

They Are Predominantly Female



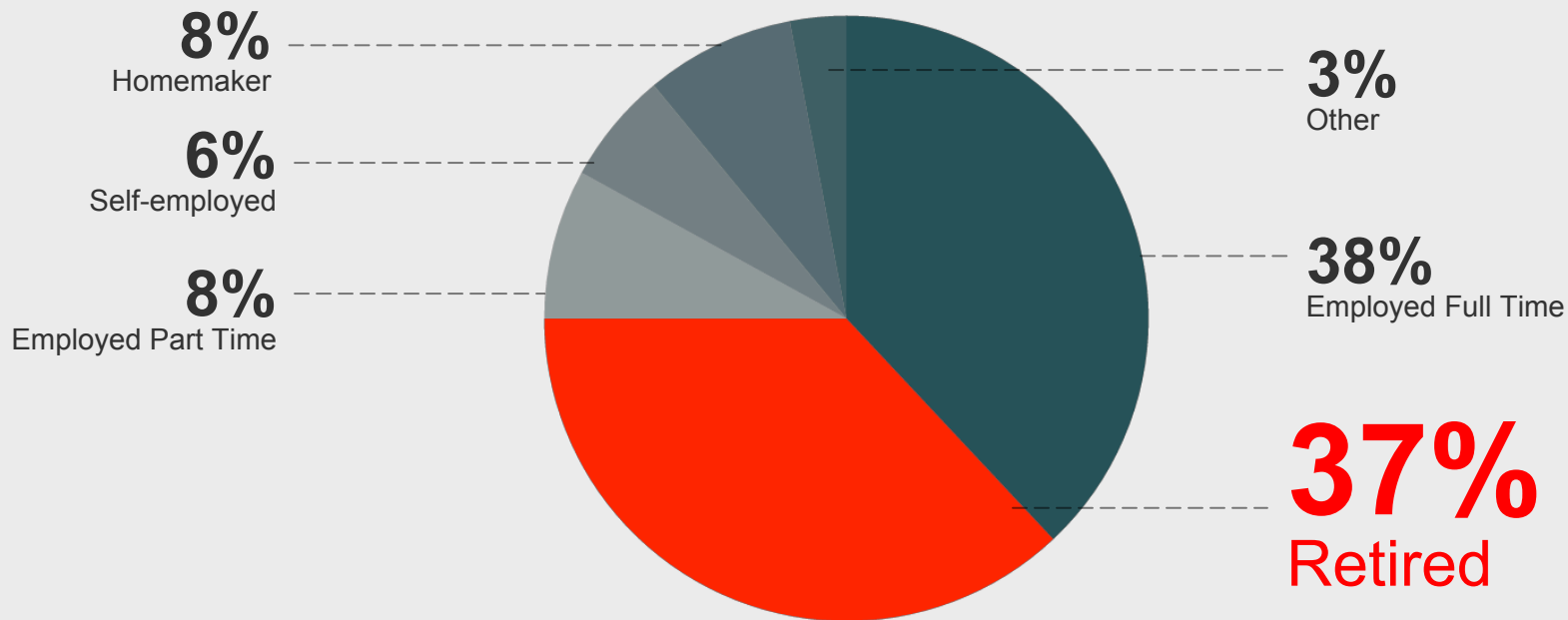
WHO ARE BOOKBUB READERS?

The Vast Majority Are Over 40



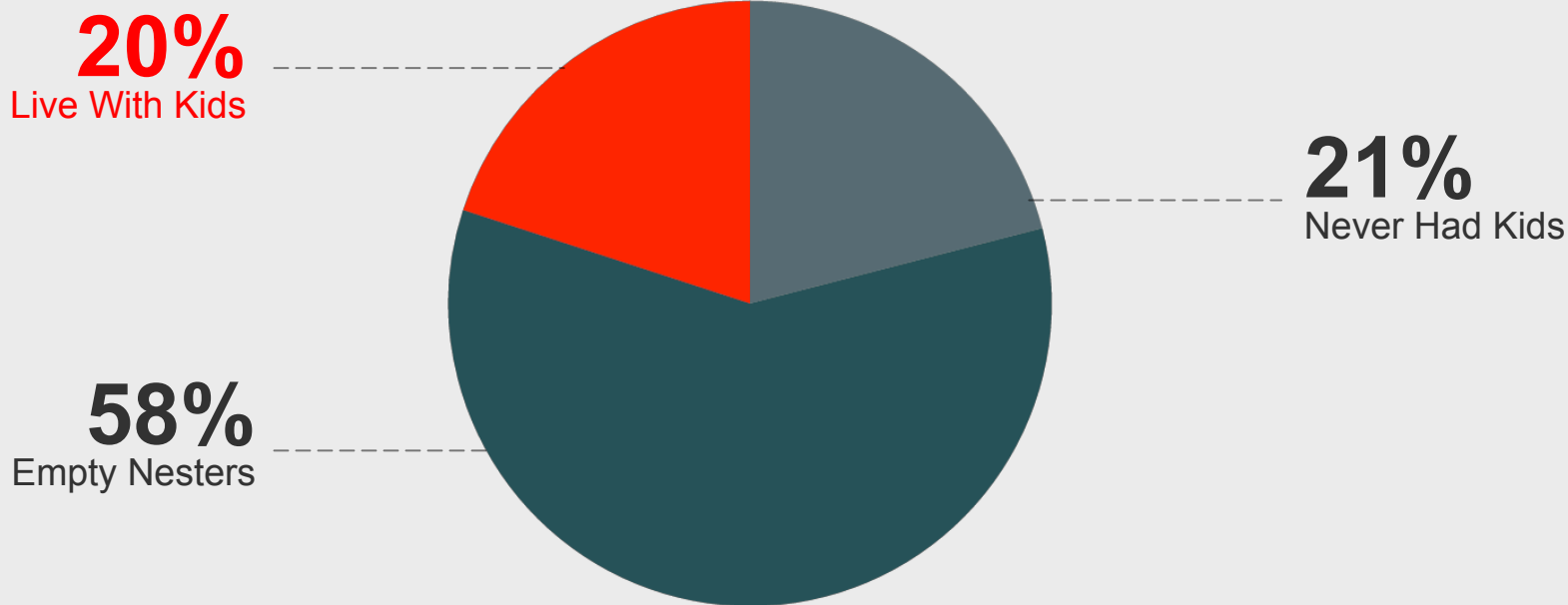
WHO ARE BOOKBUB READERS?

A Significant Amount Are Retired



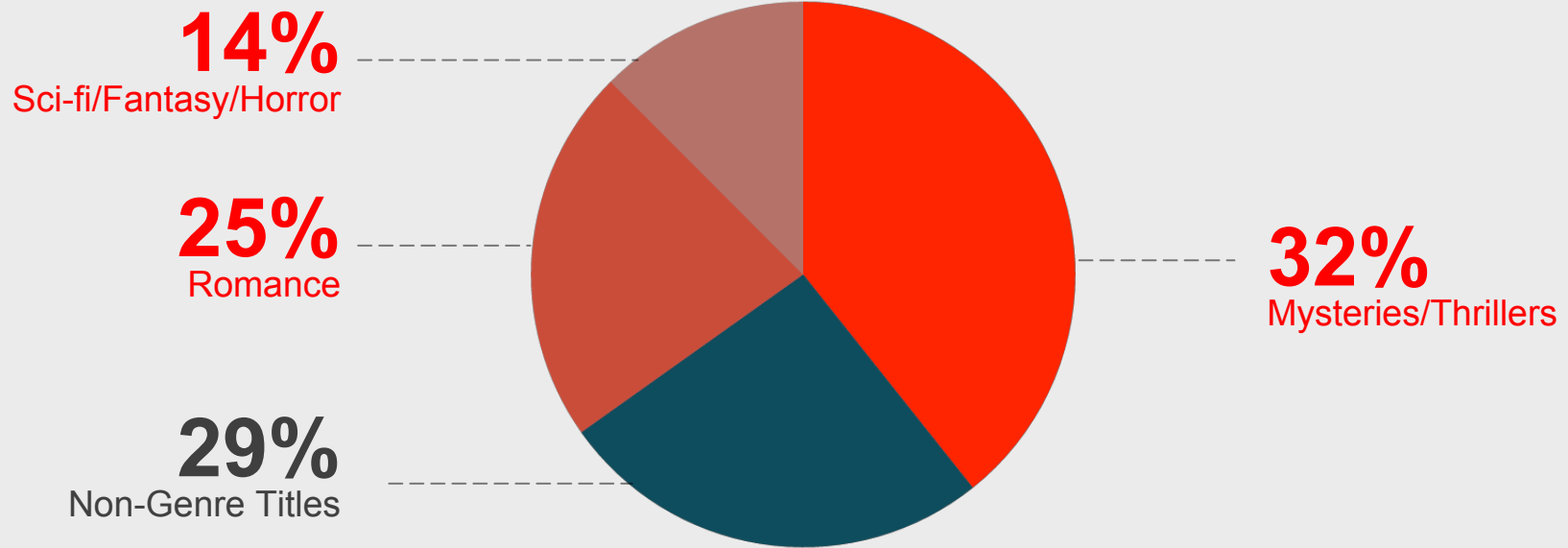
WHO ARE BOOKBUB READERS?

Most Don't Live With Children



WHO ARE BOOKBUB READERS?

They Are Predominantly Genre Readers



WHO ARE BOOKBUB READERS?

They're Power Readers

59%
Read 4+ Books Per Month

35%
Read 1-4 Books Per Month

6%
Read <1 Book Per Month



*“They are the engine that
powers the industry.”*

—Kobo CEO Michael Tamblyn at 2016 London Book Fair



MYTH

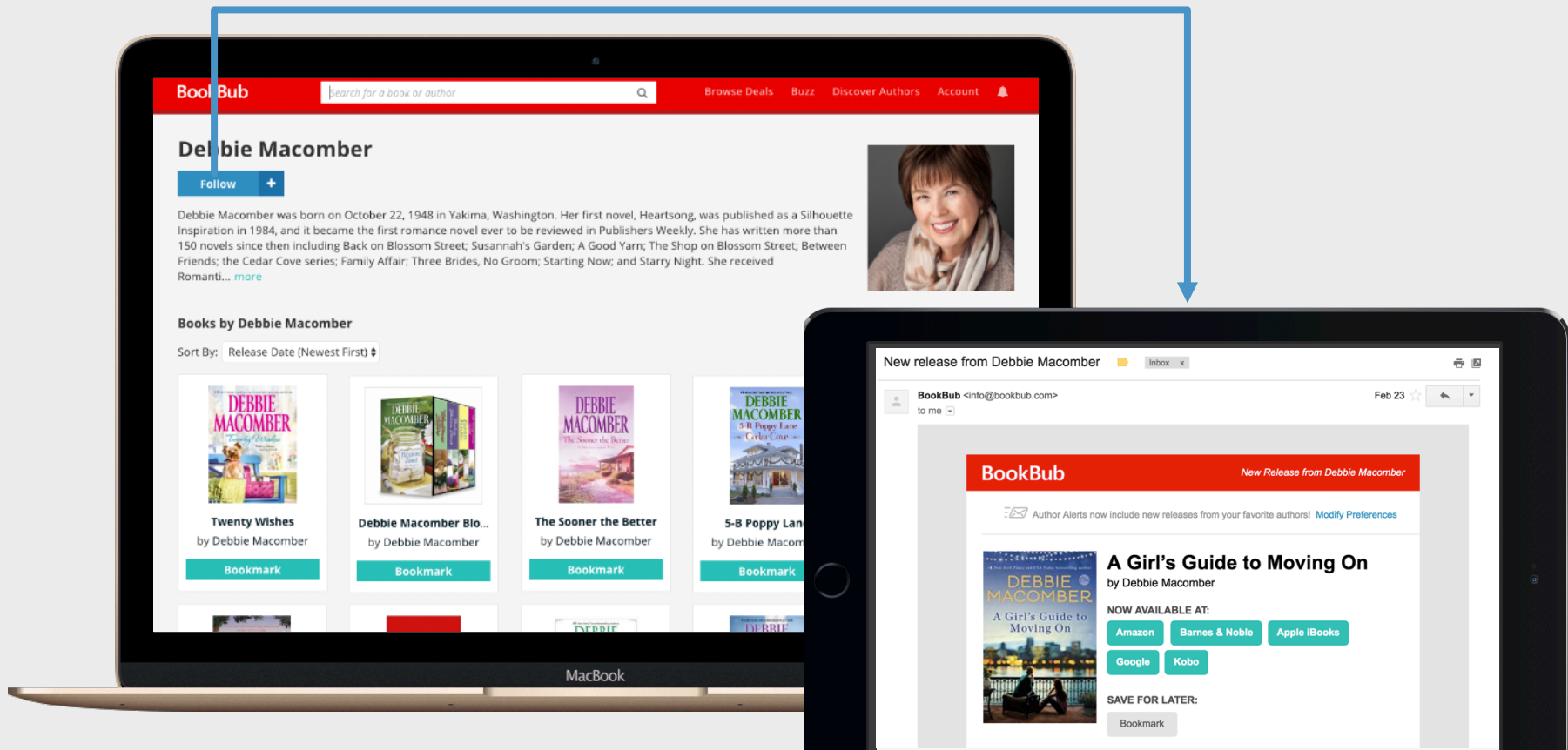
Discount readers don't buy full-priced new releases.





77%

of bargain readers also
purchase full-priced books.



\$7.50

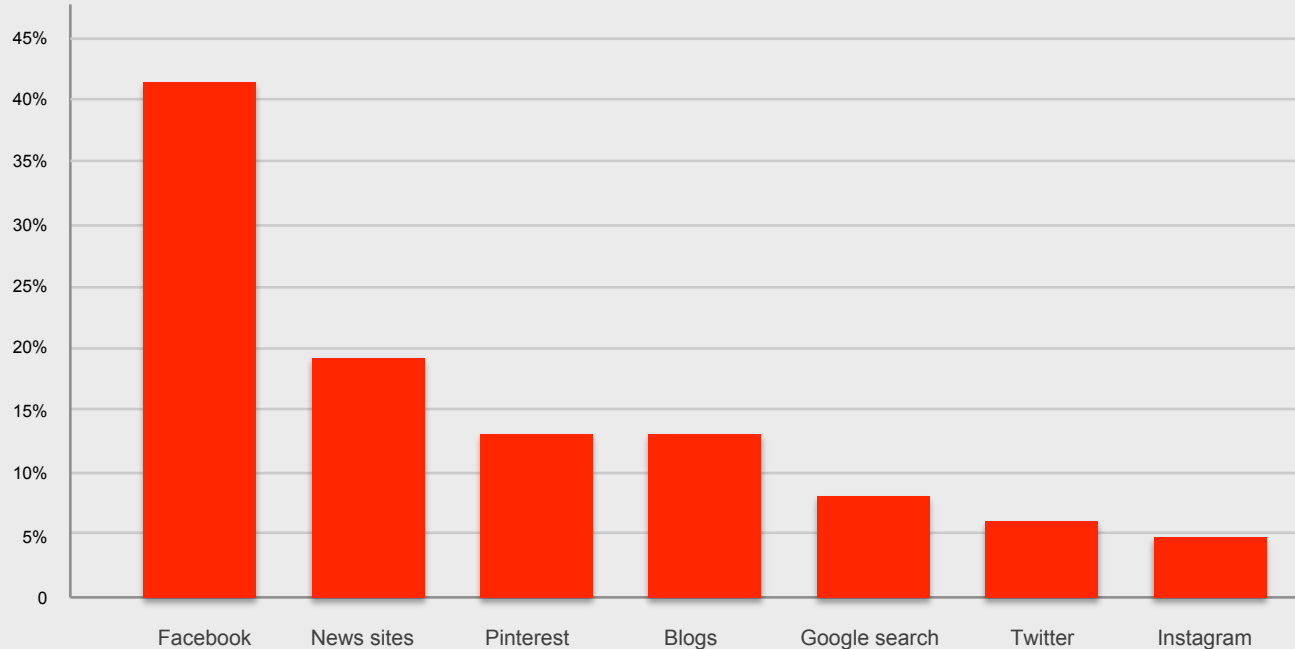
The average price of a new
release purchased by
BookBub New Release
Alert subscribers.



What do we know about purchasing habits?

PURCHASING HABITS

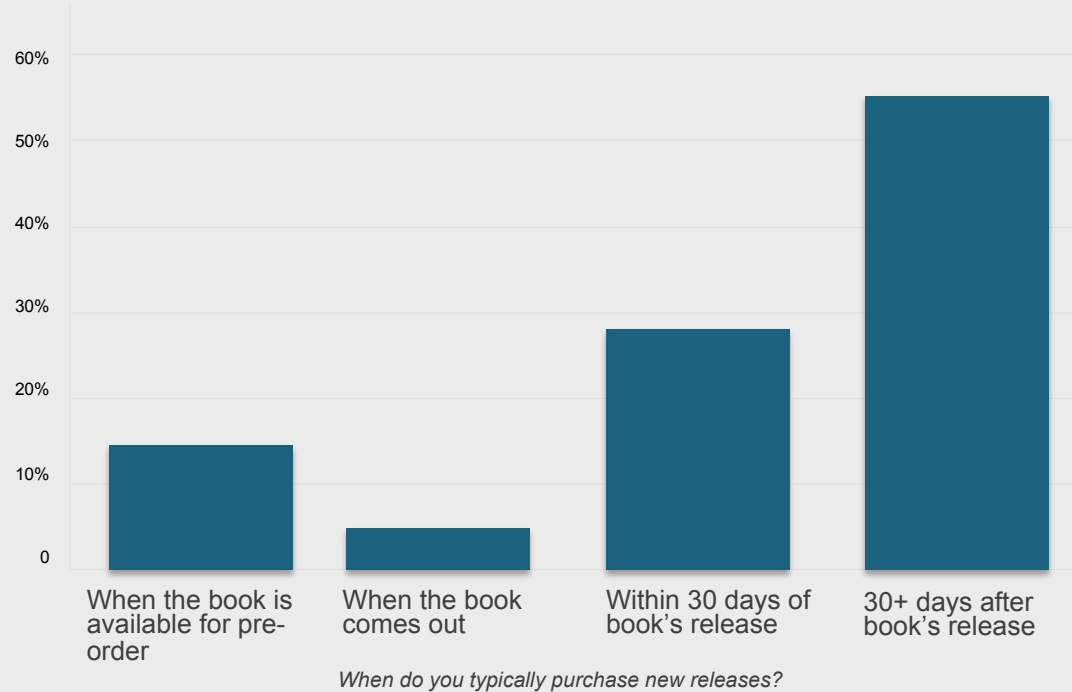
Facebook leads social discovery



Which social sites do you use to discover newly released books?

PURCHASING HABITS

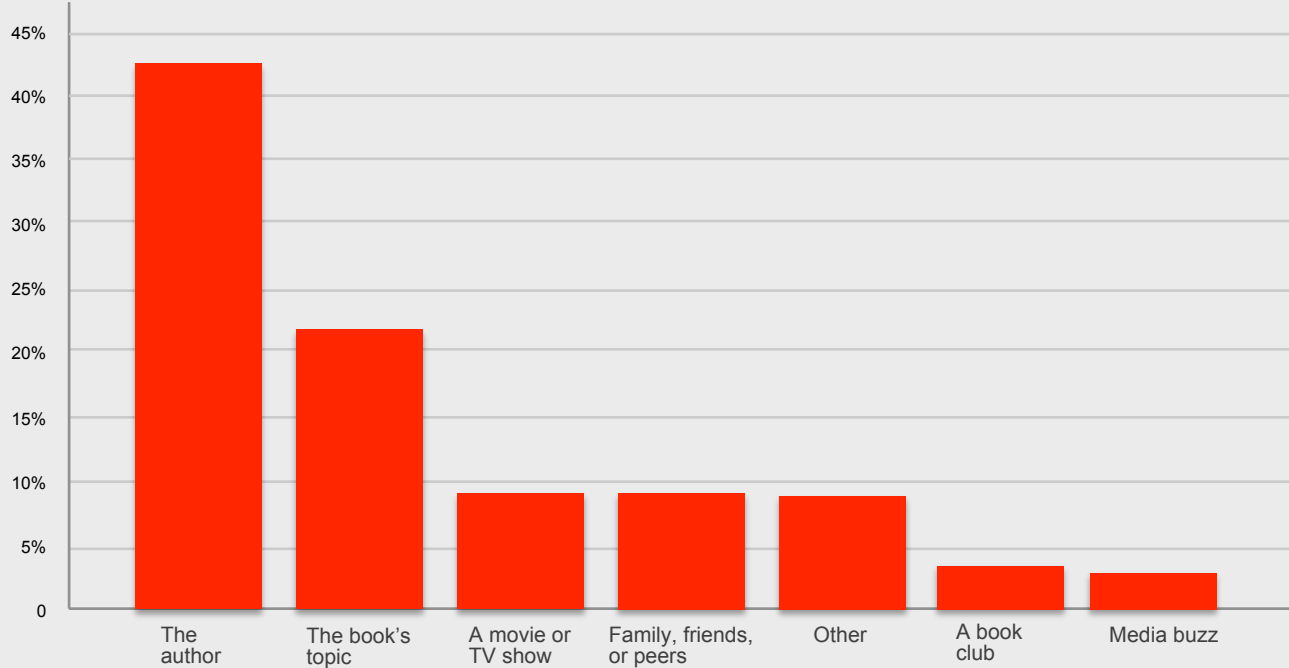
Timing is varied



What influences full-priced new release purchases?

PURCHASING HABITS

Author brand is the key factor



Which factors influence your decision to purchase a full-priced new release?

15X

“Author brand equity is a
book sales multiplier.”

Peter Hildick-Smith

Founder, Codex Group

Digital Book World, 2014

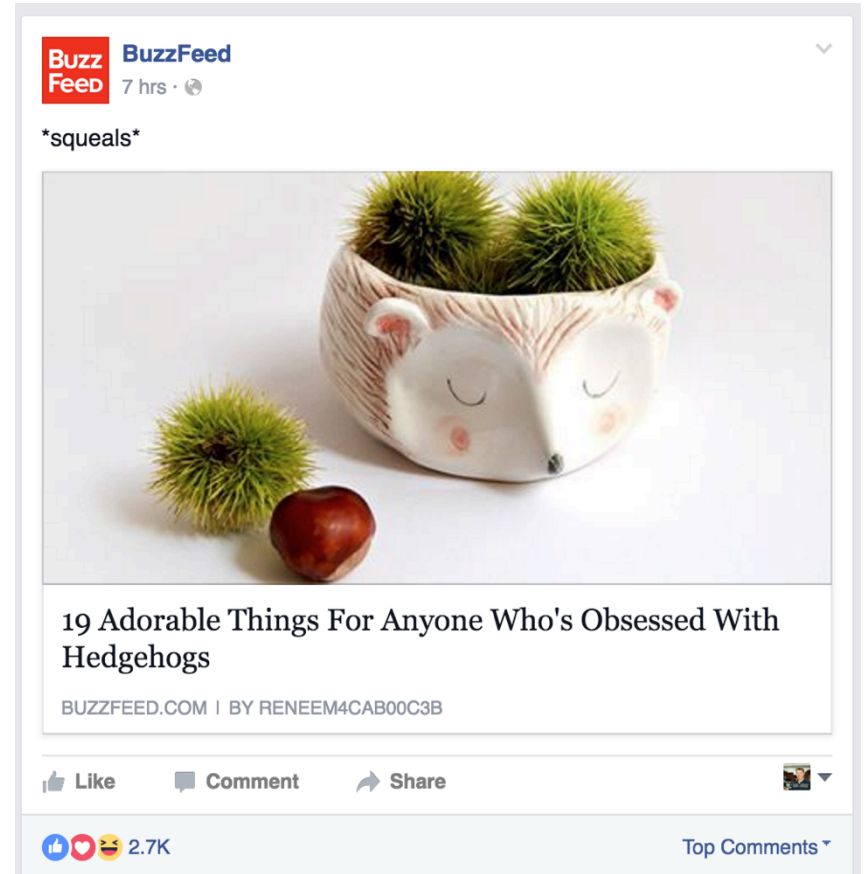


NO DIFFERENCE
for readers who buy
discount books

LESSONS

FROM BOOKBUB AUTHORS & PUBLISHERS

New books compete
against this ➡



And the solutions are
endless...



Pinterest



twitter 

amazon 

You **Tube**

kobo 

**BARNES
& NOBLE**



goodreads



iBooks



Instagram

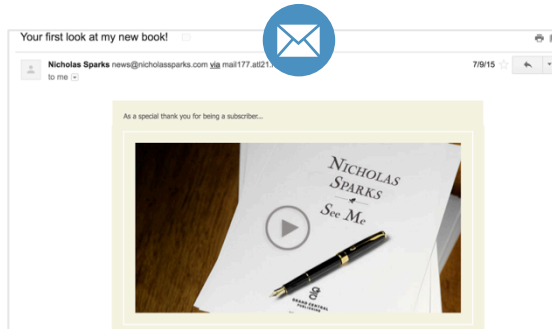
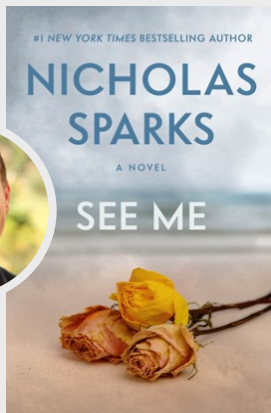
BookBub

 Google
AdWords

wattpad

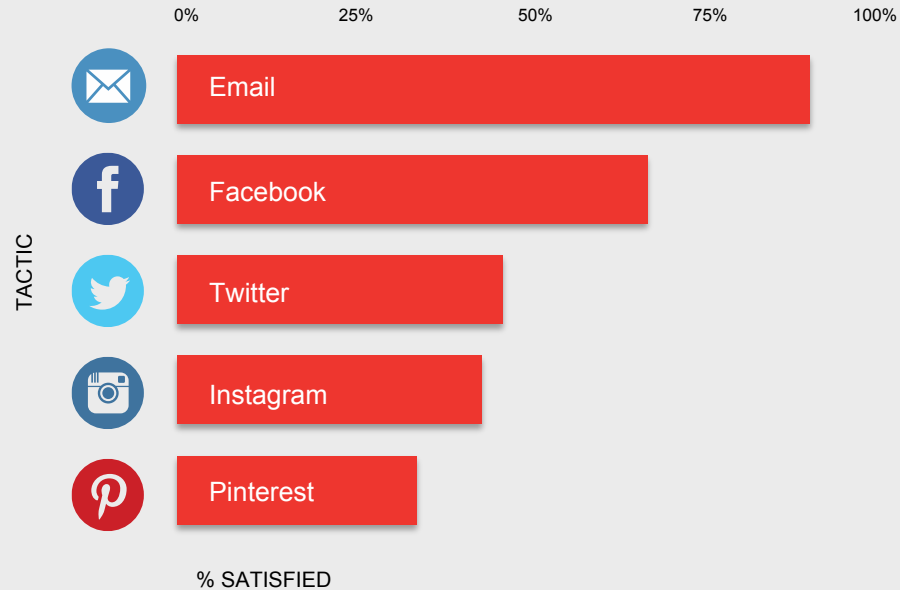
**BookBub partners are using three
main approaches**

1 Sell to an author's fans



NEW RELEASE MARKETING TACTICS

Satisfaction varied by tactics



2 Discount an earlier book



BookBub **BB** Author Alert

NEW DEAL ON BARBARA FREETHY EBOOK



If I Didn't Know Better
By Barbara Freethy
From a #1 *New York Times* bestselling author: Mia needs an escape, so she heads to her aunt's old house in Angel's Bay. She doesn't expect to meet injured soldier Jeremy and his young daughter — but they're about to change her life...
"Freethy has a gift for creating complex characters" (*Library Journal*).
\$0.99 \$4.99

[Amazon](#)[Barnes & Noble](#)[Apple iBooks](#)[Google](#)[Kobo](#)


Contemporary Romance




< ≡ **W** **AA** 🔍 📖

Rate This Book
★★★★★
[Write A Review](#) [Share](#)


Other Books in This Series >




6. That Summer...
2014




7. When Shadows...
2014



8. Somewhere...
2015



10. Tender Is the Night
2016



11. You
Yo



89%

of BookBub partners who used a BookBub Featured Deal on a backlist book to promote a new release saw increased sales of the new title.

3 Run targeted paid advertising



Locations ⓘ Everyone in this location ⓘ

United States

United States

Include ▼ Add locations

Add Bulk Locations...

Age ⓘ 18 - 65+

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Author Jennifer Probst Fan Page

Jill Shalvis

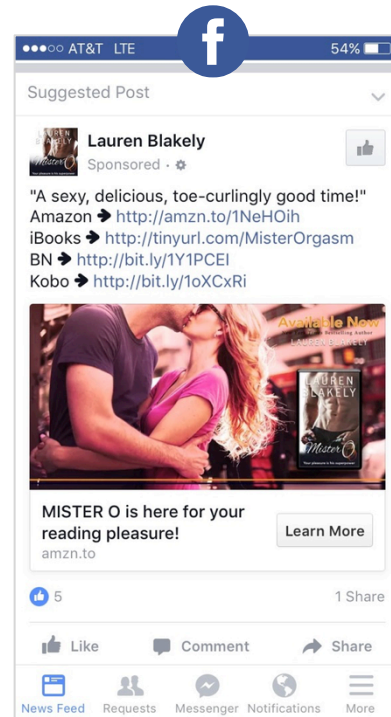
Marie Force

Interests > Entertainment > Reading

E-books

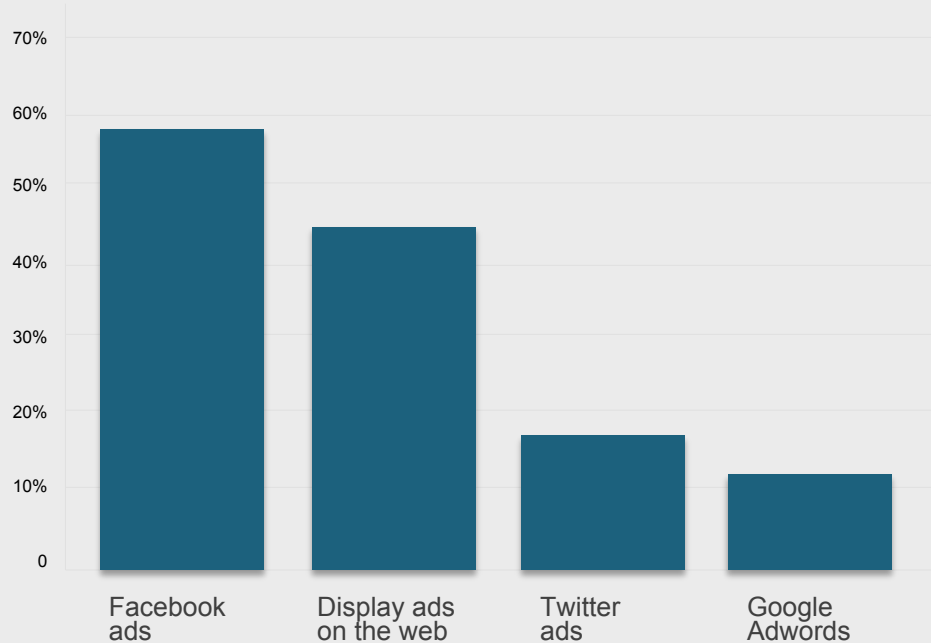
Add demographics, interests or behaviors

Suggestions Browse



ADVERTISING

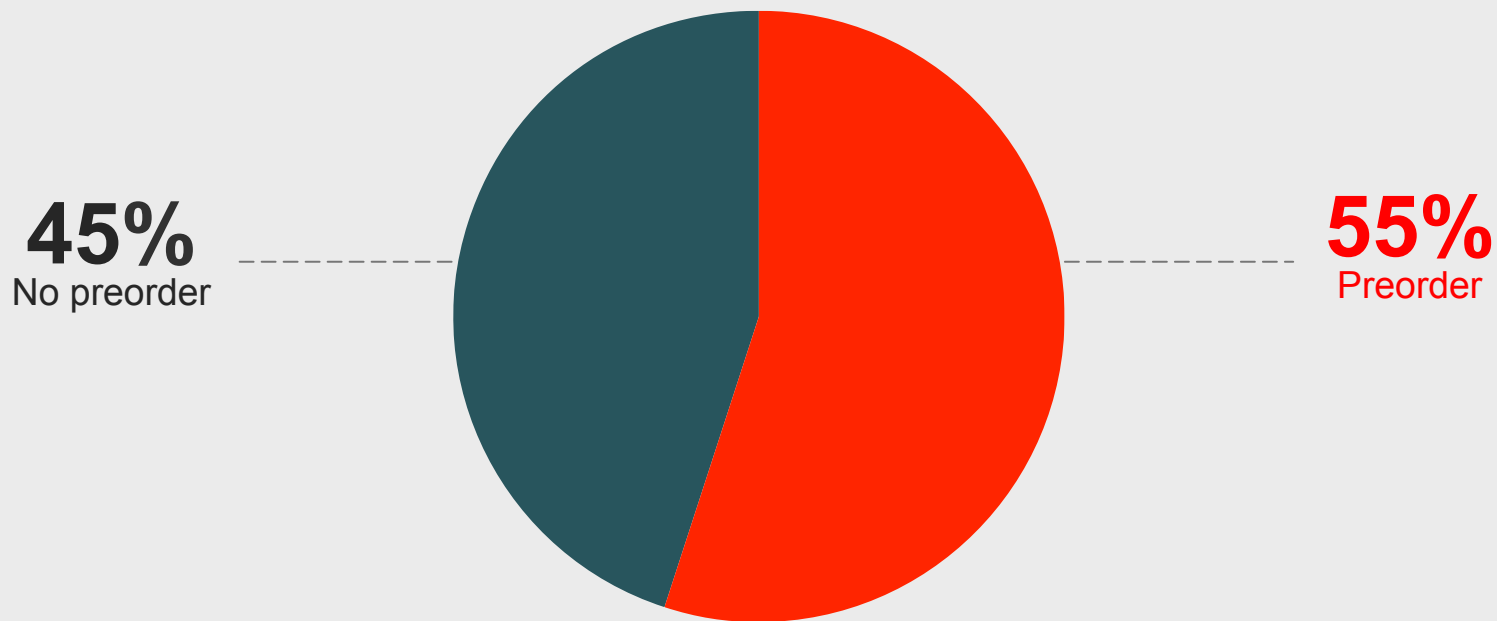
Satisfaction with advertising tactics



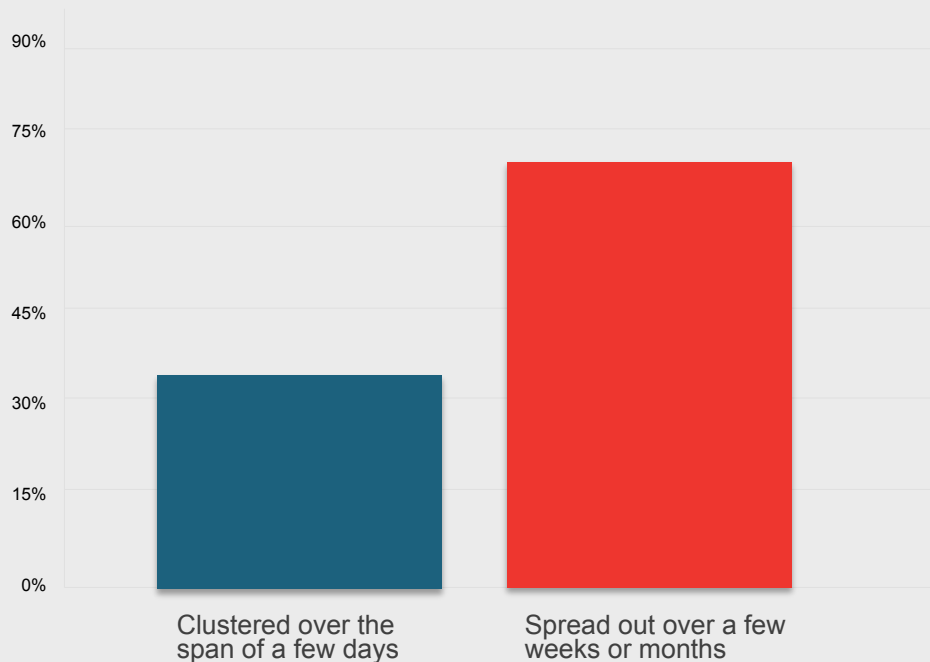
Authors and publishers who ran paid advertisements reported the highest satisfaction with Facebook ads.

A few other observations

Most partners run preorders



Most campaigns are stretched out



Some of our partners didn't do much...



“Honestly, I didn't do a ton of marketing for this new release. With it being Book 7 of the series and it happening right around Christmas, I depended on my faithful readers, email list, and Street Team to help me promote it.”

SUMMARY

WHAT WE'VE LEARNED

What we've learned

- Discount buyers buy full-priced new releases
- Author brands drive full-priced new release sales
- Popular new release tactics focus on existing fans
- Discounts and ads can help reach new fans

A CHECKLIST FOR NEW RELEASES

HOW BOOKBUB CAN HELP



Claim an
Author Profile



Run a Featured
Deal on a
previous book



Run a
BookBub Ad
campaign

THANK YOU!

DOWNLOAD THE FULL PRESENTATION:

<http://insights.bookbub.com/bea16>

