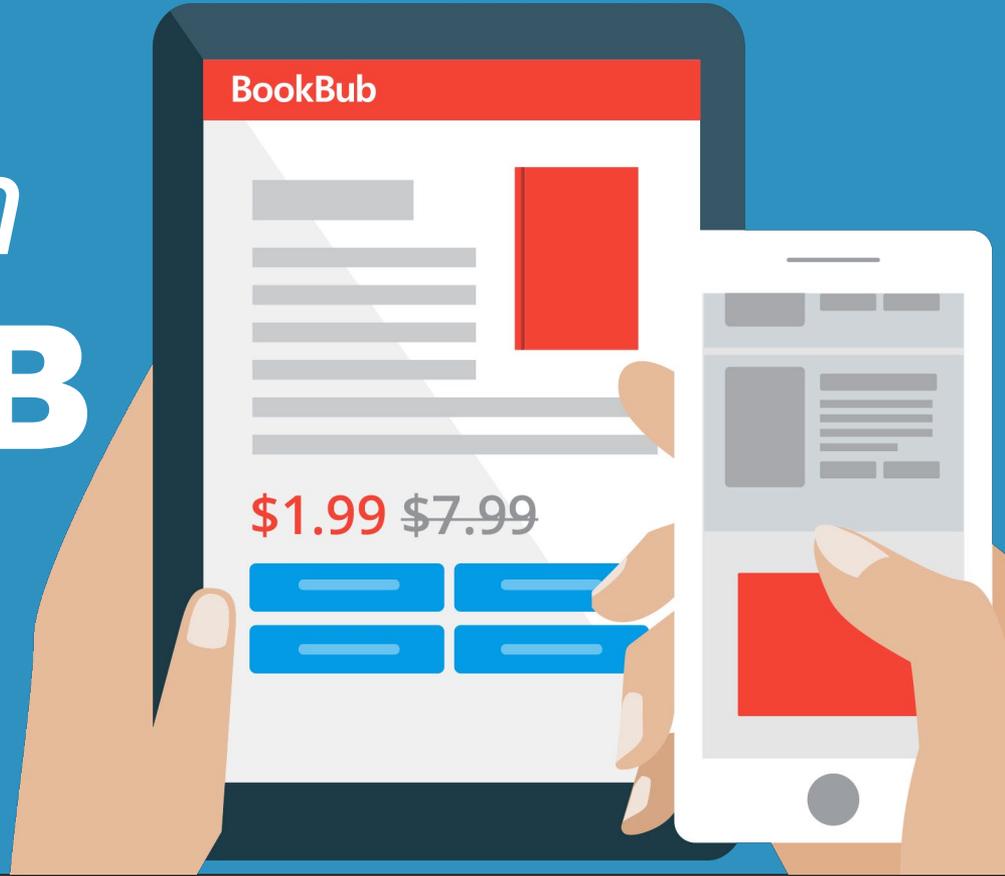


Working with **BOOKBUB**



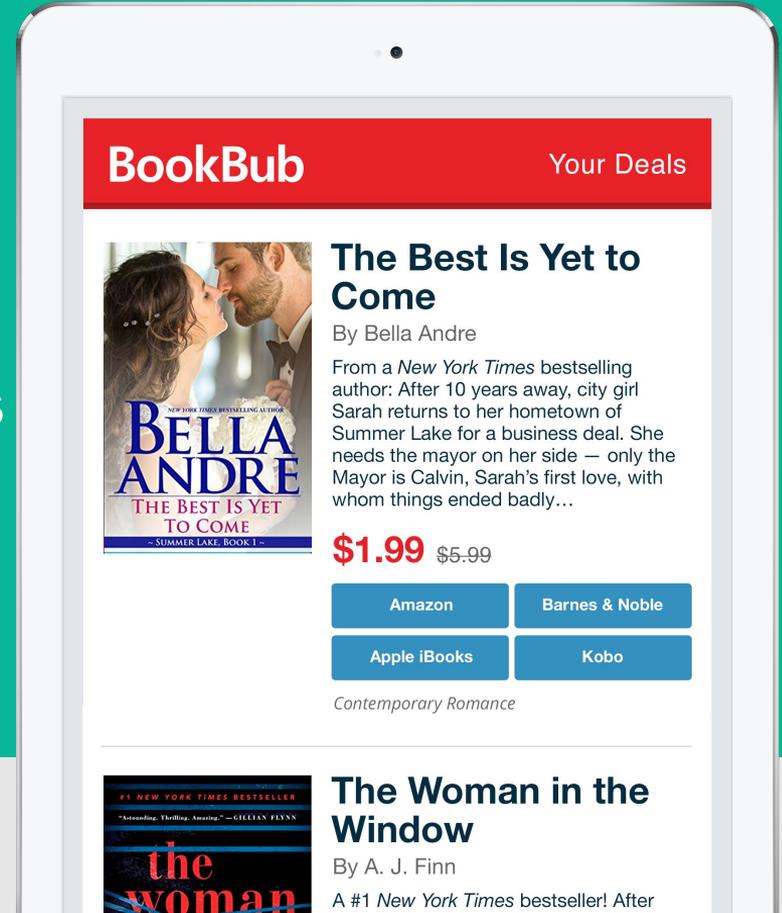
What we'll cover today

- 1 Featured Deals
- 2 Featured New Releases
- 3 BookBub Ads
- 4 Questions

Curated Tools

FEATURED DEALS

- ✓ Daily email
- ✓ Targeted by category
- ✓ Drive sales & gain new readers
- ✓ Editorial selection process



Selection Process

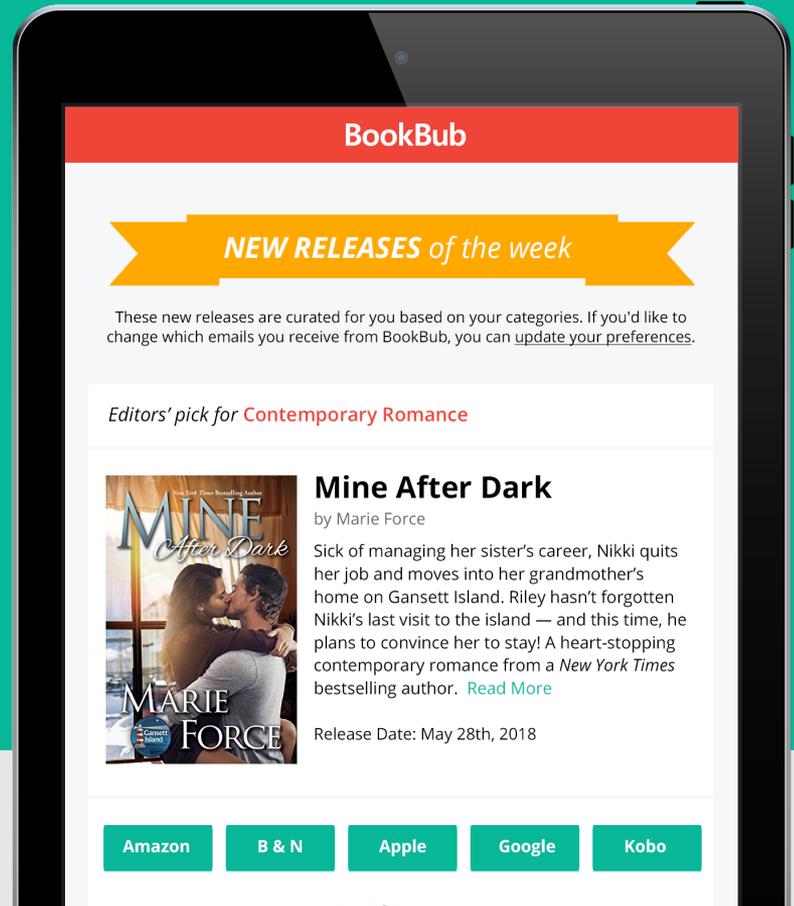
- ✓ Review minimum requirements
- ✓ Assess the book's platform
- ✓ Determine content fit
- ✓ Make final selection

Featured Deal Submission Tips

- ✓ Be flexible with timing
- ✓ Submit at different price points
- ✓ Add multiple retailers and regions
- ✓ Continue to submit!

FEATURED NEW RELEASES

- ✓ Weekly email
- ✓ Targeted by category
- ✓ Promote full-priced books
- ✓ Editorial selection process
- ✓ Submit an upcoming release

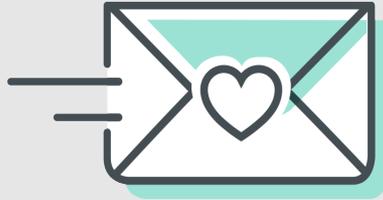


Promote your next release

Send a
Preorder Alert



Send a New
Release Alert



Run a Featured
New Release



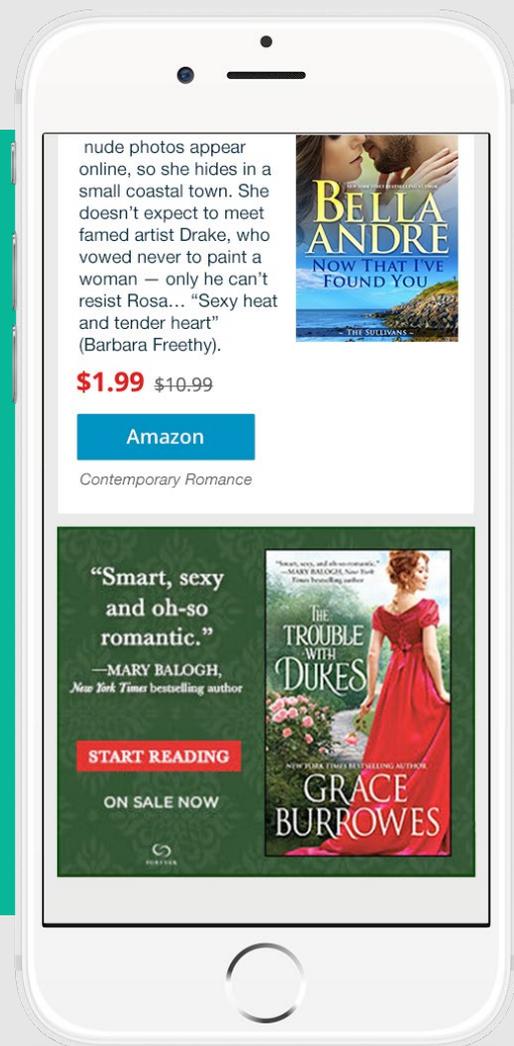
Run BookBub
Ads



BookBub Ads

BOOKBUB ADS

- ✓ Self-serve auction platform
- ✓ No requirements or selection
- ✓ Define your audience
- ✓ Determine budget and bid



What can you advertise?

Promote a
New Release



Promote a
first-in-series



Promote a
discount



Promote a
box set



Promote full-
priced books



Target readers by...

- ✓ Region & retailer
- ✓ Category interest
- ✓ Author interest



Target fans of similar authors

Amazon US + New
Adult Romance

0.14% CTR



Amazon US + New
Adult Romance + 8
comp authors

1.67% CTR



Choosing author targets

- ✓ Target yourself!
- ✓ Look at also-boughts on retailers
- ✓ Ask your readers
- ✓ Check out popular authors in your genre on BookBub.com

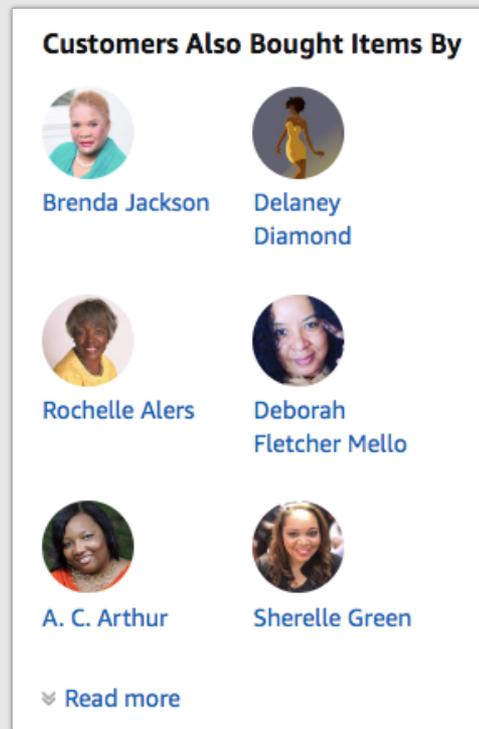
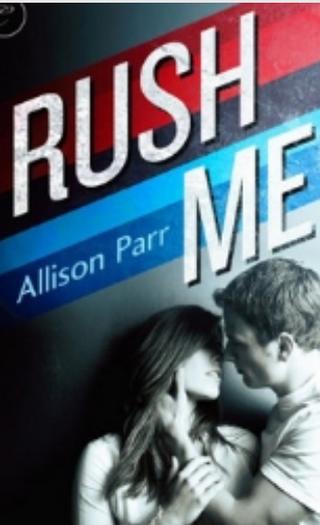


Image design

- ✓ Clearly signal genre and mood
- ✓ Keep it simple and legible
- ✓ Use the book's cover
- ✓ Include a call-to-action
- ✓ Test, test, and keep testing!



Test and iterate



RUSH
Allison Parr
ME

Can a bookish post-grad and the NFL's golden boy find love?

[READ NOW](#)

1.67% CTR



Can a bookish post-grad and the NFL's golden boy find love?



[READ NOW](#)

0.84% CTR

Can a bookish post-grad and the NFL's golden boy find love?

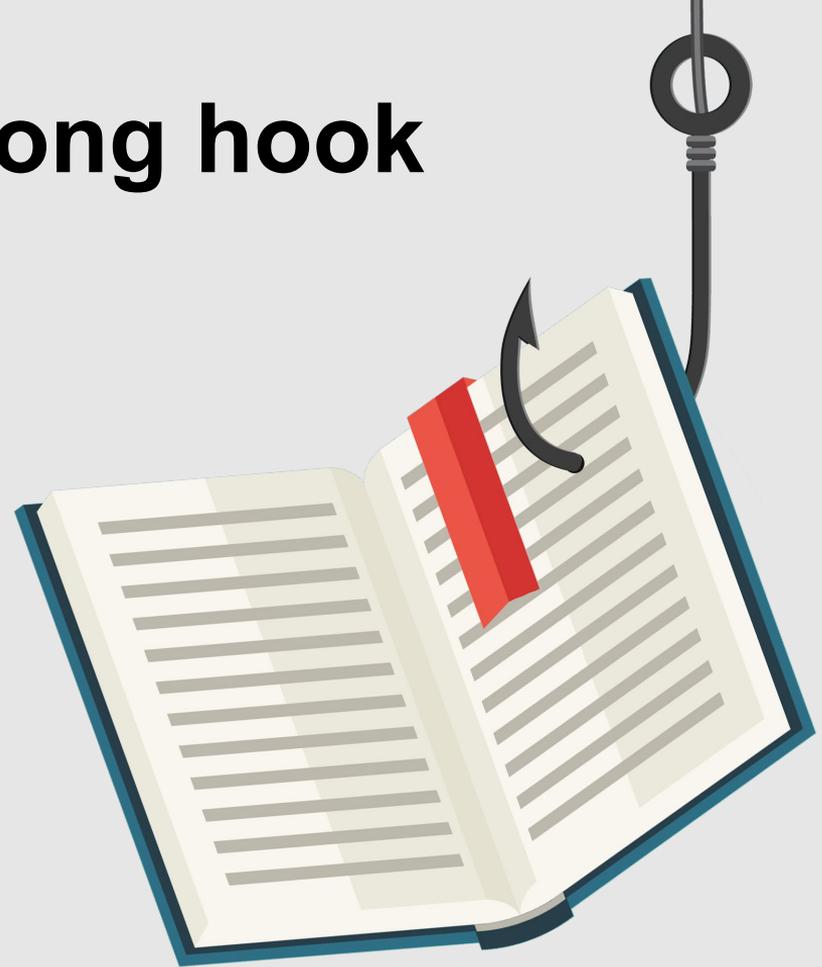


[READ NOW](#)

1.90% CTR

Write a strong hook

- ✓ Deal price
- ✓ Trope that will appeal to your ideal fan base
- ✓ Quote from another author or a review
- ✓ Comparable books, movies, or tv shows



Include a deal

11x

more downloads for free Featured Deals than sales at \$0.99



Include tropes

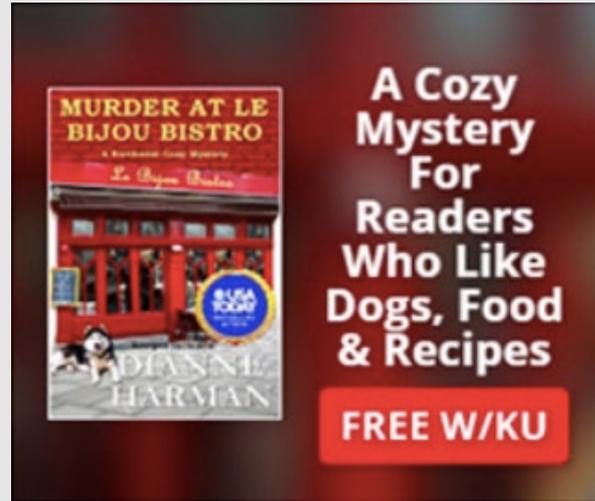


★★★★★
"Not like any other
'My Best Friend's Brother'
story!"
- Amazon Reviewer

FREE BOOK

Promise
T.K. LEIGH

A promotional banner for the book 'Promise' by T.K. Leigh. It features a black and white photograph of a woman in a white dress. A quote from an Amazon reviewer is displayed at the top. A green circular badge with the text 'FREE BOOK' is overlaid on the image. The book cover is shown on a tablet device.



MURDER AT LE BIJOU BISTRO
A Bourbon Gap Mystery
Le Bijou Bistro
DIANNE HARMAN

A Cozy Mystery For Readers Who Like Dogs, Food & Recipes

FREE W/KU

A promotional banner for the book 'Murder at Le Bijou Bistro' by Dianne Harman. It features the book cover, which shows a red building with a sign that says 'Le Bijou Bistro'. A dog is visible in the foreground. The text 'A Cozy Mystery For Readers Who Like Dogs, Food & Recipes' is written in white on a dark red background. A red button at the bottom says 'FREE W/KU'.



ONE MAN.
TWO SETS OF
MARRIAGE
VOWS.

BAD MATH.

NOW
AVAILABLE ON
amazon.

A Crown in Time
CASEY SWANSON

A promotional banner for the book 'A Crown in Time' by Casey Swanson. It features the book cover, which has a dark, ornate design with a crown and a castle. The text 'ONE MAN. TWO SETS OF MARRIAGE VOWS.' is written in white on a purple background. The text 'BAD MATH.' is written in white on a pink background. The text 'NOW AVAILABLE ON amazon.' is written in white on a pink background. The Amazon logo is visible at the bottom.

Include quotes

23% increase in clicks if our blurbs include quotes from authors or publications



A promotional banner for Mark Dawson's 'The John Milton Series' (Books 1-3). The banner features a tablet displaying the book cover, which shows a silhouette of a man walking on a street at night with Big Ben in the background. To the right of the tablet, there is a circular badge that says 'LIMITED TIME OFFER'. Below the badge, the text reads: 'THE BOOKS THAT STARTED IT ALL. MEET MILTON TODAY.' At the bottom, a quote from *The Times* states: 'Impossible not to think of Reacher.'



A promotional banner for the book 'You Promised Me Forever' by Monica Murphy. The banner features a central image of a man and a woman kissing. To the right of the image, the text reads: '"Romance doesn't get any more romantic than this." USA Today'. Below the image, the author's name 'MONICA MURPHY' is listed. At the bottom right, there is a red button with the text 'READ NOW'.

Include quotes from authors

30% higher CTRs when quoting well-known authors than quoting recognizable publications



Include comparisons

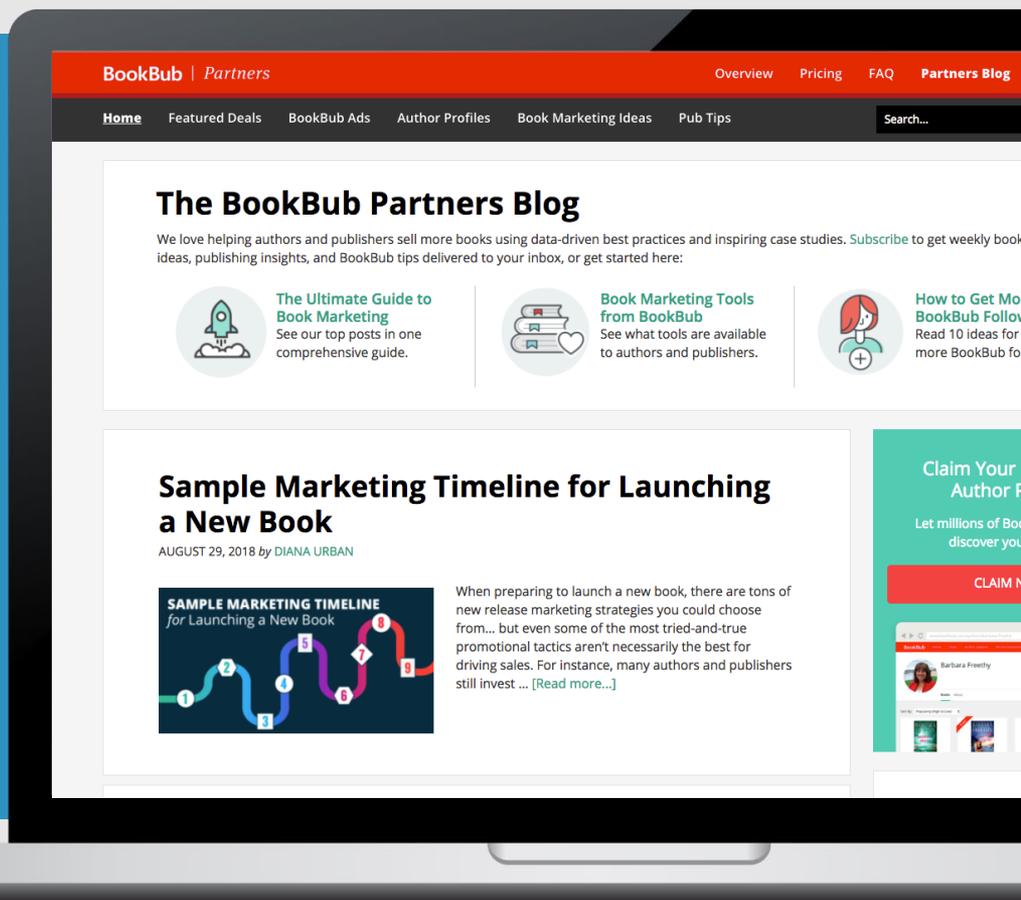
26% increase in clicks when blurbs include comp titles, authors, movies, or TV shows



We're here to help!

partners@bookbub.com

insights.bookbub.com



Questions?

Get the slides at: insights.bookbub.com/20Books2018

Contact us at partners@bookbub.com

