

# *Promoting Audiobooks* *with* **BookBub**

Romance Author Mastermind 2019

BookBub

## NEW RELEASES

This week's handpicked new books

New release in **Bestsellers**



### Pretty Guilty Women

by Gina LaManna

When a man is murdered at a wedding, four colleagues are accused of the crime — and claim they did it alone. What are they telling the truth? "Oodles of drama keep the pages genuinely surprising final twist. This is the perfect read." (Publishers Weekly). [Read More](#)

Release Date: September 3rd, 2019

Amazon

B & N

Google

Kobo

[Save to Wishlist](#)

New release in **Historical Romance**



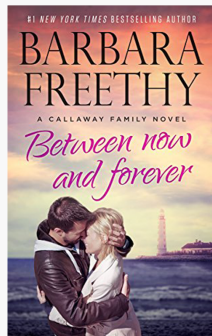
### The Marquis She's Been Waiting For

by Ella Quinn

From a *USA Today* bestselling author: Seeking a charming Marquis of Exeter sets his sights on her. Instead, Dorie offers to tutor him while he searches for his true love — and as they grow closer, he realizes what he's been missing. [Read More](#)

BookBub

Your Deals



## Between Now and Forever

By Barbara Freethy

From a #1 *New York Times* bestselling author: Nicole and Ryan were once deeply in love. When a life-threatening challenge arises, can it reunite them and their six-year-old son — and teach them how to be a family again?

**\$0.99** ~~\$4.99~~

Amazon

Barnes & Noble

Apple iBooks

Kobo

*Contemporary Romance*



BookBub

Preorder from Brenda Novak

Author Alerts include new releases from your favorite authors! [Modify Preferences](#)



## Face Off

by Brenda Novak

PREORDER NOW AT:

Amazon

Barnes & Noble

Apple Books

Google

Kobo

SAVE TO WISHLIST:

Save

### DESCRIPTION

*New York Times* bestselling author Brenda Novak comes *Face Off*, the latest installment of Dr. Evelyn Talbot and her murderous home for the criminally insane.

EVELYN NEVER TO BE A VICTIM AGAIN. BUT NOW A KILLER HAS HIS EYES ON HER. IT'S A MATTER OF TIME BEFORE SHE'S IN HIS SIGHT. . .

And left for dead at sixteen, Evelyn Talbot turned her personal trauma into her life's work—studying the disturbing psychopathy of the world's most vicious serial killers... [Read More >](#)

### Follow more authors like Brenda Novak

Be the first to know when something is new with your favorite authors

[Follow Authors Now](#)

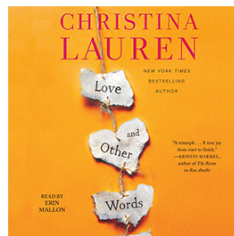


NEW!

chirp

Today's Deals

## Audiobook Deals



Romance

### Love and Other Words

Written by: Christina Lauren

Narrated by: Erin Mallon

"A resoundingly life-affirming tale" (*Entertainment Weekly*): When Macy runs into her first love, Elliot, everything she thought she knew is turned upside down... A "top-notch" narrator "skillfully performs this story of friendship, loss, and possible second chances" (*AudioFile*).

~~\$17.99~~ **\$4.99**

Get Deal

Learn More

16 days left to claim deal



Promote **limited-time audiobook deals** via Chirp (our new retailer!)

*chirp*

Today's Deals

## ***Audiobook Deals***



Romance

### **Brooklynnaire**

**Written by:** Sarina Bowen

**Narrated by:** Collected Narrators

Rebecca has worked for gorgeous billionaire Nate for years, which means their chemistry is totally off-limits... right? They can't fight their powerful attraction any longer in this "sexy and addictive" audiobook (#1 *New York Times* bestselling author Lauren Blakely). If you love friends-to-lovers romances, you'll devour this *USA Today* bestseller!

~~\$19.95~~ **\$1.99**

[Get Deal](#)

[Learn More](#)

16 days left to claim deal

# Run **ads targeting** audiobook listeners on BookBub and Chirp



Romance

**Narrated by:** Collected Narrators

Rebecca has worked for gorgeous billionaire Nate for years, which means their chemistry is totally off-limits... right? They can't fight their powerful attraction any longer in this "sexy and addictive" audiobook (#1 *New York Times* bestselling author Lauren Blakely). If you love friends-to-lovers romances, you'll devour this *USA Today* bestseller!

~~\$19.95~~ **\$1.99**

Get Deal

Learn More

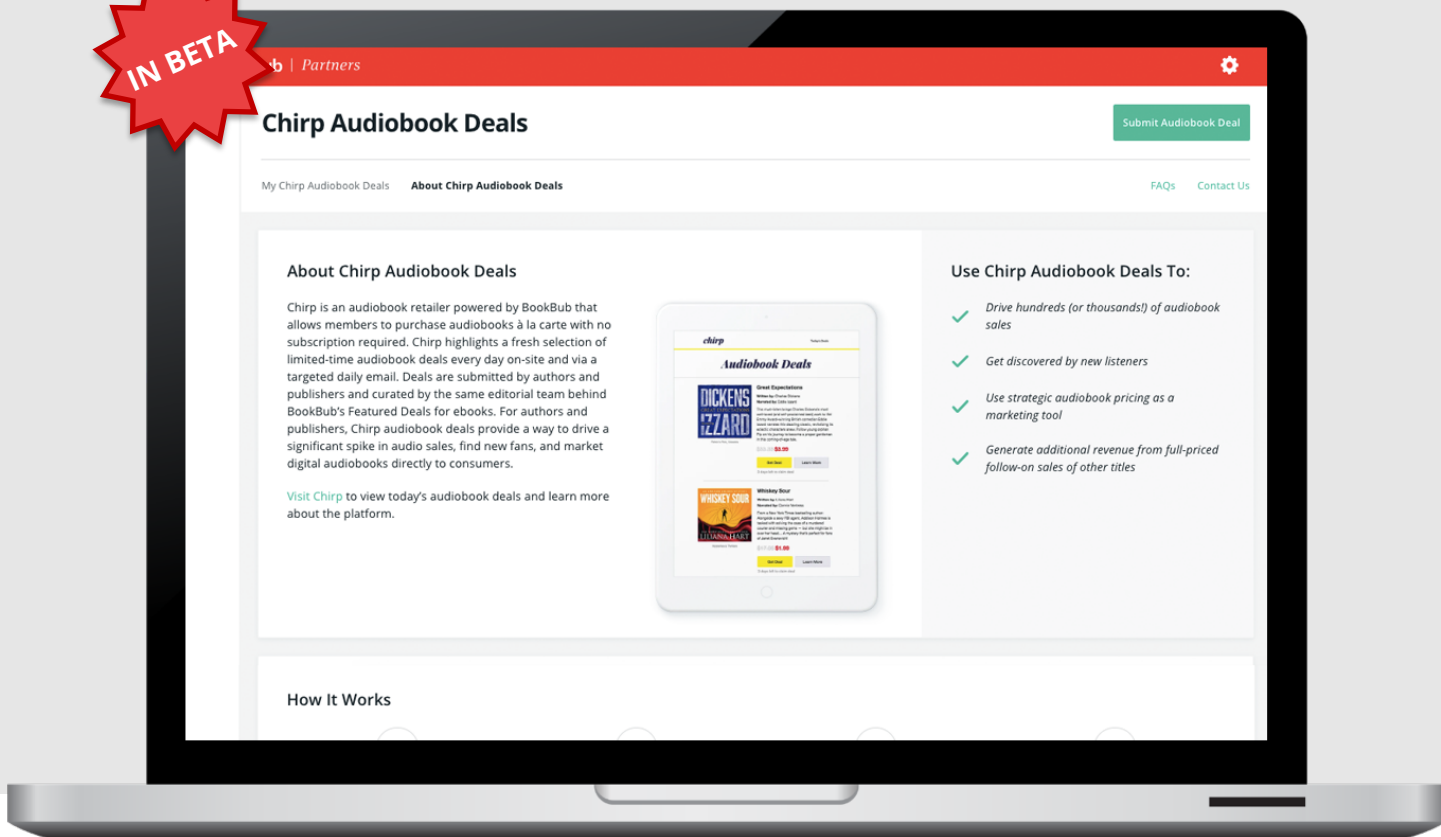
16 days left to claim deal



# What we'll cover today

- 1 How to promote deals with Chirp
- 2 Early Chirp romance trends
- 3 How to run audiobook ads
- 4 Questions

# Get early access to these new tools!



# How to Run *chirp* Audiobook Deals

SAVE UP TO 95% OFF!

NEW DEALS ON  
AUDIOBOOKS  
EVERY DAY

Discover Amazing Limited-Time Deals

[Sign Up - It's Free!](#)Already a member? [Sign In](#)

## Current Deals by Category

[Editor's Pick](#)[General Fiction](#)[Mysteries & Thrillers](#)[Romance](#)[Science Fiction & Fantasy](#)[Nonfiction](#)[Christian Fiction & Nonfiction](#)

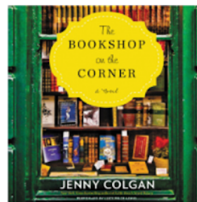
Pretty Girls  
by Karin Slaughter

~~\$22.95~~ **\$3.99**



Dakota Born  
by Debbie Macomber

~~\$24.99~~ **\$2.99**



The Bookshop on the Corner  
by Jenny Colgan

~~\$26.99~~ **\$3.95**



The Return of the Dancing Master  
by Henning Mankell

~~\$22.95~~ **\$3.99**

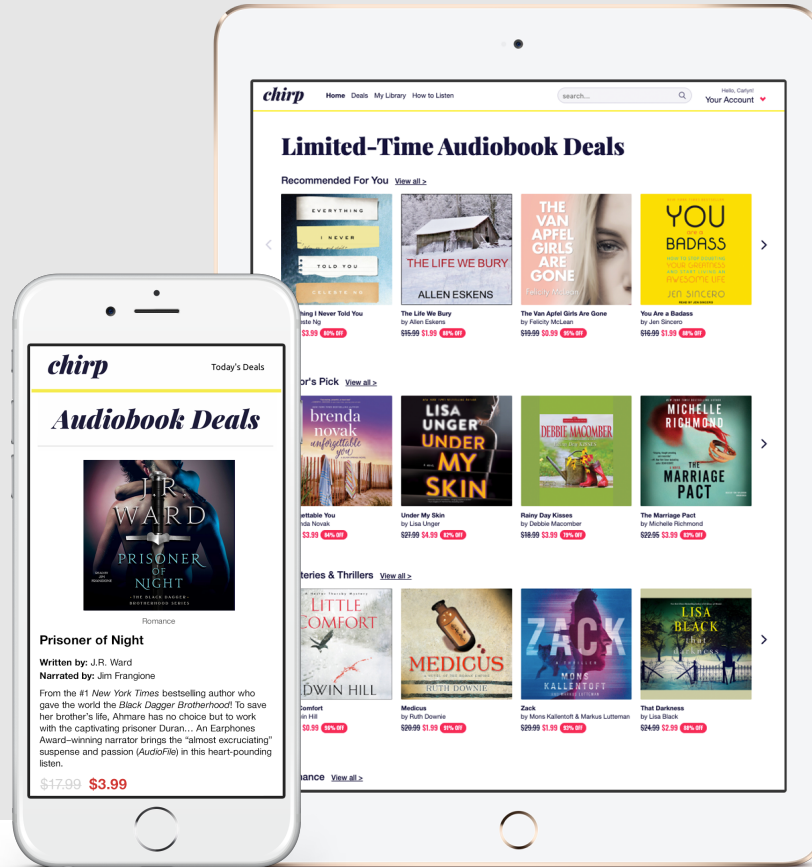
[See All Today's Deals >](#)



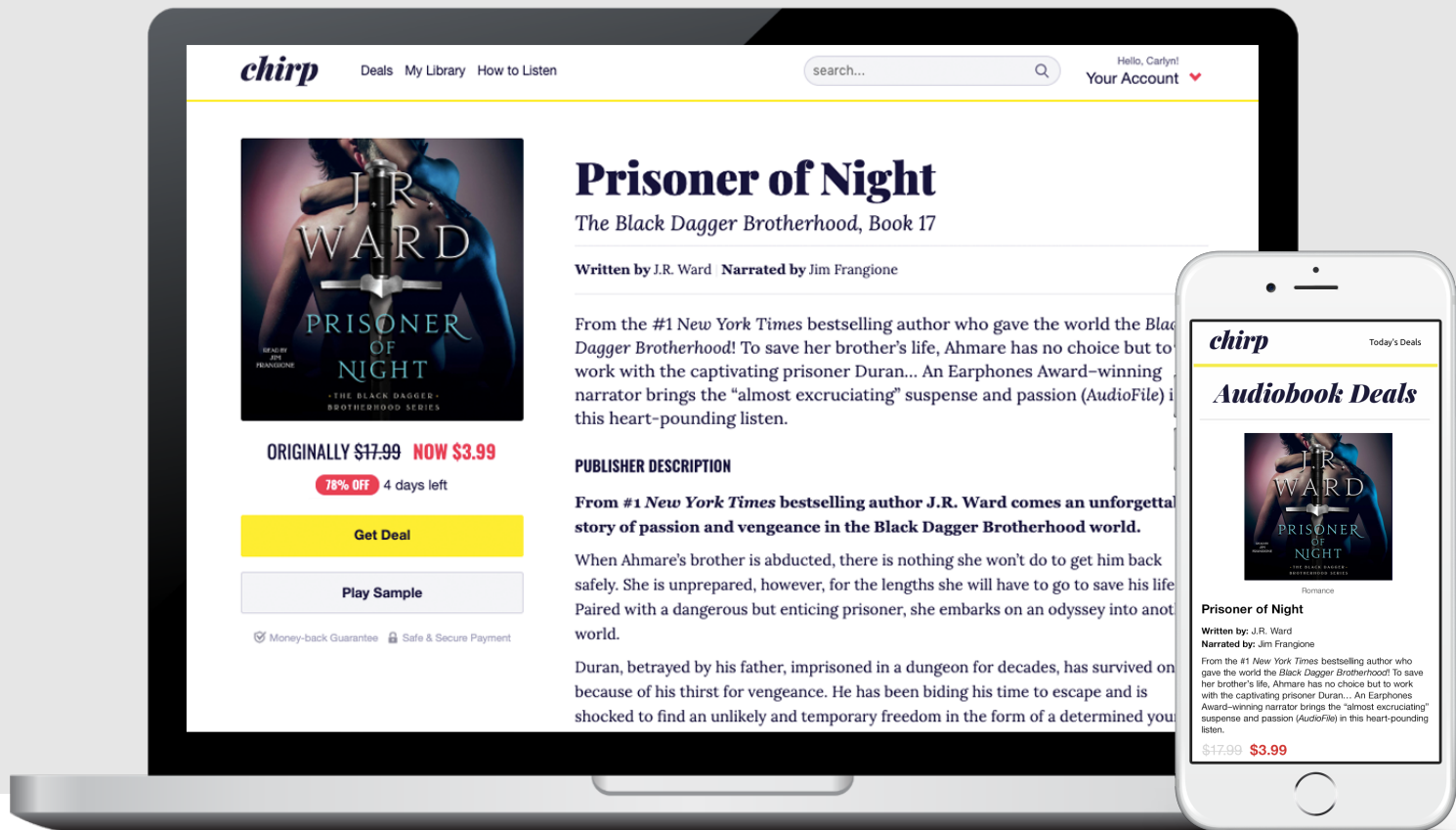
# Chirp for Listeners



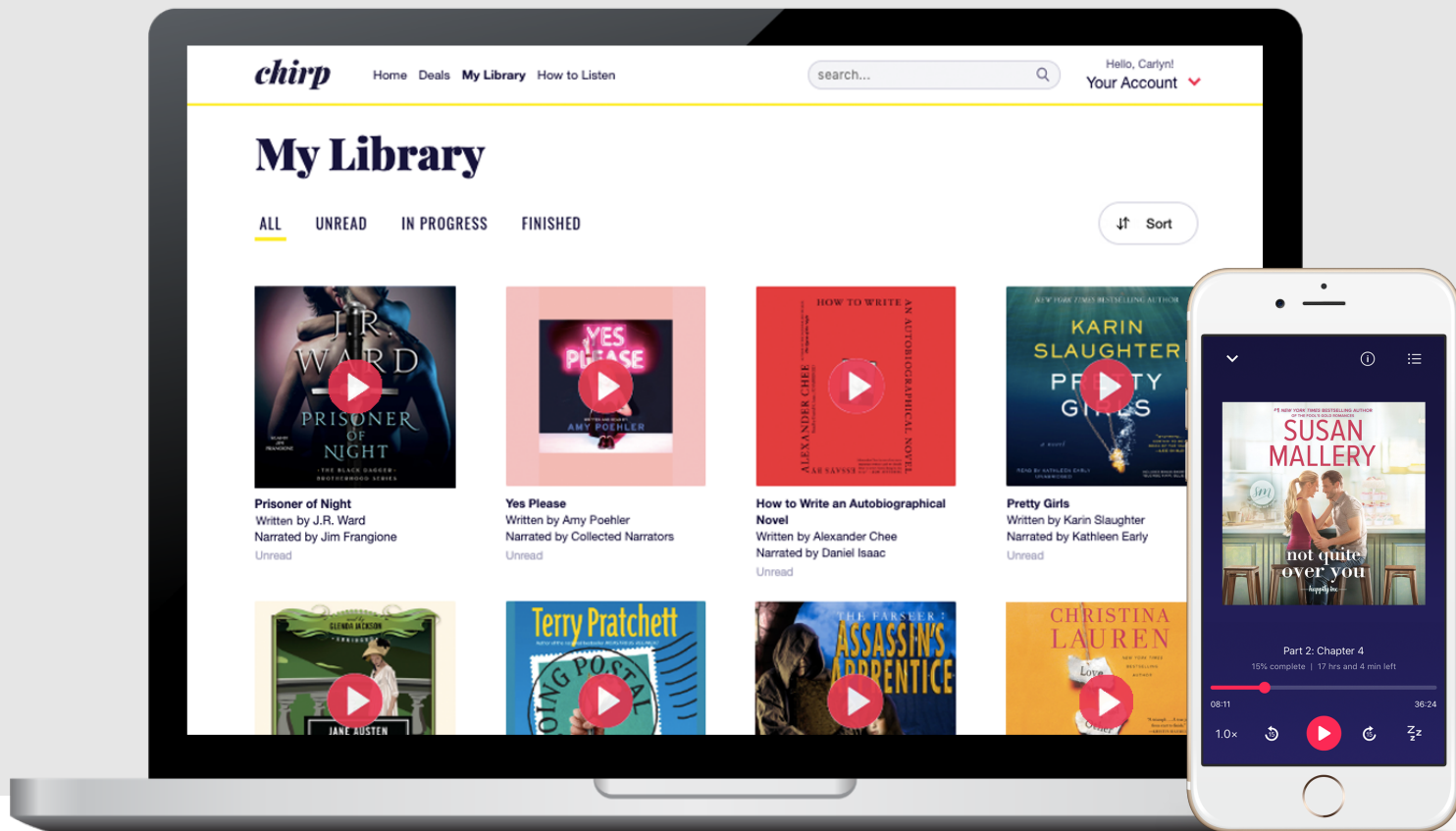
# Receive audiobook deals via email



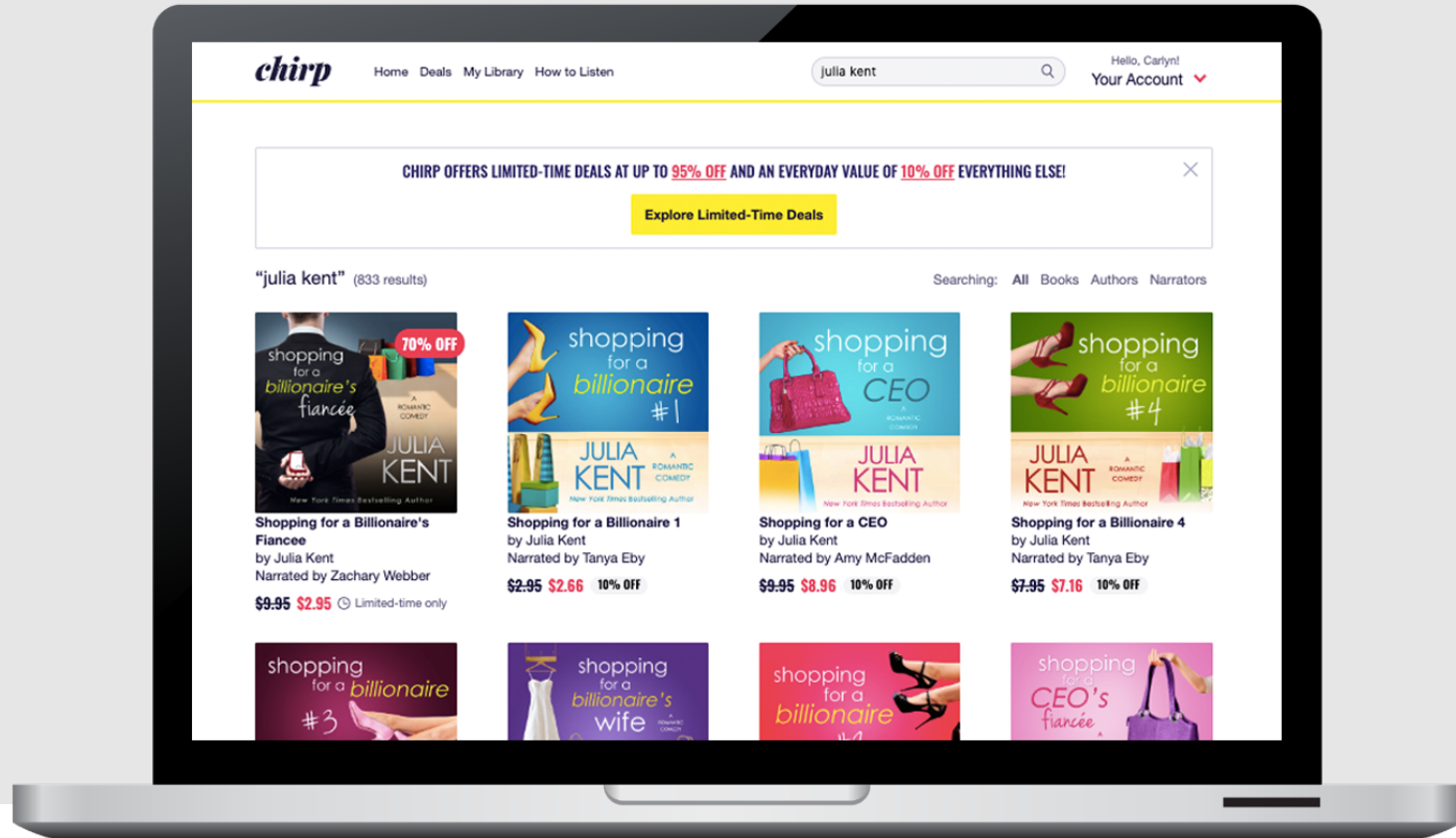
# Purchase deals á la carte on the site



# Listen on the web player or mobile apps



# Search and browse the website



# Chirp for Partners

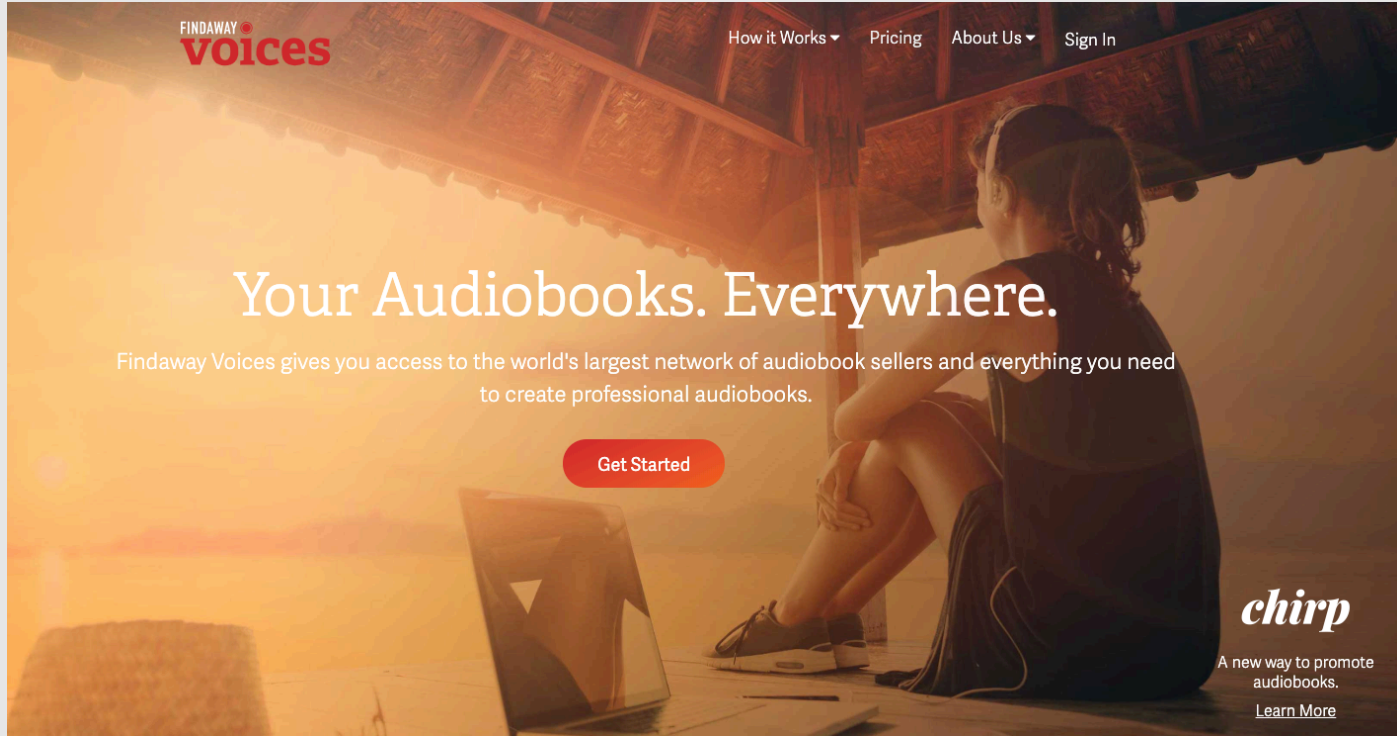


# Distribute via Findaway





# Distribute via Findaway

A woman with headphones sits on a wooden deck, looking out at a sunset over water. A laptop is open in front of her. The background is a warm, orange-hued sunset scene.

**Findaway**  
**voices**

How it Works ▾ Pricing About Us ▾ Sign In

## Your Audiobooks. Everywhere.

Findaway Voices gives you access to the world's largest network of audiobook sellers and everything you need to create professional audiobooks.

[Get Started](#)

**chirp**  
A new way to promote audiobooks.  
[Learn More](#)

# Submit via BookBub Partner Dashboard

**BookBub** | Partners

≡

## Submit an Audiobook Deal

### Choose a Book

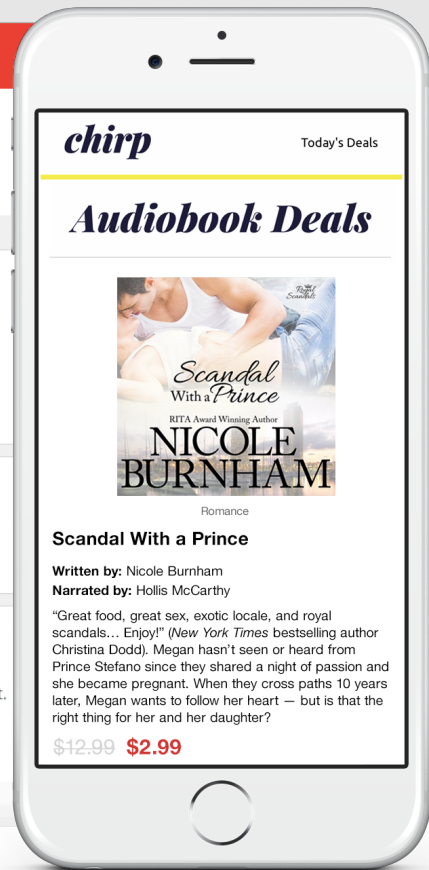
Select an audiobook to promote. If you can't find your book, please make sure your book is on Findaway. [Learn More](#)

### Deal Timing

You are currently submitting for October and November. December submissions will open on October 15.

### Suggested Category

Our editorial team may select your book for a different category than the one you suggest if another audience is a better fit.



# Editorial review process

- ✓ Book platform & content fit
- ✓ Audio quality
- ✓ Narrator platform & accolades



# Chirp categories

✓ Editor's Pick

✓ General Fiction

✓ Mysteries & Thrillers

✓ Romance

✓ Science Fiction & Fantasy

✓ Classics

✓ Kids & Young Adult

✓ Nonfiction

✓ Christian Fiction & Nonfiction

# We will recommend a deal price...

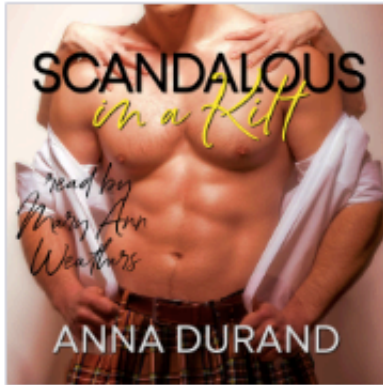
## Discount Price

Please select all discount prices you would be open to for this promotion. If our editorial team selects your book, we will let you know which price they recommend.

### Discounted Deal Price

- |  |  |
|--|--|
| <input type="checkbox"/> \$0.99            | <input checked="" type="checkbox"/> \$3.99 |
| <input checked="" type="checkbox"/> \$1.99 | <input type="checkbox"/> \$4.99            |
| <input checked="" type="checkbox"/> \$2.99 | <input type="checkbox"/> \$5.99+           |

# ...and arrange the discount for you!



**Scandalous in a Kilt**  
by Anna Durand

~~\$19.95~~ **\$1.99** 90% OFF



**SEALs of Honor: Mason**  
by Dale Mayer

~~\$14.95~~ **\$0.99** 93% OFF



**High Warrior**  
by Kathryn Le Veque

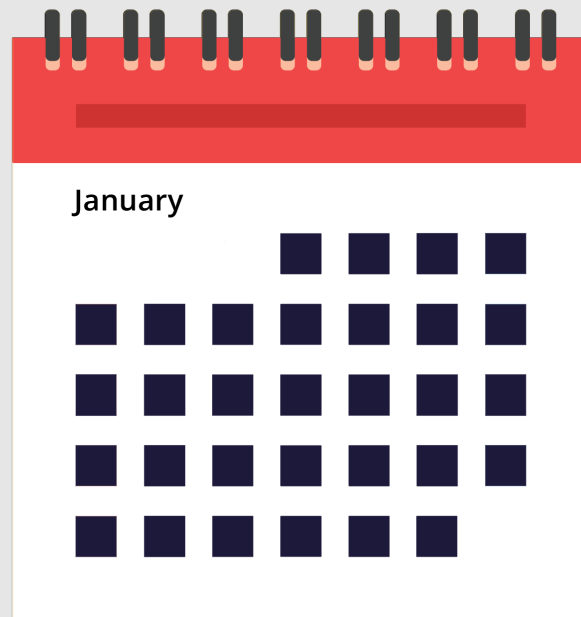
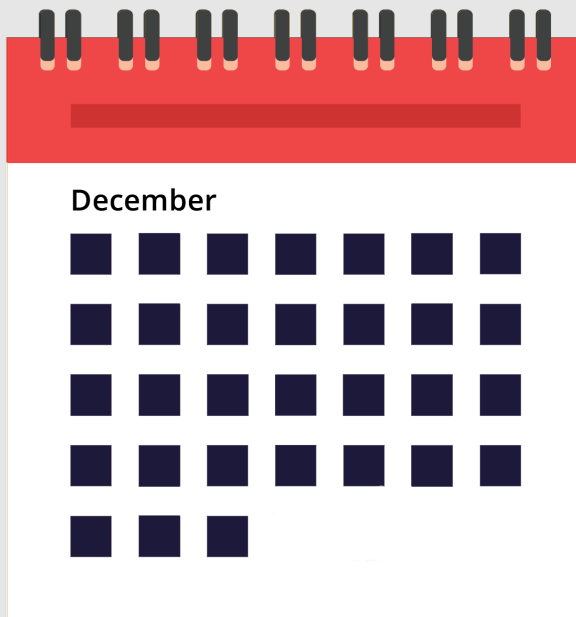
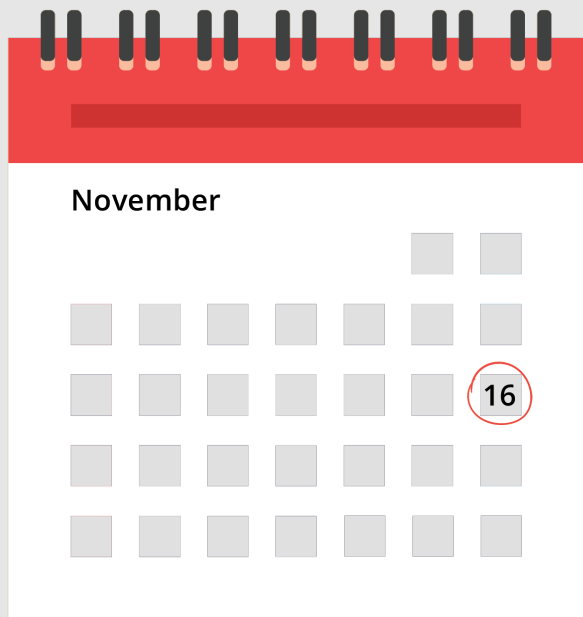
~~\$24.99~~ **\$1.99** 92% OFF



**The Devil in the Duke: A Revelry's Tempest Novel**  
by K.J. Jackson

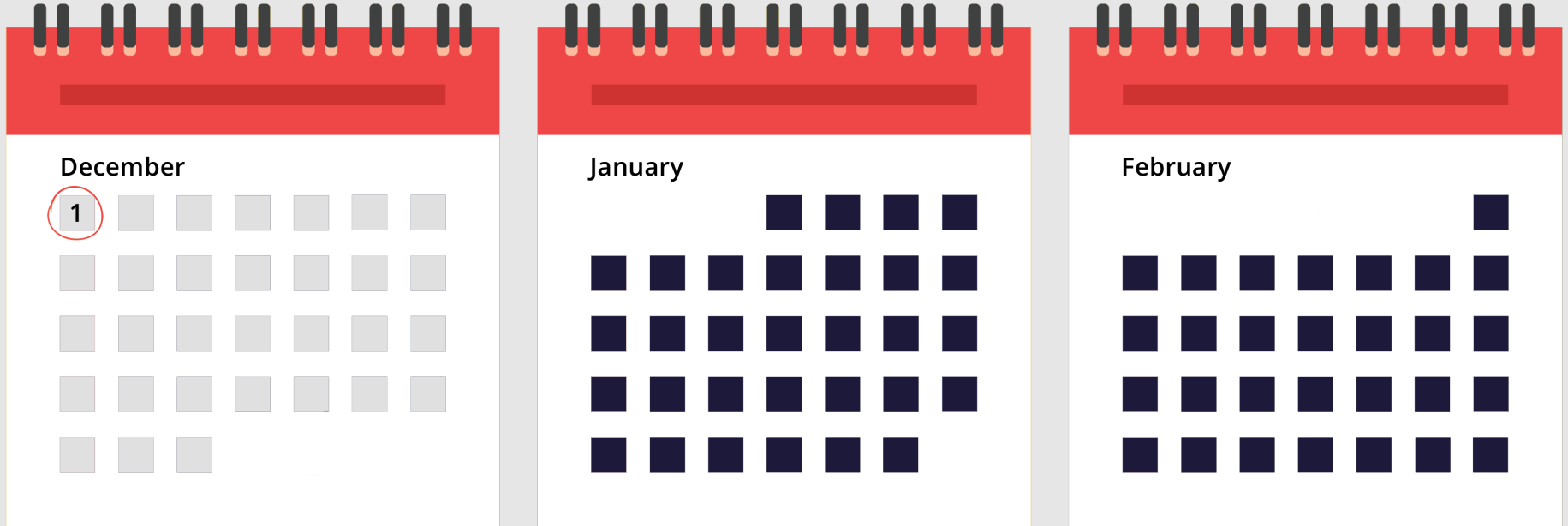
~~\$19.99~~ **\$0.99** 95% OFF

# Two-month submission window

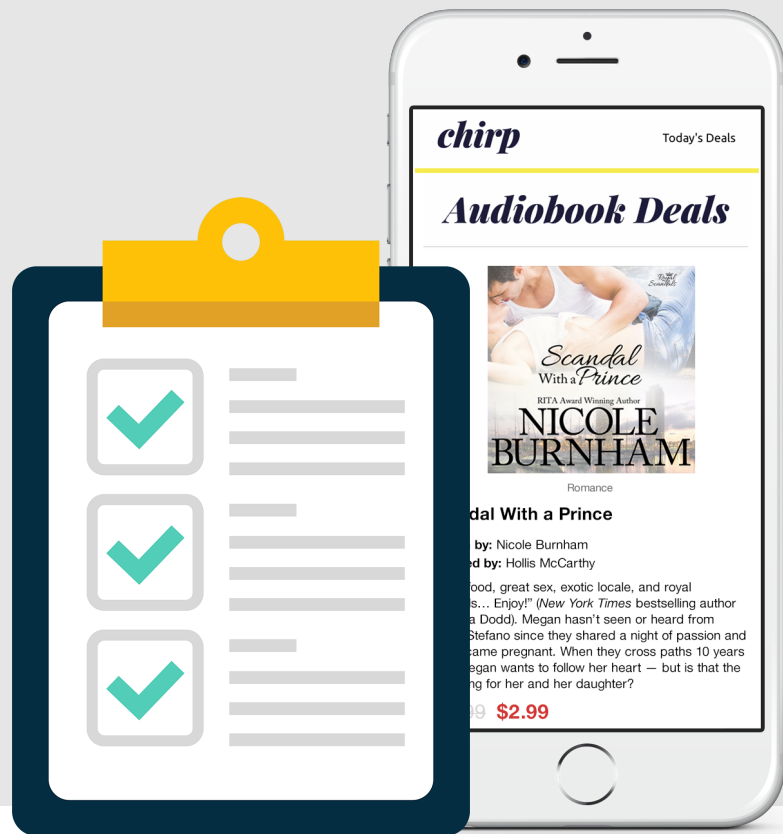




# Two-month submission window



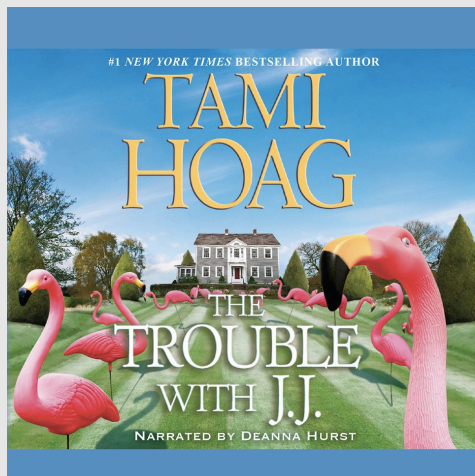
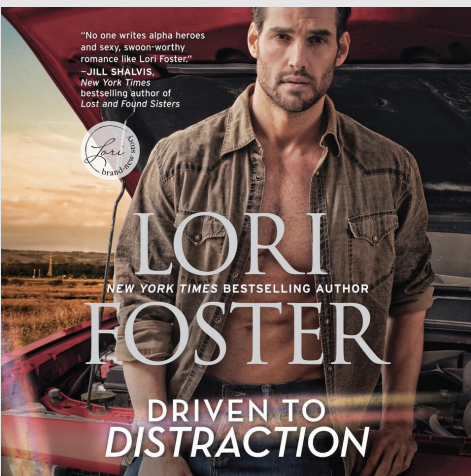
# Confirm your promotion details



# Early Chirp Romance Trends

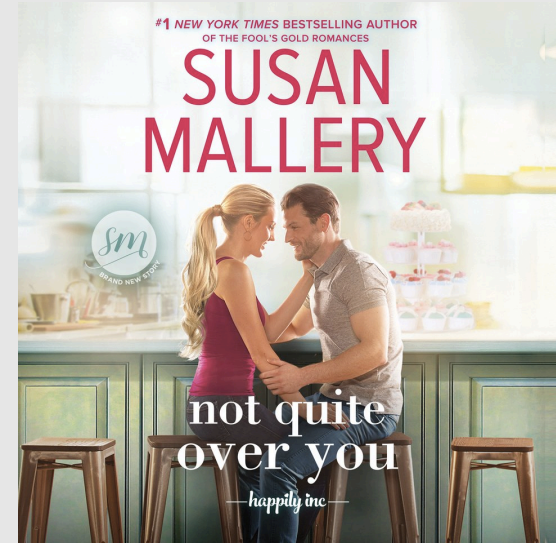


# Interested in a mix of subgenres



# Popular tropes currently include...

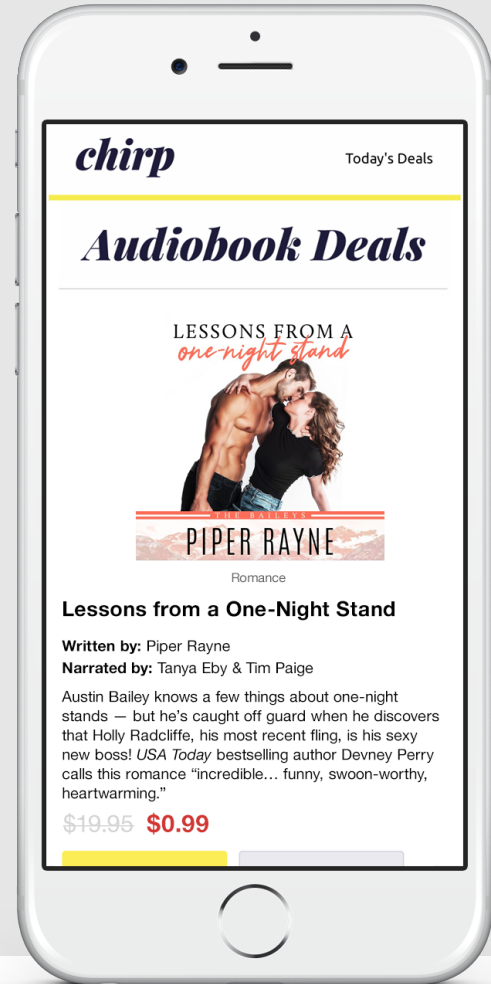
- ✓ Fake relationships
- ✓ Billionaires & bosses
- ✓ Small towns
- ✓ Friends-to-lovers
- ✓ High school sweethearts



# *Lessons from a One-Night Stand:*

**\$0.99** Romance deal

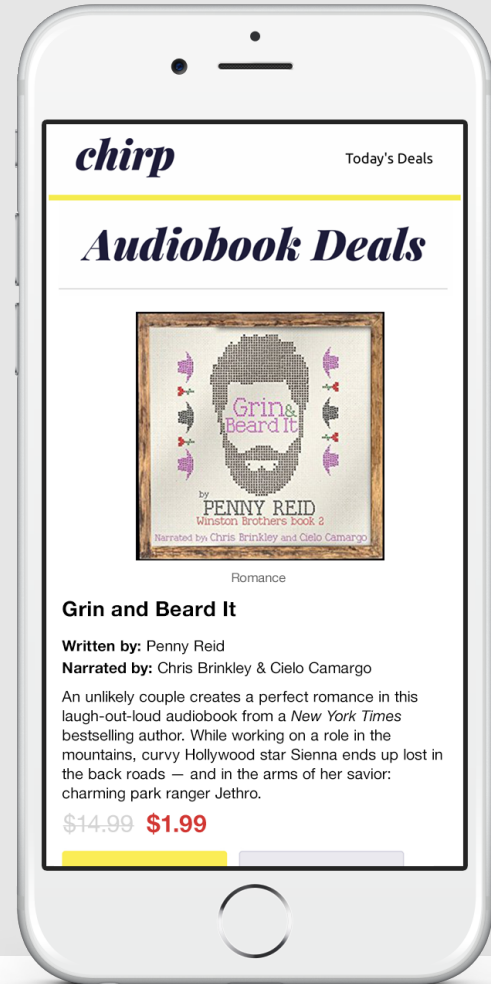
**1,400+** audiobooks sold



# *Grin and Beard It:*

**\$1.99** Romance deal

**1,200+** audiobooks sold

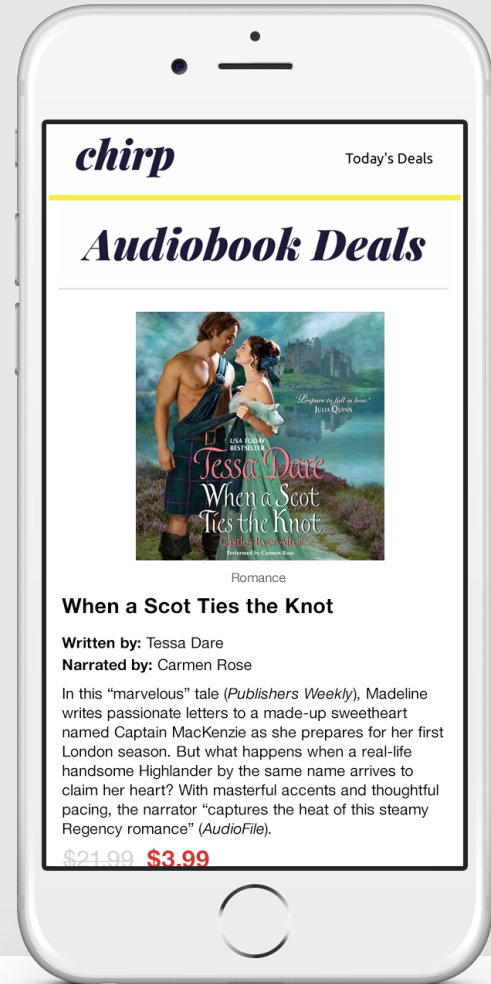




# *When a Scot Ties the Knot:*

**\$3.99** Romance deal

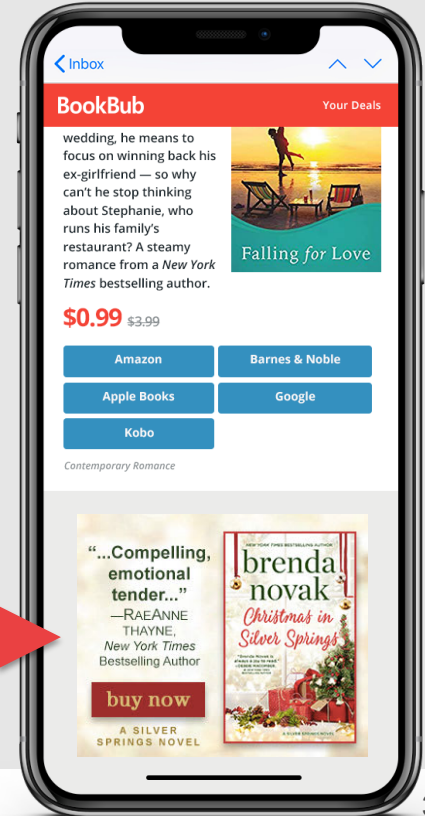
**~400** audiobooks sold



# How to Run BookBub Ads for Audiobooks

# BookBub Ads platform

- ✓ Self-serve auction platform
- ✓ No requirements or selection process
- ✓ Target readers based on genre, author, and retailer preferences
- ✓ Promote new releases, first-in-series, discounts, and more



# Target audiobook listeners

BookBub

## Which formats are you interested in?

Help us recommend books that are most relevant.

Select all that apply



Ebooks



Audiobooks



Print Books



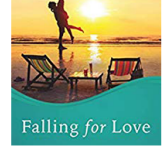
Save and Continue

< Inbox

BookBub

Your Deals

wedding, he means to focus on winning back his ex-girlfriend — so why can't he stop thinking about Stephanie, who runs his family's restaurant? A steamy romance from a *New York Times* bestselling author.



Falling for Love

**\$0.99** ~~\$3.99~~

Amazon

Barnes & Noble

Apple Books

Google

Kobo

Contemporary Romance



MURDER SHE WROTE  
meets  
GOLDEN GIRLS  
in this  
HILARIOUS  
COZY MYSTERY

**\$0.99  
AUDIO**

LISTEN NOW!

# Select a book format for your ad

## Select Book Format

[VIEW HELP & TIPS](#)

- ☐ Ebooks
- ☒ Audiobooks



## Ad Creative

[VIEW HELP & TIPS](#)



**UPLOAD EXISTING CREATIVE**  
Upload your own 300x250px Ad image.

-or-



**BUILD NEW CREATIVE**  
Add your book cover, copy and button label.

Ad Image

Select file

Please upload a 300×250 pixel image. Read our other Ads policies [here](#).


# Add retailer links to target listeners

## Click-Through Links

[VIEW HELP & TIPS](#)


Enter the click-through URL for your ad. We recommend using retailer product pages for the best results, but you can also enter a URL for a custom landing page.

We recommend using retailer product pages for the best results, but you can also enter a URL for a custom landing page.

☒ **Chirp US**  


You're targeting Chirp readers in United States

Name your custom link (max 40 characters)

☒ **Audible US**  

You're targeting Audible readers in United States

Name your custom link (max 40 characters)

☒ **Apple US**  

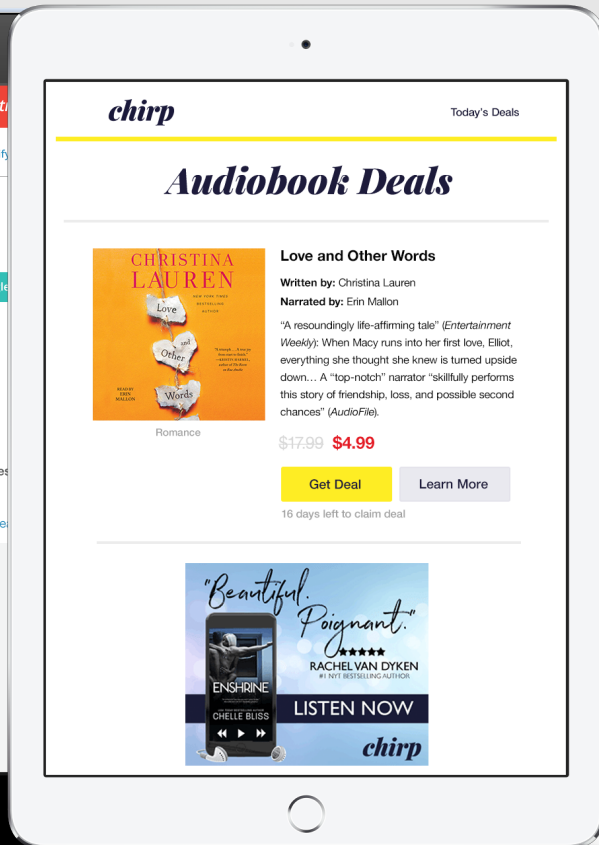
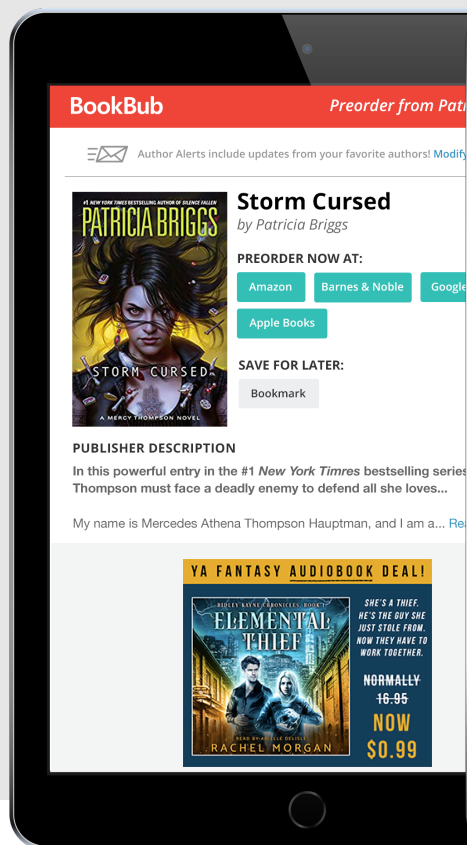
You're targeting Apple Audiobooks readers in United States

Name your custom link (max 40 characters)

[+ Add Another Link](#)

# Add retailer links to target listeners

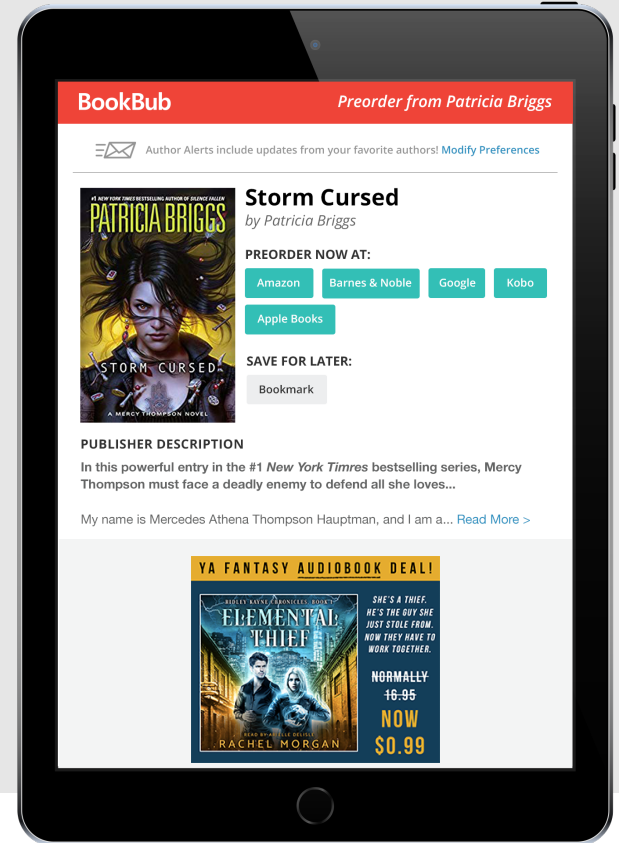
# chirp



# Add retailer links to target listeners



Google Play





# Best Practices For Audiobook Ads



# Bid low for Chirp ads

## Bid

[VIEW HELP & TIPS](#)

Enter your maximum bid. Note that a higher max lets you reach more readers, and you'll usually pay less than what you bid.

### Bid Type

- ☒ CPM (cost per 1,000 impressions)  
☐ CPC (cost per click)

### Maximum CPM Bid

\$	4.00	per thousand impressions
----	------	--------------------------



# Signal the book format in your ad image



# Include a strong hook

- ✓ Deal price
- ✓ Popular trope
- ✓ Quote from another author or a review
- ✓ Comparisons to similar books or movies
- ✓ Review count or other social proof



# Target fans of similar authors

## Audience Targeting

[VIEW HELP & TIPS](#)

Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. [Learn more](#)

Lara Adrian ✕

Gena Showalter ✕

J. R. Ward ✕

Christine Feehan ✕

Nalini Singh ✕

Ilona Andrews ✕

[+ Add Authors](#)

[+ Add Categories](#)



**Audience: Fairly Broad**

Max Daily Reach: 50k to 100k impressions

Broad targeting enables you to reach more readers, but could lead to lower engagement. If ROI is your primary goal, try including options like author and retailer targeting to narrow your audience.

# Combine author & category interest

## Audience Targeting

[VIEW HELP & TIPS](#)

Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. [Learn more](#)

Lara Adrian ✕

Gena Showalter ✕

J. R. Ward ✕

Christine Feehan ✕

Nalini Singh ✕

Ilona Andrews ✕

Readers must match at least one author and category to be targeted.

Paranormal Romance ✕

[+ Add Authors](#)[+ Add Categories](#)**Audience: Fairly Broad**

Max Daily Reach: 50k to 100k impressions

Broad targeting enables you to reach more readers, but could lead to lower engagement. If ROI is your primary goal, try including options like author and retailer targeting to narrow your audience.

# Choose author targets wisely

- ✓ Look at also-boughts on retailers
- ✓ Keep an eye out for authors featured on BookBub and Chirp with similar books
- ✓ Check out popular authors in the genre on BookBub.com

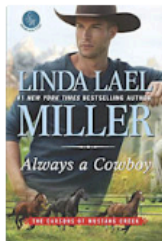


# Discover Authors

Recommended For You Popular Top Recommenders



Linda Lael Miller  
78,437 Followers



Western Romance

Science Fiction Romance

Small Town Romance

Sports Romance

Steampunk

Supernatural Suspense

Technothrillers



Cowboy Romance

Contemporary Romance

Western Romance

Historical Romance



Leeanna Morgan  
50,299 Followers



Follow






# Run lots of tests

- ✓ Edit just one element at a time (image, targeting, etc.)
- ✓ Start with low budgets
- ✓ Compare CTR or cost
- ✓ Continue to test and optimize




# View stats for multiple author targets

NEW!

Author	Effective CPM	Effective CPC	CTR
 <b>Debbie Macomber</b> 1,063,876 Readers	\$5.51	\$0.34	1.71%
 <b>Kristin Hannah</b> 553,979 Readers	\$6.01	\$0.36	2.21%
 <b>Laura Hillenbrand</b> 242,157 Readers	\$5.88	\$0.33	1.49%

# View stats for multiple author targets



95-23 percent also related

A Searching Hunt

Continuous

Paused

Select Action ▾

Daily Stats




Aggregate Stats

Ad Details

### Aggregate Stats

Name	Effective CPM	Effective CPC	Remaining Budget	Budget Spent	Impressions	Clicks	CTR
95-23 percent also related	\$4.99	\$0.77	\$10.00 (Today)	\$53.60	10,737	70	0.65%

Stats by Author

Author	Effective CPM	Effective CPC	CTR	Impressions
 <div>Travis Hester 94,235 Readers</div>	\$5.10	\$0.49	1.04%	1,727
 <div>Travis Hester 94,235 Readers</div>	\$5.05	\$1.39	0.36%	2,748
 <div>Travis Hester</div>	Not enough data for this author yet.			< 1,000

# Possible ways to use audiobook ads

- ✓ Promote a Chirp deal
- ✓ Promote limited-time deals initiated by retailers
- ✓ Set your own promotional price on Findaway and promote to listeners across retailers
- ✓ Promote full-price audiobooks



For future tips & updates  
on audio promotion, visit  
**insights.bookbub.com**

BookBub | Partners

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FAQ

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## The BookBub Partners Blog

We love helping authors and publishers sell more books using data-driven best practices and inspiring case studies. [Subscribe](#) to get ideas, publishing insights, and BookBub tips delivered to your inbox, or get started here:



### The Ultimate Guide to Book Marketing

See our top posts in one comprehensive guide.



### Book Marketing Tools from BookBub

See what tools are available to authors and publishers.



How to  
Book  
Read  
more

## Boosting Sales of Discounted Books with BookBub Ads [Part 1: Free Books]

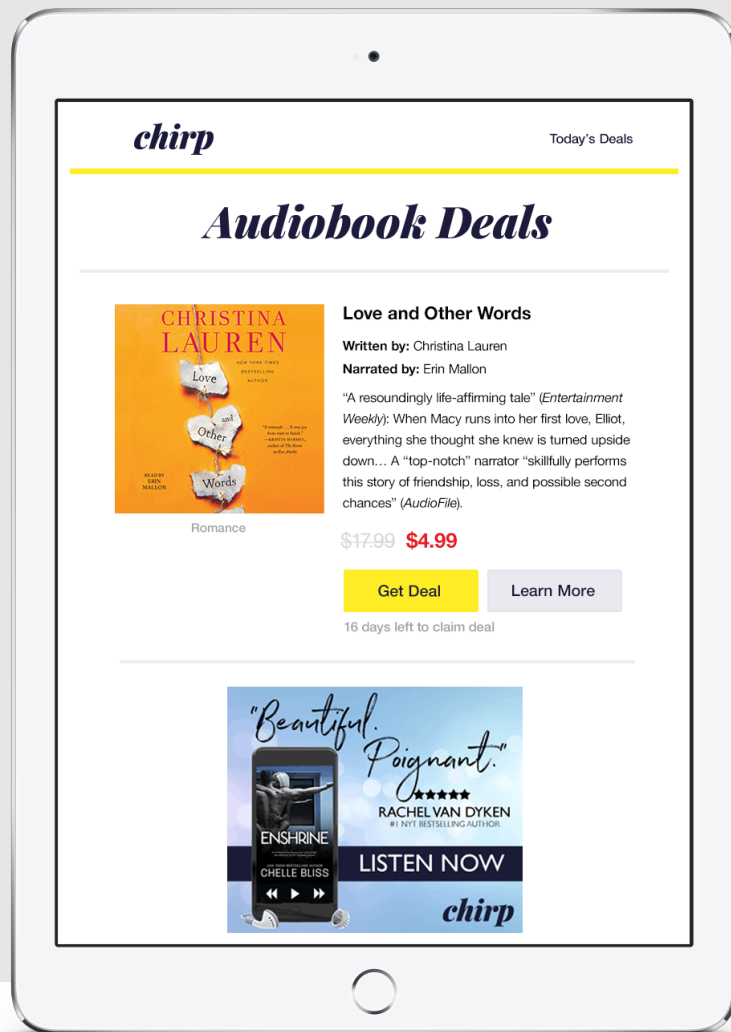
FEBRUARY 26, 2019 by [AUDREY DEROBERT](#)



Price promotions can be a super effective way to reach new readers and entice them to buy your book. While your first thought for promoting a discount may be to run a Featured Deal, BookBub Ads can also be a great tool for marketing your sale and hitting your goals for a ... [\[Read more...\]](#)

**Want access to  
these new tools?**

Fill out a short survey at:  
[insights.bookbub.com/RAM2019](https://insights.bookbub.com/RAM2019)



# Get in touch with Findaway Voices

Sign up via [www.findawayvoices.com/chirp](http://www.findawayvoices.com/chirp)

Find FAQs at [www.support.findawayvoices.com](http://www.support.findawayvoices.com)

Contact [support@findawayvoices.com](mailto:support@findawayvoices.com)



# Questions?

Email [partners@bookbub.com](mailto:partners@bookbub.com)

[insights.bookbub.com/RAM2019](https://insights.bookbub.com/RAM2019)

