Use of new technology in Marketing

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by Elisabeth Sangüesa
Tools and trends in Marketing

- Marketing used to be simpler. Fewer technologies, fewer channels, less direct consumer influence and frankly, lower risk – all of which made our jobs easier.

- That said, I personally can’t think of a time that marketing has been more fun. Our jobs have been transformed by technology.
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- To say that much has changed in 18 months is a bit of an understatement.

- The effectiveness of the tools that we’ve used for decades has been called into question on the past few years.

- Much of marketing today is all about using new technologies to drive better decisions, more effective campaigns and more efficient customer support. Technology is becoming critical for marketers to remaining competitive.

- Yet new technologies rise up every day and cut across many areas of the marketing supply chain such as content, media, analytics, CRM, marketing automation, social media, reporting, etc.

- So how does a marketer decide which technologies to test and use to grow their business?
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The key points I would like to highlight are:

- Have a solid **process**, 
- Clear **goals**, 
- A culture of testing and **innovation** and 
- Listen to **customer needs**.
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First, you need to create a business process for reviewing new technologies.

This may include establishing a small team of marketing/technologists who understand both the marketplace needs from a customer perspective and, of course, technology.

The goal is to determine the technology with the highest expected value to the firm.

Specific criteria become the basis for determining the course of action, e.g., leading to a trial or pilot.
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- For example:
  - 1) Provider’s brand reputation,
  - 2) potential market impact,
  - 3) interoperability across our technological platforms,
  - 4) implementation cost,
  - 5) cost savings,
  - 6) time savings and other expected business benefits,
  - 7) handle internally or outsource,
  - 8) business risk assessment,
  - 9) meets overall business needs,
  - 10) ease of use/simplicity

- Current example of Google+. An immediate technology review was warranted because of Google’s brand power.
I believe there is value in both a top-down and a bottom-up approach to managing marketing’s technology landscape.

The top-down approach is to focus on the business needs — start with the strategic objectives of marketing, the differentiators of the brand, and the desired customer-centric capabilities — and then do a targeted evaluation of technologies that are “known” tools or components for the implementation of those business needs.

The bottom-up approach is to maintain awareness of new marketing technologies being released — TechCrunch, ReadWrite Web, AdAge are great sources for these announcements — without examining them too deeply or thinking too hard about how to immediately apply them.

The bottom-up approach feeds ideas and new options into the top-down approach.
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- Buyers generally discover information in three ways:
  - actively,
  - passively, or
  - through influencers.

- **Active** discovery is where buyers directly seek a piece of information – as they would in a search on Google.

- **Passive** discovery is where buyers stumble across a piece of information that they were not directly looking for, as they would with great content or an advertisement that caught their attention.

- **Influenced** discovery is where buyers receive information through the people whom they trust in their social graph.
Marketers today need to think their communication options in terms of how buyers discover information, and from that, where they need to be in order to be discovered during a buying process.

To determine which of the many new marketing outlets to use in a business, marketers need to follow a three step process:

- First map out the set of questions, from earliest stages of awareness through to close, that a buyer goes through.

- Then, for each question, determine how a person is likely to discover this information – actively, passively, or through influencers.

- Finally, map each question to its most likely place of discovery, and ensure you are found there.
How does a marketer decide which technologies will produce the best business outcomes?

You can’t know for sure in advance. The key is to test and experiment. Agile marketing is for that reason – it provides for a lot more flexibility and ability to experiment.

We should be constantly testing new things and seeing if they work (like Twitter back in 2007) or don’t (like Google Buzz back in 2010).

Stop trying to guess what will work, and start building a culture and structure that embraces experiments.
So what do we do? Outsource?

You should outsource tactics, not strategy.

The strategy of what you do needs to come from the people that have the most to win or lose with the business itself, and who live and breathe your culture. No outside firm will ever have the same incentives or cultural experience as an employee.

However, once the strategy is set, there is nothing wrong with getting someone on the outside to do the work to execute on it.
10 Questions Marketers Want Answered About Digital & Social Media


They received 700 open-ended responses
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The major questions marketing professionals wanted answered include:

1. What are the best practices and tactics to use?
2. How do I measure the effectiveness of social media?
3. Where do I start?
4. How do I manage the social balance?
5. What are the best sites and tools out there?
6. How do I make the most of my available time?
7. How do I find and focus my efforts on my target audience?
8. How do I convert my social media marketing efforts into tangible results?
9. How do I cohesively tie different social media efforts together?
10. Does social media marketing work, and if so, how effective is it?
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- Social Media Mining, Buzz Monitoring, Customer Listening
- Twitter, Microblogging & The Statusphere
- Blogging
- Facebook
- LinkedIn
- Social Networking Environments
- Video Sharing
- Email
- Automated email (autoresponders).
- Social Media Optimization (SMO)
- Widgets and Gadgets
- Apps
- Photo, Slideshow and Media Sharing Environments
Tools and trends in Marketing

- Social Media Mining, Buzz Monitoring, Customer Listening

What Is Social Media?

Social media are primarily Internet- and mobile-based tools for sharing and discussing information among humans.

Social networking is nothing new.
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What Is Buzz Monitoring?

- Marketers are known for talking, not listening. Social media listening and buzz monitoring flips that mind-set; it’s a phrase used in online public relations and social media marketing to track relevant conversations on the Internet.

- It provides great opportunity to learn at a grassroots level what people really think about your brand, products or services in the statusphere.

- By monitoring the online conversation happening in blogs, forums, social networks and other social media channels, businesses can bring the voices of their customers directly into their marketing departments and cut down on the need for expensive market research tools such as focus groups and phone surveys.
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**Buzz Monitoring Tools**
- Google or Yahoo Alerts
- Google Blog/Web Search
- Google Reader
- Google Trends or Trendrr
- Twitter
- YackTrack
- Social Mention
- FriendFeed search
- Technorati
- Serph
- SocialMention
- FeedRinse
- BlogPulse
- Backtype
- BoardReader
- Summize (search.twitter.com)
- Filtrbox.com
- Flickr (photos)
- YouTube (videos)
- Facebook Lexicon

**What to Monitor**
- Blogs
- Newsgroups
- Social networks
- Podcasts
- Q&A venues (i.e.,)
It All Starts With Social Media Monitoring

In order to fully engage in a customer community, develop a widget, or produce a worthwhile video that goes viral; you need to be in touch with the buzz about your business.

Consumers want to talk to consumers. They don’t trust marketers; they trust each other. Social media is a linkable, findable conversation medium and your customers are talking about you, right now, and you likely don’t know what they’re saying (Yet!).
There are three key metrics involved in what is referred to as “Online Reputation Management”:

1. **Share of voice.** This is a measurement of how much and to what degree people are talking about you.

2. **Tone of voice**, a.k.a. “Sentiment analysis.” This is a measurement of whether the conversation is largely positive or negative. If the sentiment is positive, reward those who speak well of you. If the tone is largely negative, you need to take action to get to the root of the problem IF one really exists. If it’s based in misinformation, you’ll need to engage the critics and correct their misunderstanding.

3. **Trends over time.** It’s important to monitor the above metrics over time to see the effects of your advertising, marketing and public relations efforts.
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- Microblogging is Growing. Fast!!
- What Marketers are Doing With It

Marketing savvy companies are using Twitter in a multitude of ways, primarily to establish contact between its staff and customers, giving the company an aura of being human and approachable.

Case study: Ben and Jerry’s

Ben and Jerry’s turned to microblogging to further its engagement with loyal consumers. The company wanted a social media program that would align with the Ben & Jerry’s mission of “Peace, Love and Ice Cream,” fit its culture and met its “key performance indicators” of relationships strengthened and built. They partnered with a social media marketer to create a peace sign mosaic to which users could contribute pictures and text with their own vision of world peace in celebration of the new “Imagine Whirled Peace” ice cream. The campaign is available at www.benjerry.com/imagine.

The results: The campaign yielded a 42-fold increase in time spent engaged on the site. The campaign also strengthened relationships with loyalists and introduced younger audiences.
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- **Twitter Do’s and Don’ts**

- **Do’s**

  - Do create a Twitter profile that helps people verify your legitimacy
  - Do let consumers know who they are talking to (a real person, not a button)
  - Do protect consumer information
  - Do provide customer care and feedback
  - Do include your social media affiliations on your corporate Web site
  - Do empower your Twitter representative to make a difference
  - Do see what other businesses are doing on Twitter
  - Do use Twitter search engines for keyword searches around brands, products and topics of interest.
  - Do follow Twitterers with similar interest to establish a brand presence with conversation.
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**Twitter Do’s**

- Do use Twitter to start a conversation – ask your followers to come up with new ideas or ask what they’re doing now.

- Do learn about customer needs – what other things are customers interested in?

- Do advertise an event or promotion.

- Do ask questions and get feedback from your followers.

- Do engage consumers in co-creation and get constructive insights for future company developments or publications.

- Do follow the Blogger Code of Ethics (be transparent in your reason to Tweet, Respect other Twitterers, think before you direct message, make sure your message directly relates to those you are reaching out to, provide value to your followers).
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- **Twitter Don’ts**
  - Don’t use Twitter to push ads.
  - Don’t just Tweet but also follow others to join in or start a conversation.
  - Don’t use Twitter to tell your everyday tasks; make sure your Tweets are valuable.
  - Don’t Tweet anything about clients, co-workers or others that you would not want them to see.

- **Where Is Microblogging Going?**
  - Eventually, it’s anticipated that the microblogging world will become so cluttered that segmentation will be required to specific niches and targeted industries.
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• **Why Marketers blog**
  - Establish authority
  - Converse with customer base
  - Search related benefits
  - Instant feedback, reciprocity and commitment
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11 Reasons Why Blogging Matters

1. It brings ideas out to the public.
2. It provides a forum for communicating.
3. It showcases new ideas.
4. It presents different perspectives.
5. It allows for disintermediation traditional media (if something written about you was wrong, set the record straight).
6. It allows people to find you through search and search engines love blogs.
7. It empowers people to respond.
8. It allows for communication with very niche segments.
9. It allows you to spark conversation.
10. It encourages collaboration with community to solve problems.
11. It helps to create your brand and get your message out.
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Tips for Creating An Effective Blog

• Create an authentic blog personality.

• Go into your blog writing with the intent of writing to inform, not to sell.

• Set clear objectives for your blog management.

• Look at other industry blogs to see how they are engaging their readers.

• Comment on other blogs to leave a footprint back to your own.

• Be consistent.

• Keep it simple.

• Allow comments.

• Provide unique content that makes your blog a destination for the user.

• Link your blog to other reputable sources of information.

• Use newsletters to promote engagement.
Tools and trends in Marketing

- **Best Practices for Marketing in Facebook**

  - Assign a specific person to create and manage your company’s Facebook Page. It’s important to post new information, photos and videos regularly to keep it fresh.

  - Respond to messages and questions left on your Page’s discussion board and “Wall” within 24 hours.

  - Post all of your events, videos and relevant photos to Facebook. Consistent activity and active sharing are critical to Facebook success.

  - Don’t fall victim to the mentality: “If I build it, they will come.” Develop a strategy to attract fans, which may involve both paid and unpaid approaches.

  - Promote your Facebook Page outside of Facebook to attract more fans.
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20 Ways to market in Facebook

1. Profile Page
2. Groups
3. Pages
4. Events
5. Notes and Photos
6. Messages
7. Marketplace
8. Share/Posted Items
9. Networks
10. Mini Feed and News Feed
11. Social Ads
12. Contests
13. Polls
14. Facebook Platform Ad Networks
15. Sponsored Facebook Groups
16. Profile Box
17. Mini Feed
18. News Feed
19. Invitations
20. Email Notifications
Tools and trends in Marketing

Tips for Effective Email Marketing

- **Make it easy to subscribe** - an even book in your store, a simple form on your Web site that gives people access to discounts or promotions if they provide their e-mails.

- Keep it confidential. Assure your customers you will never sell their information.

- Don’t waste the subject time. Instead, use eye-catching headlines.

- **Avoid abbreviations, slang and hyperbole.**

- Minimize imagery. Too many graphics makes an email slower to load.

- Label the imagery you have so people see what they are missing if they don’t download it.

- Include a visible call to action above the fold.

- **Use a tone similar to what you’d use and a face-to-face meeting with prospects: direct and professional.**

- Clearly state the purpose and value to subscribers.

- Personalize the message whenever possible.
Tools and trends in Marketing

- **Tips for Effective Email Marketing**
  
  - Nix attachments. Some people will not open emails with attachments because of virus fears.
  
  - **Avoid purchased lists of emails.**
  
  - Make it easy to unsubscribe to your messages.
  
  - **Make your emails mobile-friendly** - “click here to read on your mobile phone” is becoming more commonplace.
  
  - Use “from” to your advantage; emails from a CEO to a fellow executive tend to resonate. Ensure your “from” line is from someone who matters.
  
  - Keep messages short and sweet.
  
  - Respect the audience’s time - do not send messages too frequently.
  
  - **Offer something unique to the email audience.**
  
  - Add a link to your company’s Twitter account to all mass email communications and even to event invitations and email newsletters.
Intersection of Marketing and Technology

- Effective Marketing

- With all of the technology cropping up for communicating with consumers, learning from their conversations, and capturing their data, it’s easy to get caught up in tools and forget the big picture: **Putting customer needs at the centre of the business.**

- We need to understand what the changes in technology mean for marketers, and how to use them to deliver better experiences.
What has changed about our world that has required businesses to adapt their structure?

In a word, technology. The rise of social networks and other self-publishing platforms have given consumers their own bullhorns. Mobile phone advances have birthed super-shoppers, with the world of reviews at their fingertips while they’re browsing the aisles.

Old models, whether interruptive marketing or retail strategies predicated on the scarcity of information, just don’t work anymore.

Businesses must adapt by adopting next-generation storytelling techniques and more responsive media strategies.
What has changed about our world that requires companies to rethink how they approach the customer experience?

Rampant technological change means that not a week goes by that consumers don’t have some new way of connecting to the world — from Twitter’s Vine to Google Glass, to Facebook Home to the incredible amount of apps available in the Android and Apple stores.

The disruptive capabilities of new technologies are empowering customers with more choice, control, and content. To stay relevant, companies need to find ways to leverage these technologies and platforms. This isn’t about retreading your grandmother’s marketing plan or tech development.

This is about customer-centricity.
Intersection of Marketing and Technology

- **How does the customer benefit when businesses merge their marketing and IT functions?**

- *Marketing understands the consumer; IT understands how to empower the consumer and build the websites and apps and so forth that power experience and how to connect new tech experiences to the enterprise.*

- When marketing and IT work in concert they deliver experiences that are relevant, functional, and engaging.

- If you map your operation to the consumer journey, then sharp divisions go away. Marketing and IT – and other functions – are laser-focused on the customer’s wants and needs and how they can best be served.
Here is an example of a better experience that resulted from merging marketing and IT effectively

Audi City opened a showroom without cars in London in the summer of 2012. Visitors were able to view different colours, equipment options/functions and focus on specific technical details all through multi-touch screen tablets. They were then able to see a life-size digital version of their car of choice on a huge HD screen.

The showroom brought the Audi brand into the heart of a city, making it more accessible to potential customers, rather than forcing them to travel to industrial areas where car dealerships are traditionally located. Audi plans to open more than 20 other locations across the world by 2015.
How do you distinguish a “converged” organization from one that is simply functional?

Convergence is a constant process, not an end-point. The simple answer is an organization that puts the customer at the center is “converged.” However, there is no finish line.

Technology, creativity, and media are constantly evolving; so too is the converged enterprise. It is a never-ending challenge to adapt to a customer experience that, in our digital age, will always be in flux.

The hallmarks of a company that gets this are: Strong, effective coordination between marketing and IT and a software company mentality that uses agile development and employs product managers, not just marketing managers.
Intersection of Marketing and Technology

How would a small business act on and benefit from convergence principles?

There’s good news and bad news for small business. The good news is that smaller organizations are less likely to run into the deep structural problems that enterprises struggle with. This is simply a virtue of a smaller scale: Problems having to do with silos are easier to fix if they exist at all.

The bad news is that there may not be enough resources to fund tech experiences that break through. Budget constraints often lead small business to rely on off-the-shelf solutions that while cost-efficient may not get the job done.

Happily, customer-centricity is a universal truth that works for businesses of all your sizes. Your customer will lead the way.
How are companies using the trends in big data to enrich customer experiences?

The marketing business used to believe that focus groups told us how people behaved. In reality, focus groups told us what people thought about how they behaved, which may or may not have reflected the truth.

Data, as pulled from web browsing, purchases, GPS, social media, gives us the truth and it grants companies the power to create more relevant, more personalized experiences for their customers.

Successful data-crunching tells us not only what a customer likes but what a customer is likely to like.
Intersection of Marketing and Technology

- What are the first three key steps to adapting to and enacting a convergence mindset?

- The first step is to find your convergence mantra, the story you can tell both upstream and downstream about how your company is going to organize around the consumer. Zappos and its customer service-driven culture is a great example of this.
Intersection of Marketing and Technology

What are the first three key steps to adapting to and enacting a convergence mindset?

Next you need a visionary. For Zappos, it’s CEO Tony Hsieh, one of the most eloquent and exciting corporate spokespeople around. But it need not be a CEO. It just needs to be someone who unites and inspires.

The third step is to get a cross-functional group of people in the room and do some workshops, looking at both the immediate competitive environment and gazing outside your industry for inspiration.
Intersection of Marketing and Technology

- What is meant by “Marketing is commerce and commerce is marketing”?

- Data has told us that the marketing experience both in store and online drives a brand’s reputation as much as any other touch point.

- If a customer is delighted by a visit to online and physical stores, it is the strongest expression of your brand.

- Being true to your brand principles and driving those truths through technology enables your brand to create long-lasting and enduring relationships with your customers.

- If you aren’t creating a relationship with your customers at every touch point, someone else will.
Publishing Trends for 2013

- Content is King!

- Print books will prove they’re not going away

Rather than cannibalizing print book sales, digital sales are supporting a growth in the total book market. More importantly, digital books are encouraging early adopters of technology to embrace reading.

For example, a recent US study showed that “the percentage of children who have read an e-book has almost doubled since 2010, to 46% percent” (NY Times).
Publishing Trends for 2013

- New dynamic marketing models for publishers.
  The Power of Social Media

- Publishers need to create content for their marketing campaigns that feature highly sharable images and video, which are fun and engaging for the end user.
British University Students Still Crave Print, Says New BML Study

LONDON March 2013 – While the majority of the U.K.’s undergraduate students are now using e-books, none are yet relying on them as a primary source of information. Print continues its hold as a key resource for at least two-thirds of students. That’s one of the key findings of a major new study that explores student information sources in the digital world from the book research experts at BML, a Bowker business.
Publishing Trends for 2013

- Amazon is top dog

- Amazon’s strength and size is such that it is irrevocably altering the very makeup and fabric of the industry. It’s also driving the way consumers engage with content.

- While content presentation and delivery is wholly focussed on end-user demand, and publishers and retailers will continue to wrangle in their attempts to surpass each other in satisfying the consumer, Amazon still has the monopoly on eBook consumption and self-publishing.

- The tendency for the consumer to prioritise the ease and familiarity that Amazon represents will continue far into 2013, and publishers will have to work really hard to provide an offering strong enough to alter consumer behaviour in this regard. Moreover, if self-publishing through Amazon becomes a commercially viable route for authors and more migrate their books to the site, consumers will come to view Amazon as a resource for exclusive content to rival the output of traditional publishers.
Publishing Trends for 2013

- It’s all ‘APPening online

- One trend that we are bound to see more of in 2013 is an alteration in trade publishing’s approach to app development. Technological competition will, over time, result in a diminished market share for the “closed” technology products that dominate the landscape today.

- A clear side-effect of this will be a move from device-based apps to web-based apps that buffer content and tools, but at the same time function cross-platform.

- This transition offers publishers a much stronger opportunity to invest in end-user satisfaction and successfully invest once to monetize content for numerous platforms.
#Social media fail

It is undeniable that social media has thundered into a position of cultural prevalence. It is also certain that the likes of Twitter and Facebook present publishers with a brilliant platform for marketing and publicity activities.

What hasn’t happened, however, is the evolution of social media as a viable sales platform despite the hype. Migrating e-commerce to these platforms remains elusive.

Could 2013 be the year that publishers leave social media to individuals, and focus resources elsewhere?

Trade publishers may find it more commercially savvy to concentrate their online investment on web-based content, multiple device strategy, and working on new means to divide and distribute e-content (such as trialling chapter or sample downloads and payment options for eBooks).
Publishing Trends for 2013

Exploring New Markets

Publishing is becoming a more globalised industry. Mergers, acquisitions, joint ventures, shared media platforms and technological advances have made the world a much smaller place.

Perhaps rather than trying to predict the future, publishers need to focus on getting their houses in order, as strong and efficient systems are an ever-more necessary foundation for secure and successful working within an unpredictable future globalised market place.

With strong foundations, priority investment in multiple platforms and an open mind to creative and commercial ventures trade publishers can and should thrive in 2013 and beyond.
Publishing Trends for 2013

- Move away from title-specific, publishing-date centric marketing

- According to a recent *Bookseller* article, the majority of publishers saw a spike in digital sales over the holiday period.

- Publishers are having to look at developing marketing campaigns that are audience-driven.

- Consumers pay much less attention to release dates than publishers do, and it’s more important for a book to be great than to be new.
Publishing Trends for 2013

2013/14 will be exciting years which will see publishers investing in the provision of content for multiple platforms, new creative ventures, and most importantly, will see better quality content for everyone, in a format that suits them best!
Publishing Trends for 2013

- **Use your Marketing Mix**
  - Taking the matrix I’ve created for you or that you’ve drawn for yourself, start brainstorming. Write down every kind of bookmarking activity you can think for each of the squares.

  - Think about ways to reach your audience in each of these four combinations. Don’t let the word “impossible” stop you, even something as crazy as “Sing at a Heritage concert on Mars.”

  - If you’re looking for innovative book marketing ideas, then you’ll want to go for the ones that seem the craziest. Don’t think about why they can’t happen; think about how they can happen.
Publishing Trends for 2013

- **Marketing Trend 1**: creating a cross-channel engagement strategy

- Search engine optimisation (SEO)

  Despite all the interest in social media marketing, the data on what drives visits shows that search still drives a significant proportion of traffic, so smart marketers use a deeper approach to SEO others.

- **Marketing trend 2**: Social media optimisation (SMO)

  SMO provides a framework to take social media marketing to the next level. Many companies have a presence and are active on the social networks. The next stage is to develop a social media strategy and optimise how content is shared and how it supports customer journeys through to sale. There’s also a need to look at how content is shared through key influencers and developing an approach for influencer outreach as part of social media monitoring.
Publishing Trends for 2013

- **Digital marketing trend 3:** Content optimisation

  - Content optimisation is closely related to SMO content marketing strategy.
  
  - To succeed needs a deep understanding of customer preferences; analysis of what works for competitors and then development of your findability and shareability for content.

- **Digital marketing trend 4.**

  - Gamification: There is a lot of interest on gamification. It’s an interesting new approach to engage online audiences, but we’ll see how widely it can be applied.
Publishing Trends for 2013

- **Digital marketing trend 5.**

  - **Video Marketing:** We’ve had a lot of interest in YouTube marketing too and this suggests many marketers are going to “up their game” on video marketing.

  - Remember that [YouTube is the second most important search engine](http://youtube.com) in many countries.

- **Digital marketing trend 6.**

  - **Mobile Marketing:** As I saw in a recent post by James Bott, there are many [mobile marketing strategy options](http://mobilemarketing.com).

  - Of these options we have seen lots of interest this year in [QR code marketing](http://qrcode.com) and this fits the increasing [consumer usage of QR codes](http://qr codes.com) which seems like it is nearing tipping point.
Intersection of Marketing and Technology

- **Tips for Effective Marketing**

  We have spoken about many things and I am sure you are implementing some, if not all of them, but just to summarise, here are some reminders:

  - Focus on creating and strengthening your corporate brand.
  - Different imprints for SDA and non-SDA (if necessary)
  - Content Marketing is King!
  - Choose your target audience for your books and your campaigns
  - Multi-platform production and advertising of your titles
Intersection of Marketing and Technology

- **Tips for Effective Marketing**

- Use different methods of advertising: classical radio, write an article for a local paper with a story of something related to your book, etc..

- Send out News Releases (e.g., Goodreads Newsletter)

- Books as a gift or premium for their clients or for those who subscribe to your website

- Postcards to be placed in different venues (they are everywhere because they work!)

- Tie your books to National events
Intersection of Marketing and Technology

- **Tips for Effective Marketing**
- Specific book Marketing plan (there are many services online)
- Social book promotion: social bookmarking
- Direct mail advertising needs to be VERY selective
- Donate books to charity auctions
- Hold a book reading
- Print extra covers
- Regional magazines/papers
- Do street Marketing
- Interviews on Radio/TV/YouTube
Intersection of Marketing and Technology

Tips for Effective Marketing

- Create a contest for your book on Facebook
- Develop a show/discussion/blog around your book
- Why is your book different?
- Spin-off products
- Release a few chapters online (cliff hangers)
- Produce books with added value and multi-platform
- Social Media Advertising (shift to Mobile advertising/SMS bundles)
I think spending time on book marketing every day is an absolute must. To help out my fellow time-strapped folk, I’ve put together a list of 31 book marketing (and fanbase-building) ideas that you can easily complete in a day — or less!
Publishing Trends for 2013

- Email a fan who has commented on a recent blog post, just to say “thank you.”

- Tweet a personal “thank you” to every non-spammer who has mentioned you in the past week.

- Respond to every comment on your blog.

- Find another indie whose work you love and send them a friendly “hello.”

- Plan a giveaway — choose a date and write down 3 ideas to build up hype.

- Uncover your “one reader.”

- Contact an indie friend and propose a review exchange.

- Figure out your best reader hangouts.
Publishing Trends for 2013

- **Set a schedule** for writing and marketing (tip: try the Duolit weekly planner, part of our [Book Marketing Toolkit](#)).

- Plan a **relaunch** of your book.

- **Read every marketing post** in a weekly roundup, like “**Friday Features**” or the “**Friday Round-Up**”

- Choose a **blog topic** for the next four weeks.

- Add an **email list opt-in box** to your website.

- Audit your **author website** and consider **installing a new theme**.

- **Examine how your favorite author** is reaching fans online; borrow one idea and start using it today.

- Research blogs on which to **guest post**; leave a comment and add them to your RSS reader.
Publishing Trends for 2013

- **Create a freebie** to release exclusively to your email list; try a short story, alternate-POV chapter or flash fiction.


- **Release a snippet of your WIP/next book** on your blog — make it a cliffhanger!

- Write down two new ways you can better **engage your readers**.

- **Make a personal commitment** to respond to every genuine reader email, comment or tweet.

- **Eliminate a social network** you don’t like/don’t use to focus on those you prefer.

- **Find a fan’s blog** (hint: click on their name in the comments); add it to your RSS reader or leave a comment.
Publishing Trends for 2013

- Write a quick sentence or two on how you use each of your social networks. What will you post? How often? Who are you trying to reach?

- Interview one of your readers; find out why they like your work and where else they hang out online.

- Revamp your media kit.

- Improve your Amazon listing.

- Focus on creating a connection with readers, not just making sales.

- Craft a perfect elevator pitch.

- Follow the reader-finding advice of other awesome indies.

- Sign up for our free book marketing course
Publishing Trends for 2013

- Below you will find other resources that may give you some ideas to help you have a successful book marketing campaign.
  - 50 Creative Book Marketing Ideas by John Kremer
  - “Marketing Tools and Technology – How Does A Marketer Decide?” was originally posted on Michael Brenner’s Blog
  - This Is the Future of Book Marketing http://mashable.com/2013/07/03/book-marketing-loud-evolution/
At the end of the day we should feel reassured as we know that both the Bible and the Spirit of Prophespy tell us that publishing will have a most important role till Jesus come!

Let’s continue working and publishing for the Lord.
The end

by Elisabeth Sangüesa
Marketing Director
(esanguesa@stanboroughpress.org.uk)