

DATA-DRIVEN NEW RELEASE MARKETING

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



BookBub, a Book Discovery Service

7m+

readers

12,000

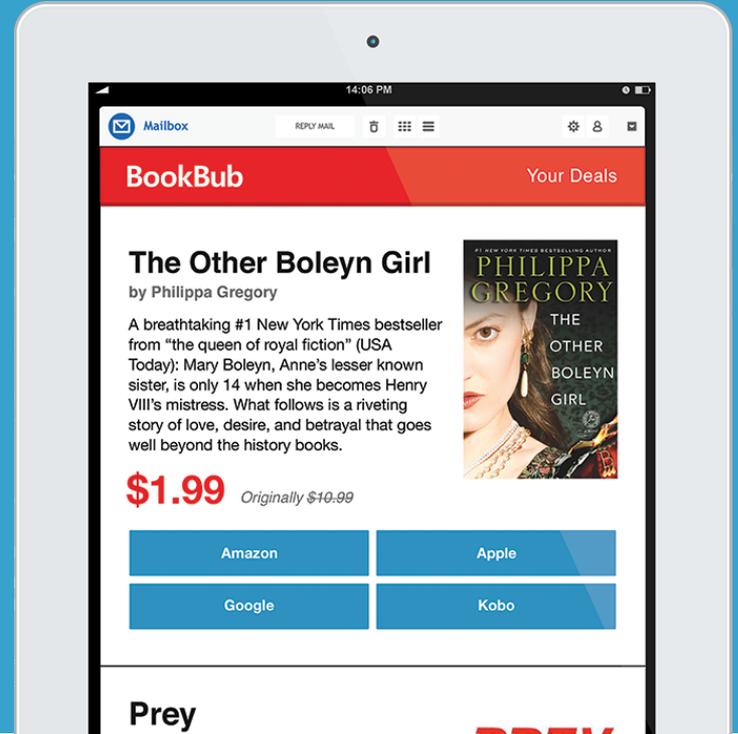
deals listed

20m

books sold
through the email

200

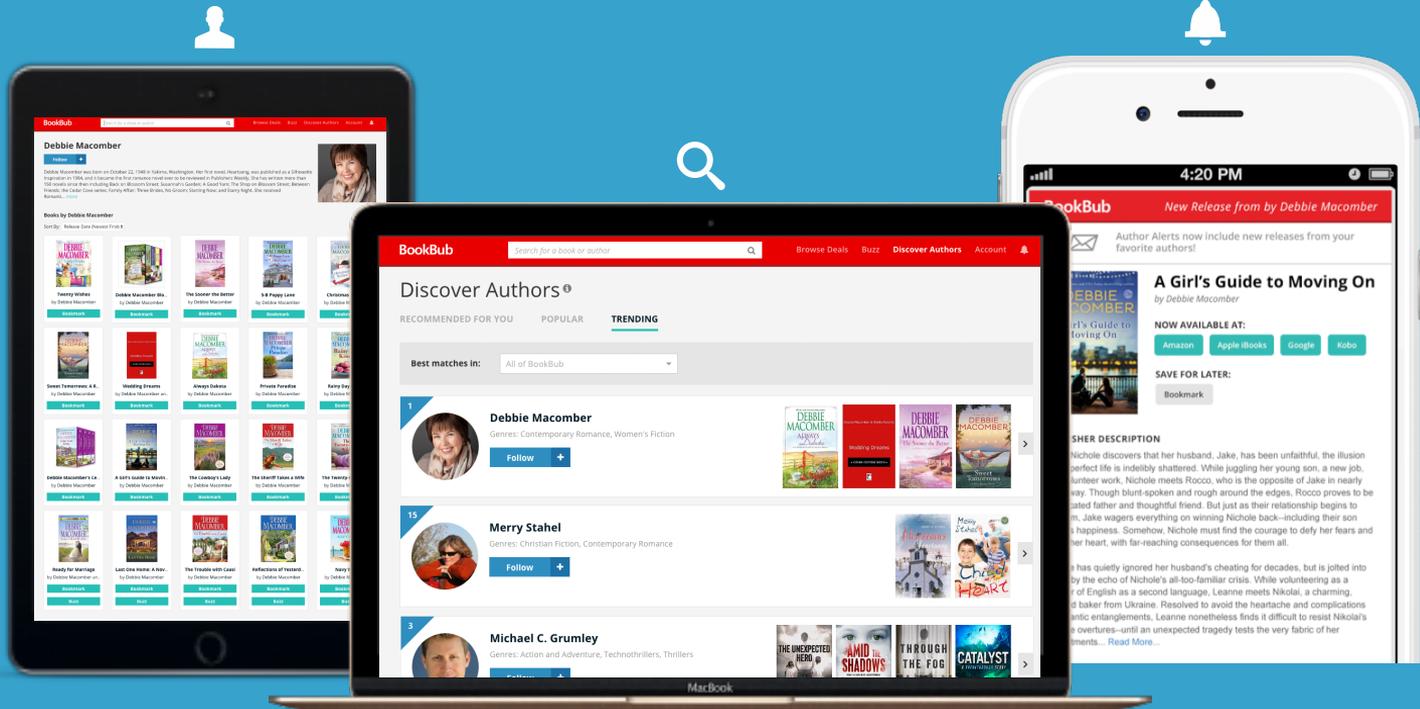
books (mostly backlist)
hit NYT bestseller list
after being listed on
BookBub



2015

BookBub, a Book Discovery Service

2016

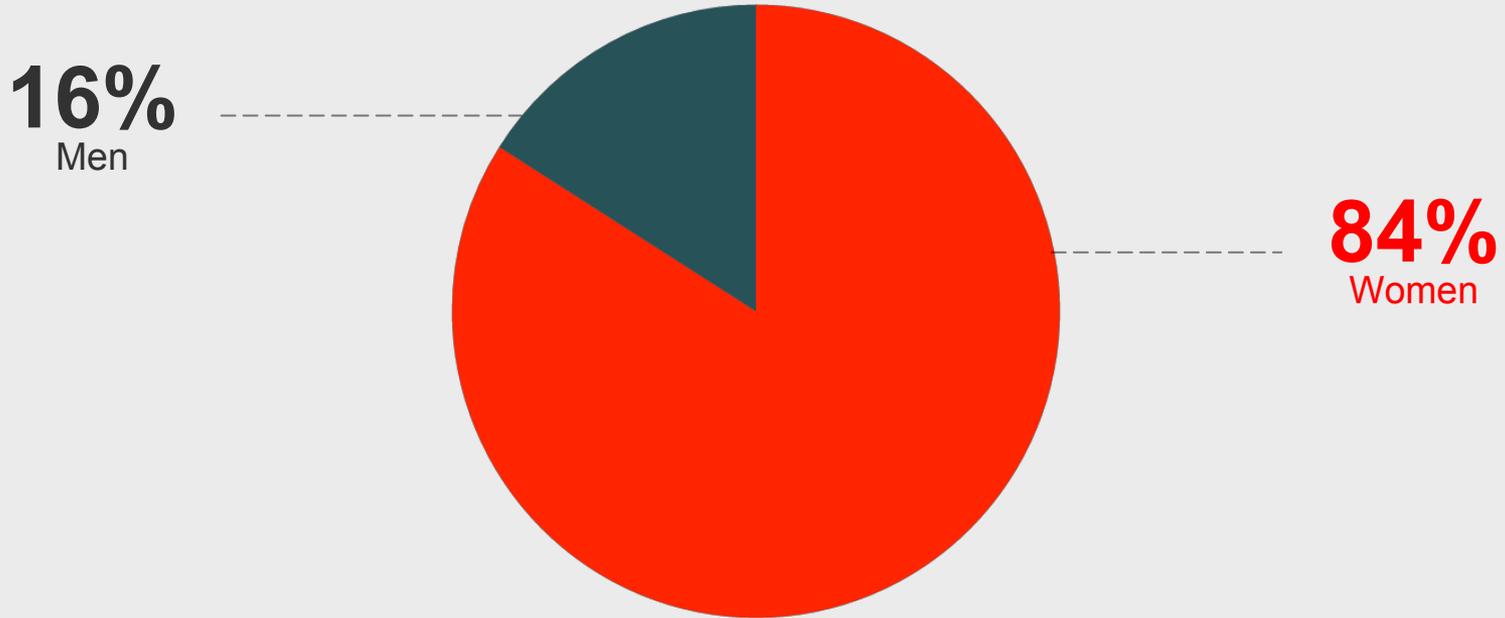


LESSONS

FROM BOOKBUB READERS

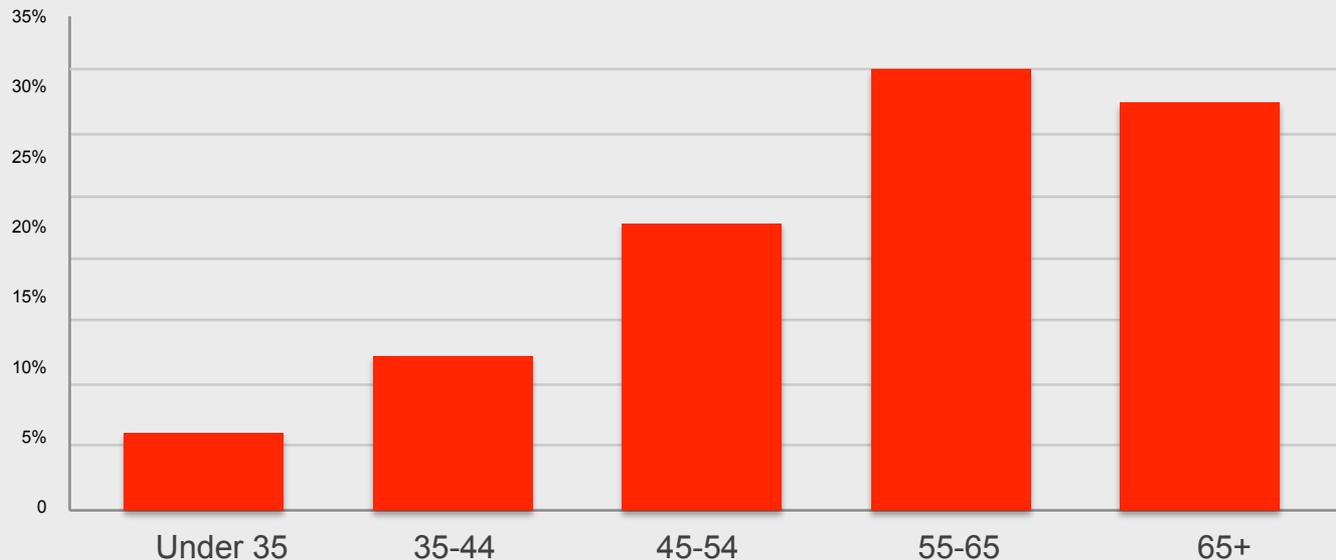
WHO ARE BOOKBUB READERS?

They Are Predominantly Female



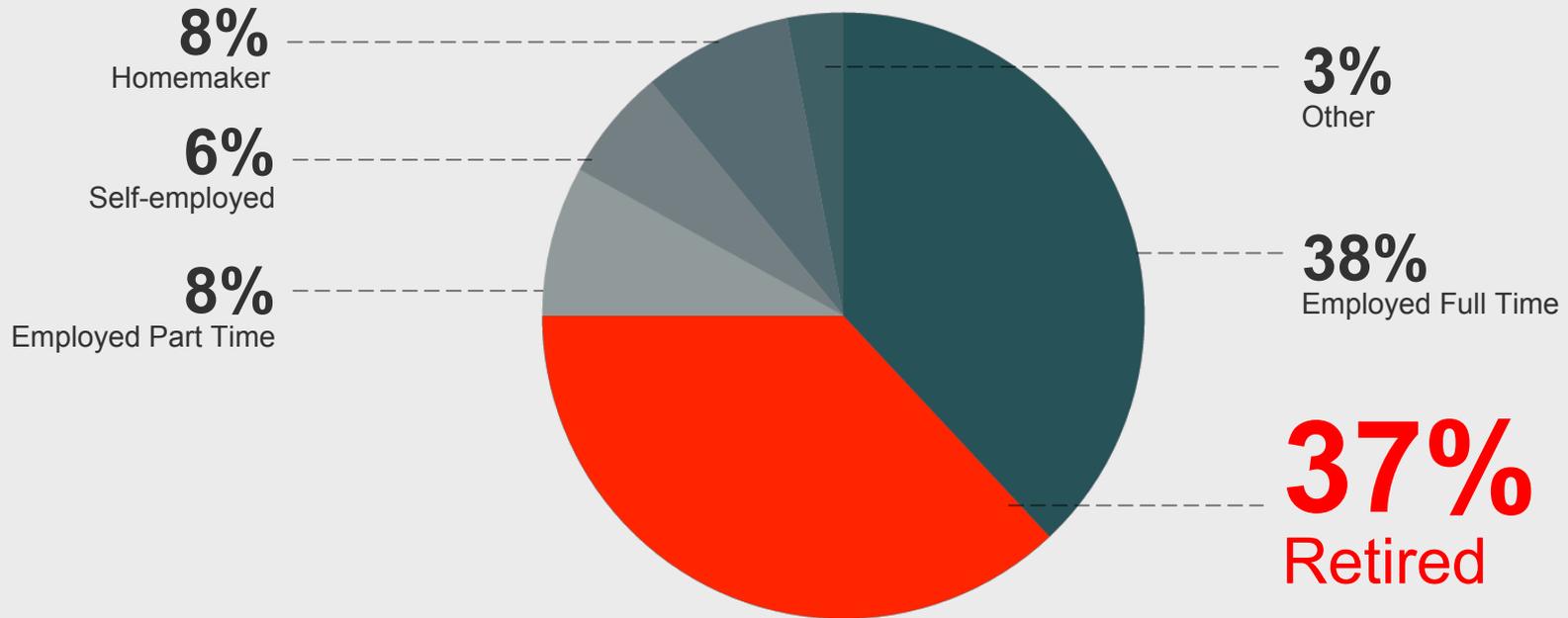
WHO ARE BOOKBUB READERS?

The Vast Majority Are Over 40



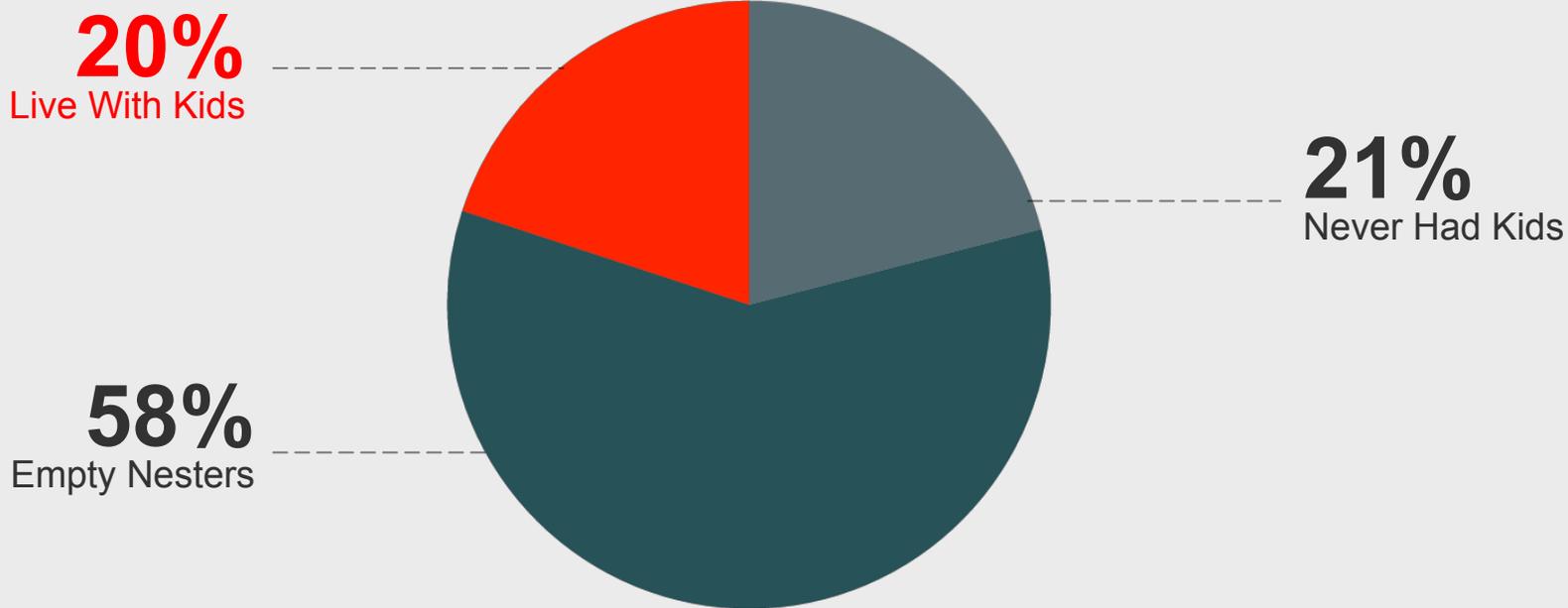
WHO ARE BOOKBUB READERS?

A Significant Amount Are Retired



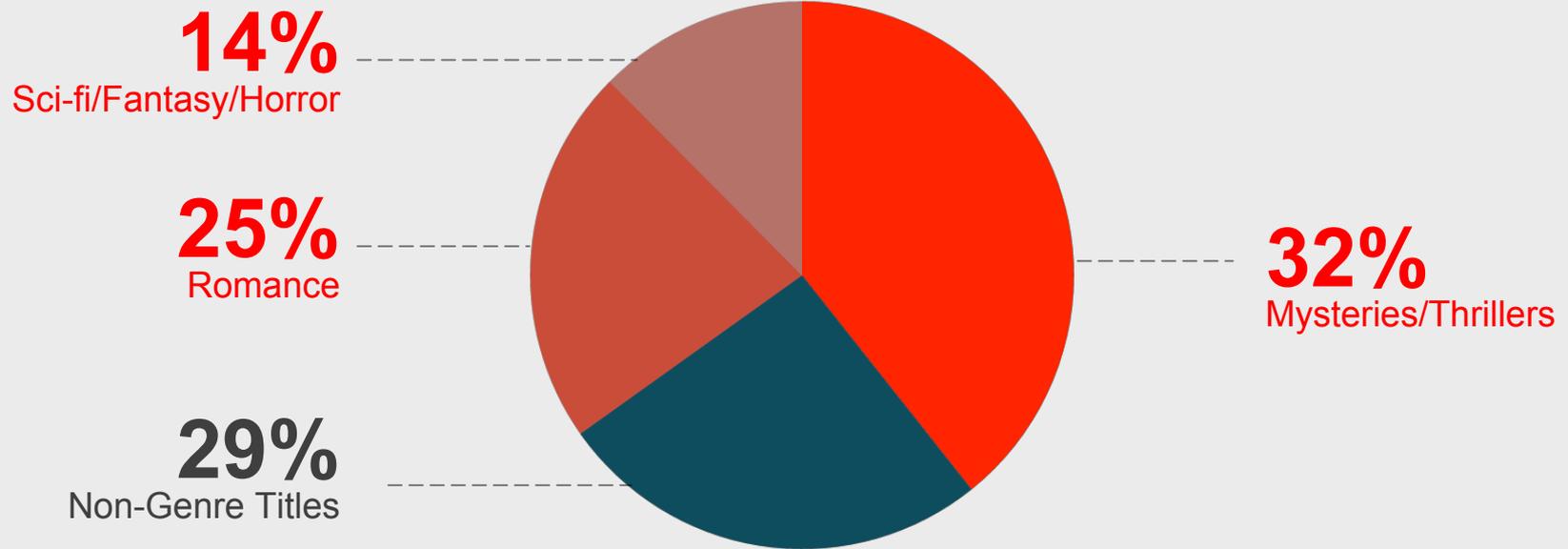
WHO ARE BOOKBUB READERS?

Most Don't Live With Children



WHO ARE BOOKBUB READERS?

They Are Predominantly Genre Readers



WHO ARE BOOKBUB READERS?

They're Power Readers



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

—Kobo CEO Michael Tamblyn at *2016 London Book Fair*



MYTH

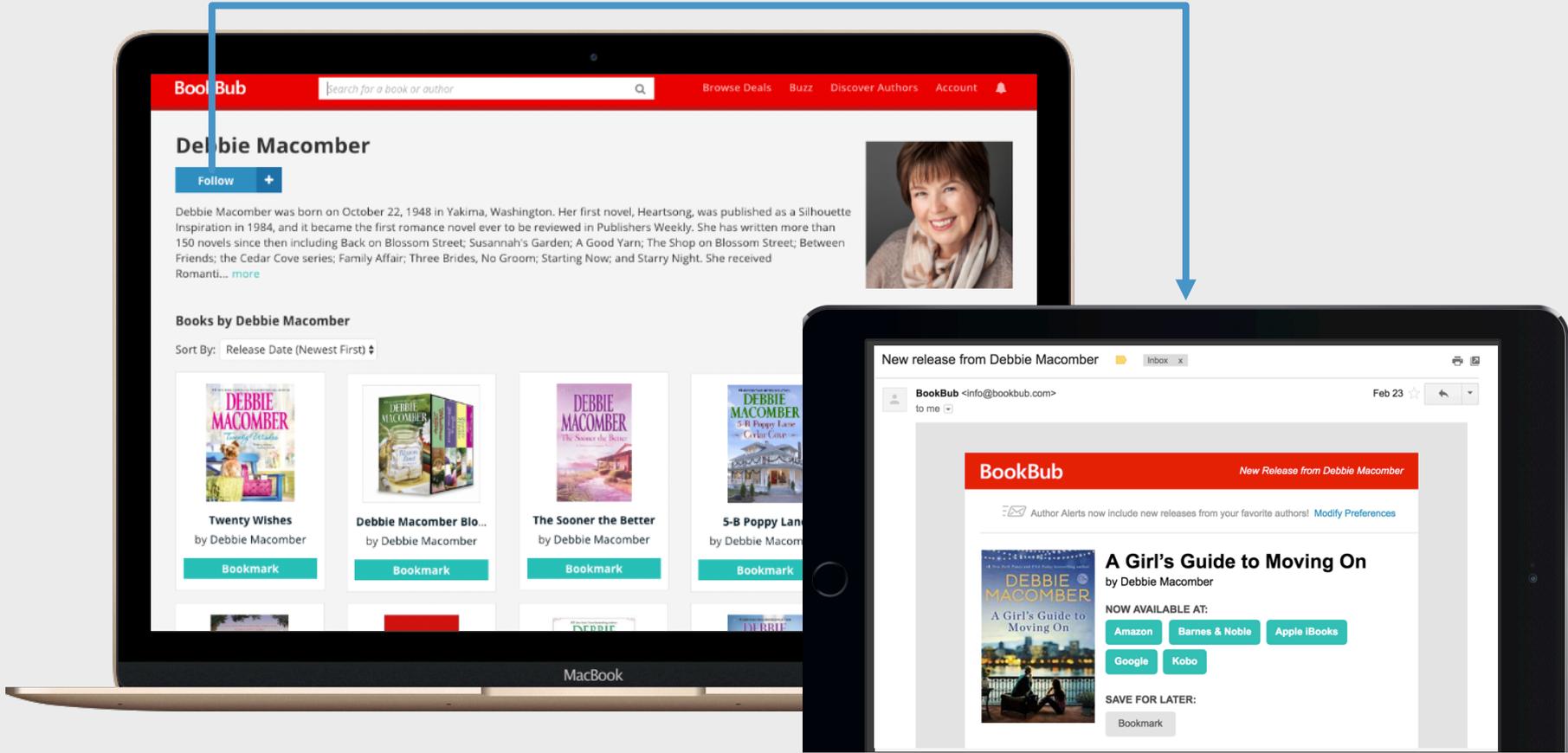
Discount readers don't buy
full-priced new releases.





77%

of bargain readers also
purchase full-priced books.



BookBub

Search for a book or author

Browse Deals Buzz Discover Authors Account

Debbie Macomber

Follow +

Debbie Macomber was born on October 22, 1948 in Yakima, Washington. Her first novel, Heartsong, was published as a Silhouette Inspiration in 1984, and it became the first romance novel ever to be reviewed in Publishers Weekly. She has written more than 150 novels since then including Back on Blossom Street; Susannah's Garden; A Good Yarn; The Shop on Blossom Street; Between Friends; the Cedar Cove series; Family Affair; Three Brides, No Groom; Starting Now; and Starry Night. She received Romanti... [more](#)



Books by Debbie Macomber

Sort By: Release Date (Newest First)



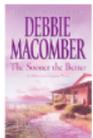
Twenty Wishes
by Debbie Macomber

Bookmark



Debbie Macomber Blo...
by Debbie Macomber

Bookmark



The Sooner the Better
by Debbie Macomber

Bookmark



5-B Poppy Lane
by Debbie Macomber

Bookmark

New release from Debbie Macomber

BookBub <info@bookbub.com>
to me

Feb 23

BookBub

New Release from Debbie Macomber

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



A Girl's Guide to Moving On

by Debbie Macomber

NOW AVAILABLE AT:

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Barnes & Noble

Apple iBooks

Google

Kobo

SAVE FOR LATER:

Bookmark

\$7.50

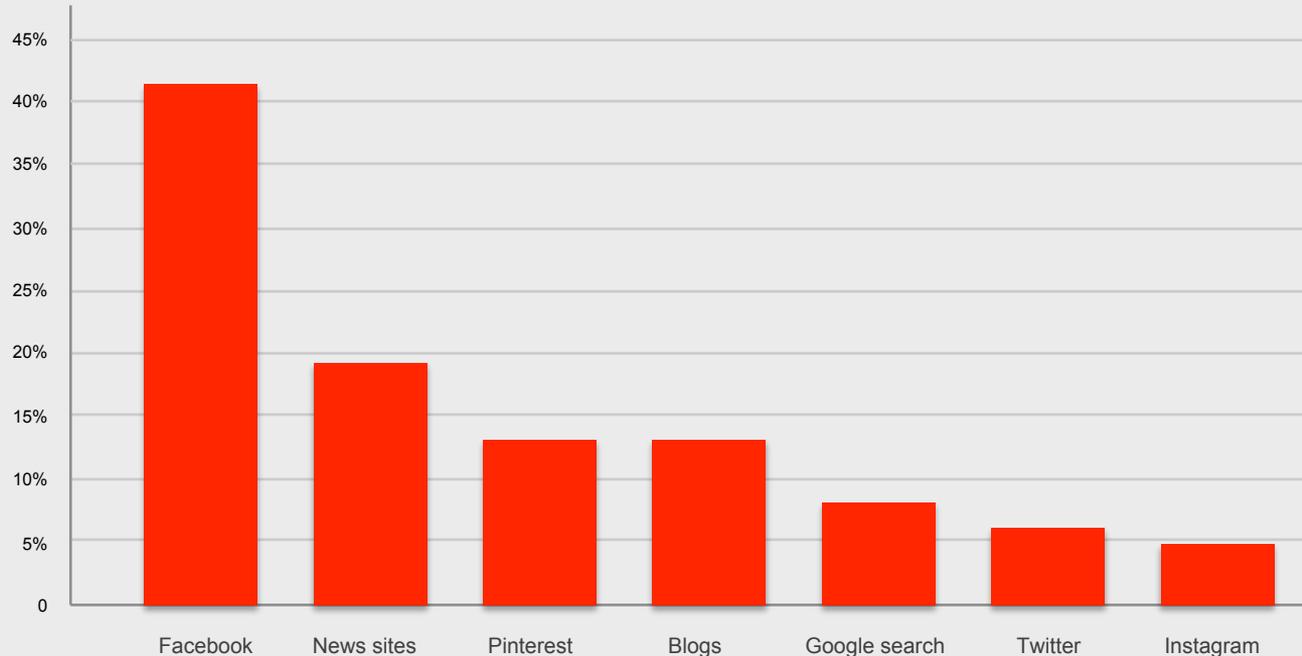
The average price of a new release purchased by BookBub New Release Alert subscribers.



What do we know about purchasing habits?

PURCHASING HABITS

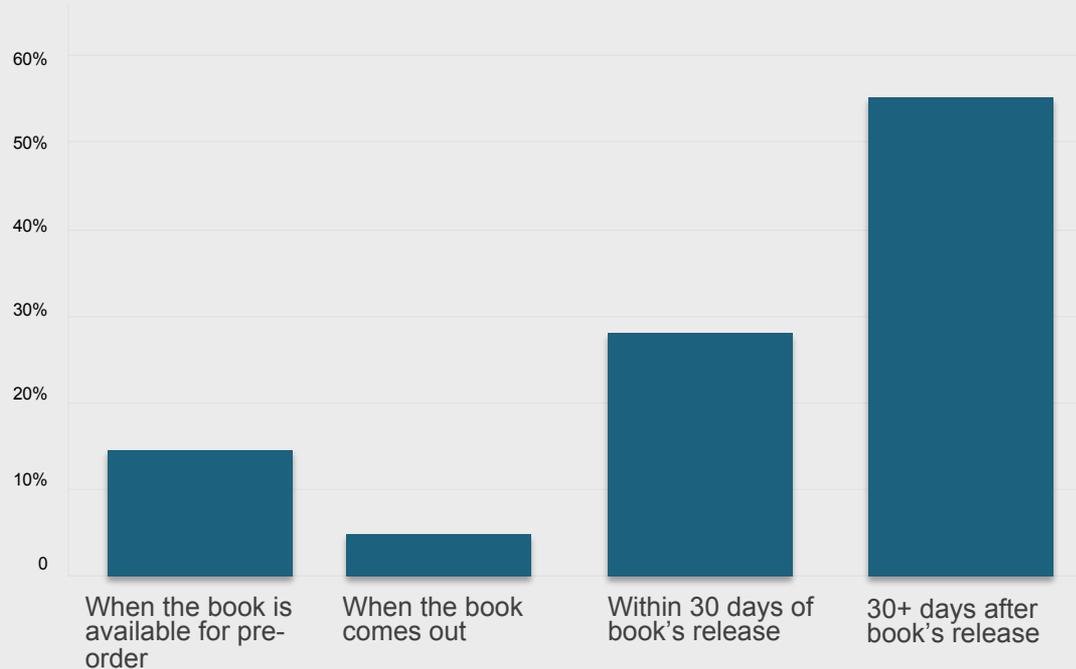
Facebook leads social discovery



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

PURCHASING HABITS

Timing is varied

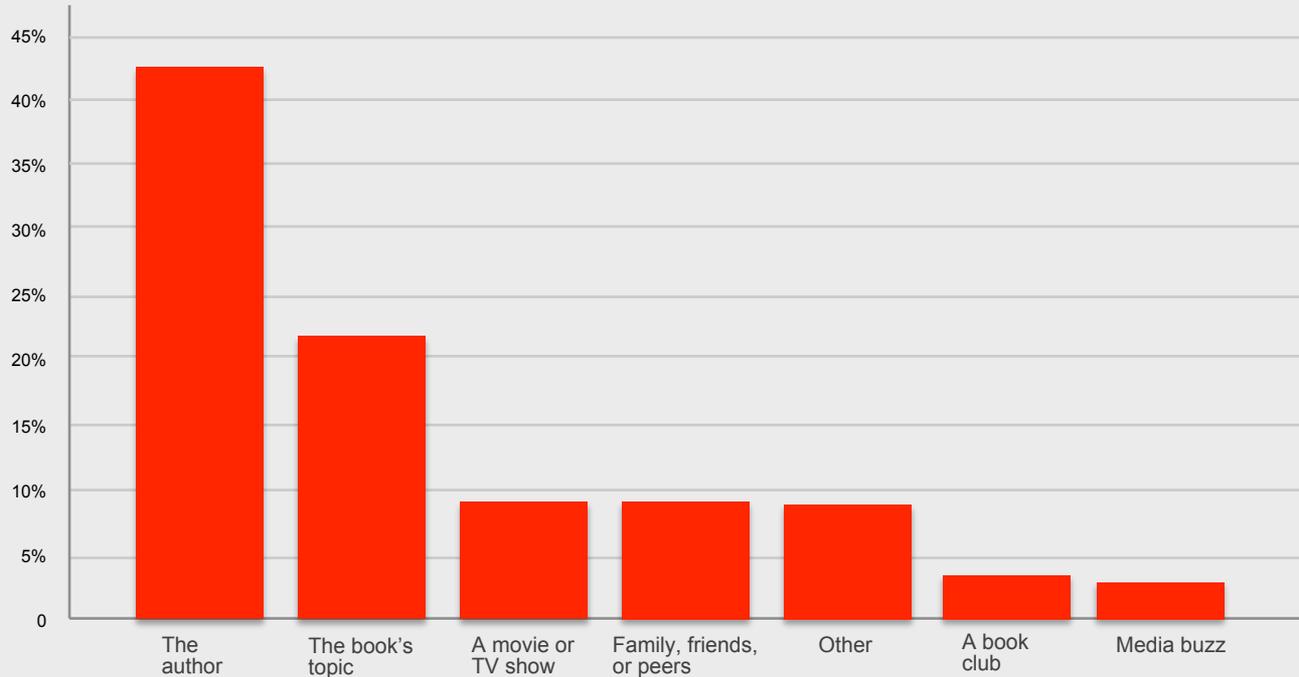


When do you typically purchase new releases?

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 →

BuzzFeed 7 hrs · 🌐

squeals



19 Adorable Things For Anyone Who's Obsessed With Hedgehogs

BUZZFEED.COM | BY RENEEM4CAB00C3B

👍 Like 💬 Comment ➦ Share

👍❤️😂 2.7K [Top Comments](#)

And the solutions are
endless...



Pinterest



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You Tube

kobo 

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& NOBLE



goodreads



iBooks



Instagram

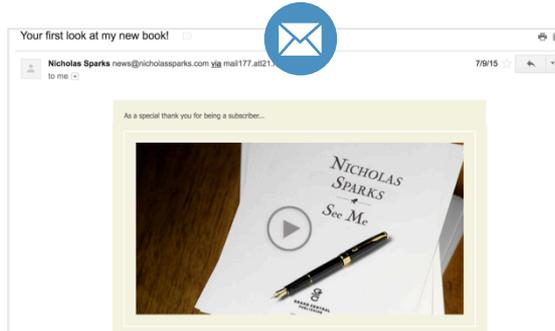
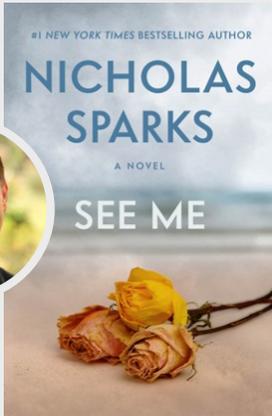
BookBub

 Google
AdWords

wattpad

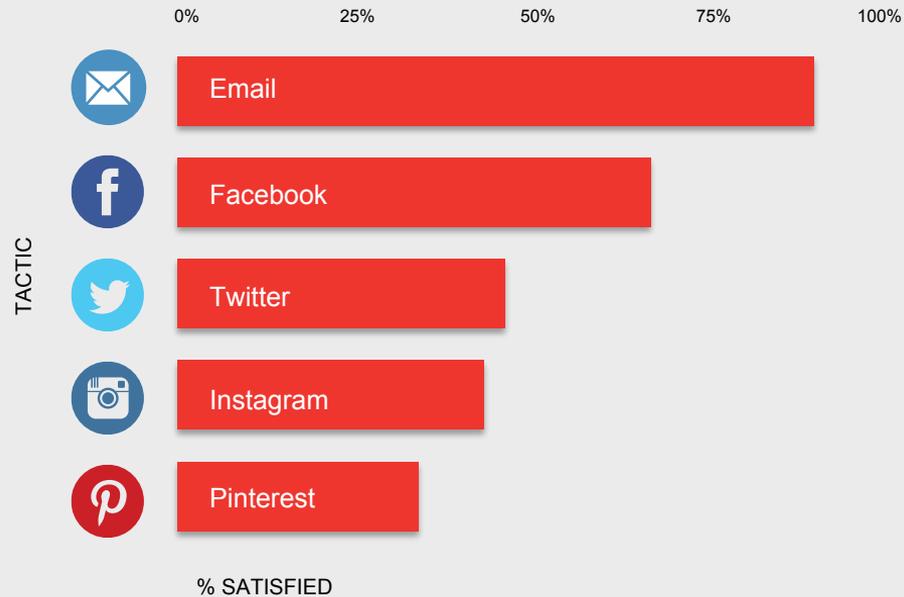
**BookBub partners are using three
main approaches**

1 Sell to an author's fans

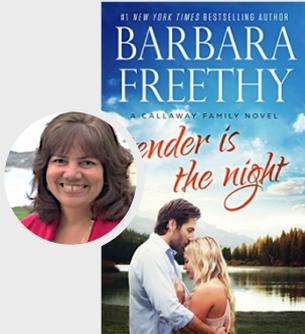


NEW RELEASE MARKETING TACTICS

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 Q 🔖

Rate This Book

★ ★ ★ ★ ★

[Write A Review](#) [Share](#)

Other Books in This Series >

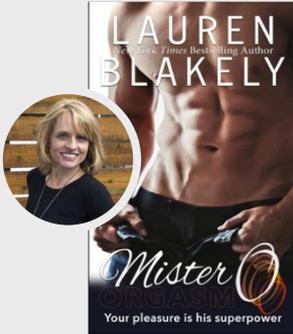
6. That Summer... 2014	7. When Shadows... 2014	8. Somewhere... 2015	10. Tender Is the Night 2016	11. Yo



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](#)



AT&T LTE  54%

Suggested Post

 **Lauren Blakely**
Sponsored · 

"A sexy, delicious, toe-curlingly good time!"
Amazon → <http://amzn.to/1NeHOih>
iBooks → <http://tinyurl.com/MisterOrgasm>
BN → <http://bit.ly/1Y1PCEI>
Kobo → <http://bit.ly/1oXCxRi>



MISTER O is here for your reading pleasure! [Learn More](#)
amzn.to

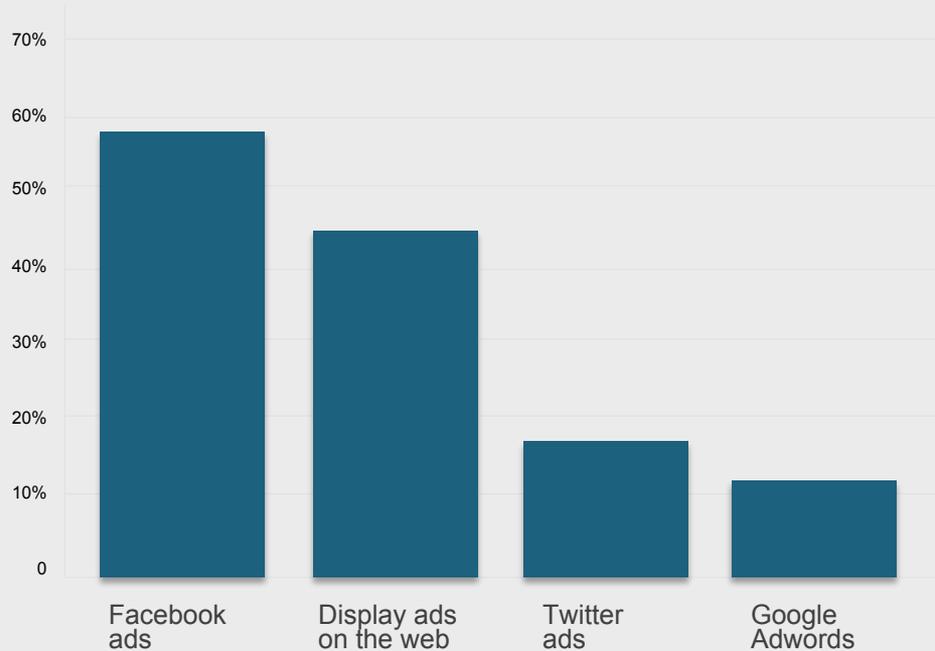
 5  1 Share

 Like  Comment  Share

[News Feed](#) [Requests](#) [Messenger](#) [Notifications](#) [More](#)

ADVERTISING

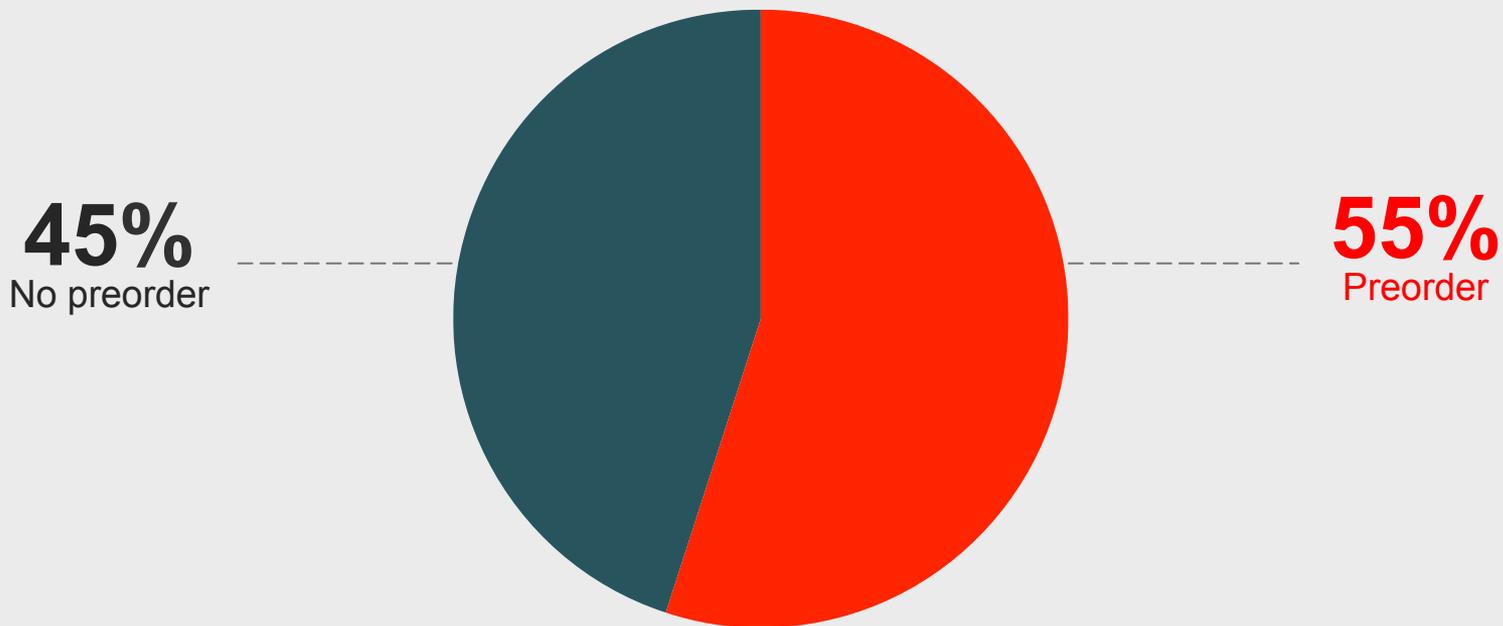
Satisfaction with advertising tactics



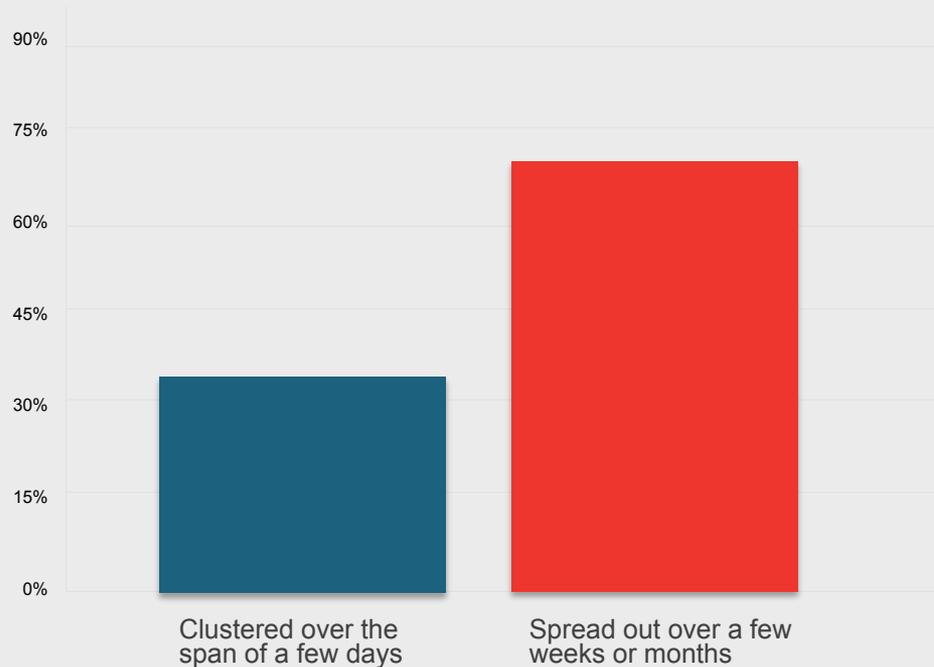
Authors and publishers who ran paid advertisements reported the highest satisfaction with Facebook ads.

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>

