

BookBub

How Traditionally Published Authors Market Their Books



Debbie
Macomber



Michelle
Krys



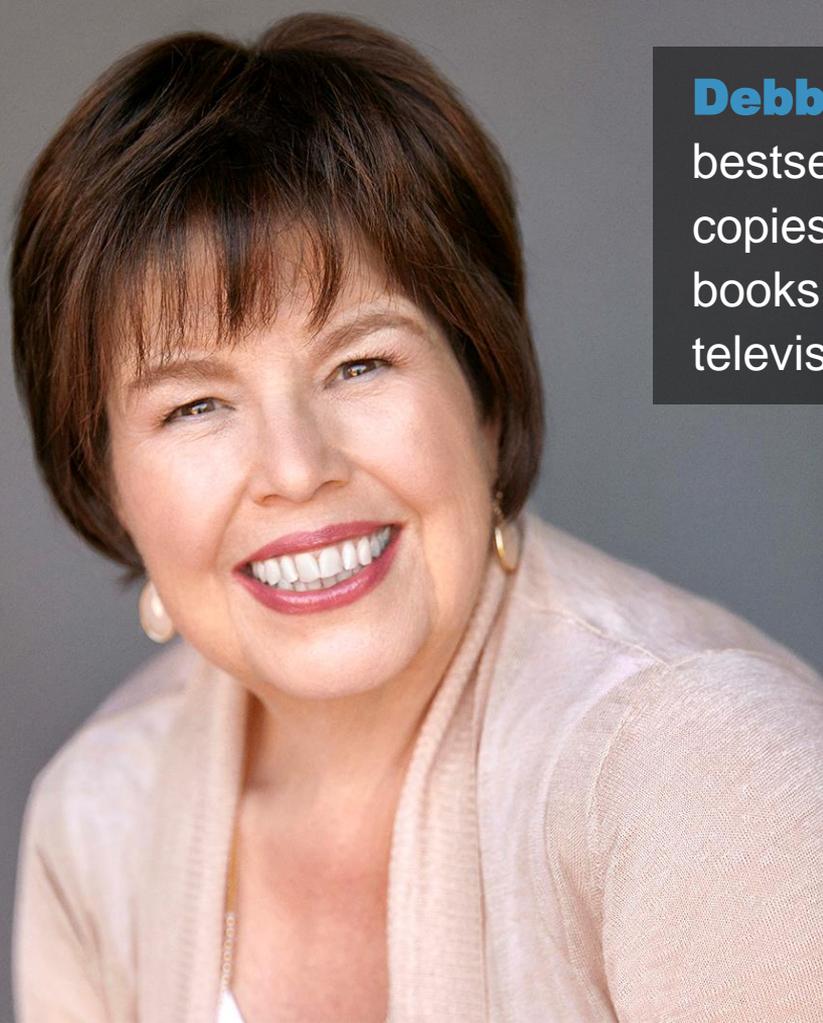
Becky
Albertalli



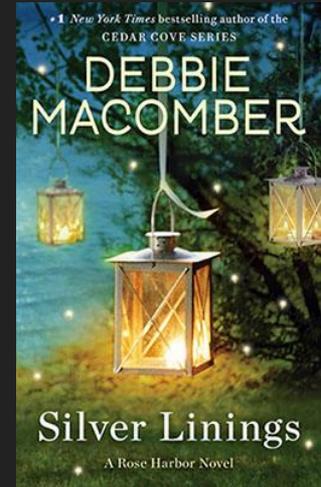
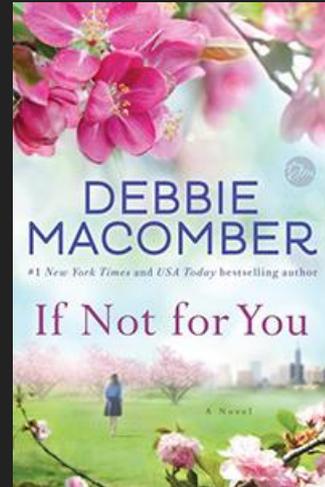
Gregg
Olsen

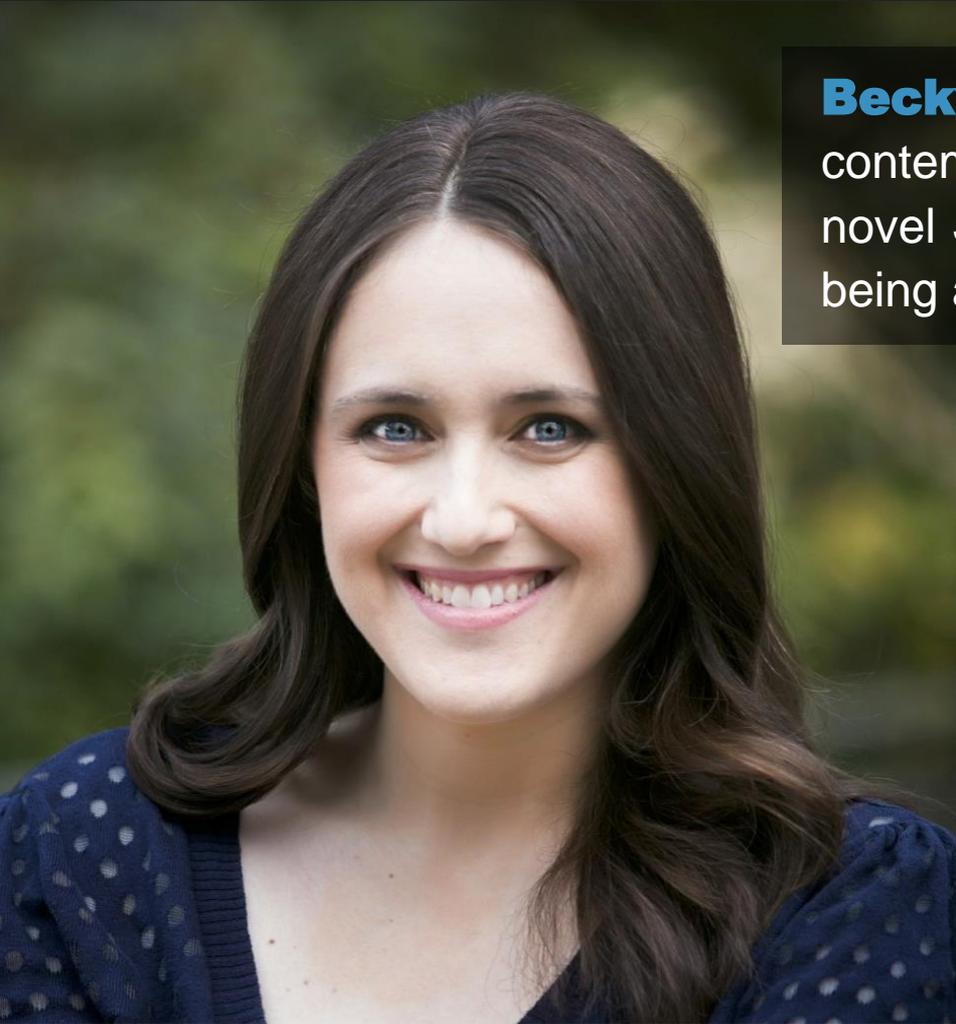


Meet the **authors.**

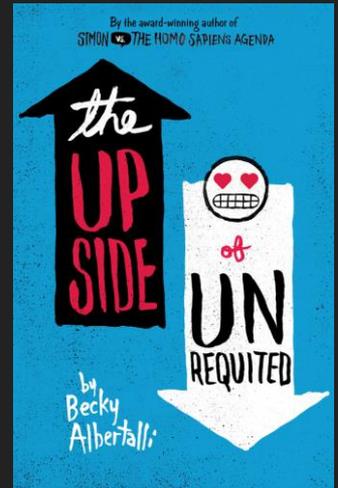
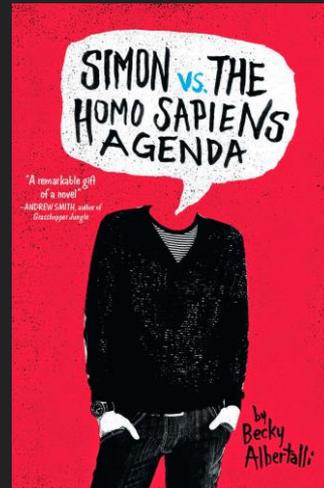


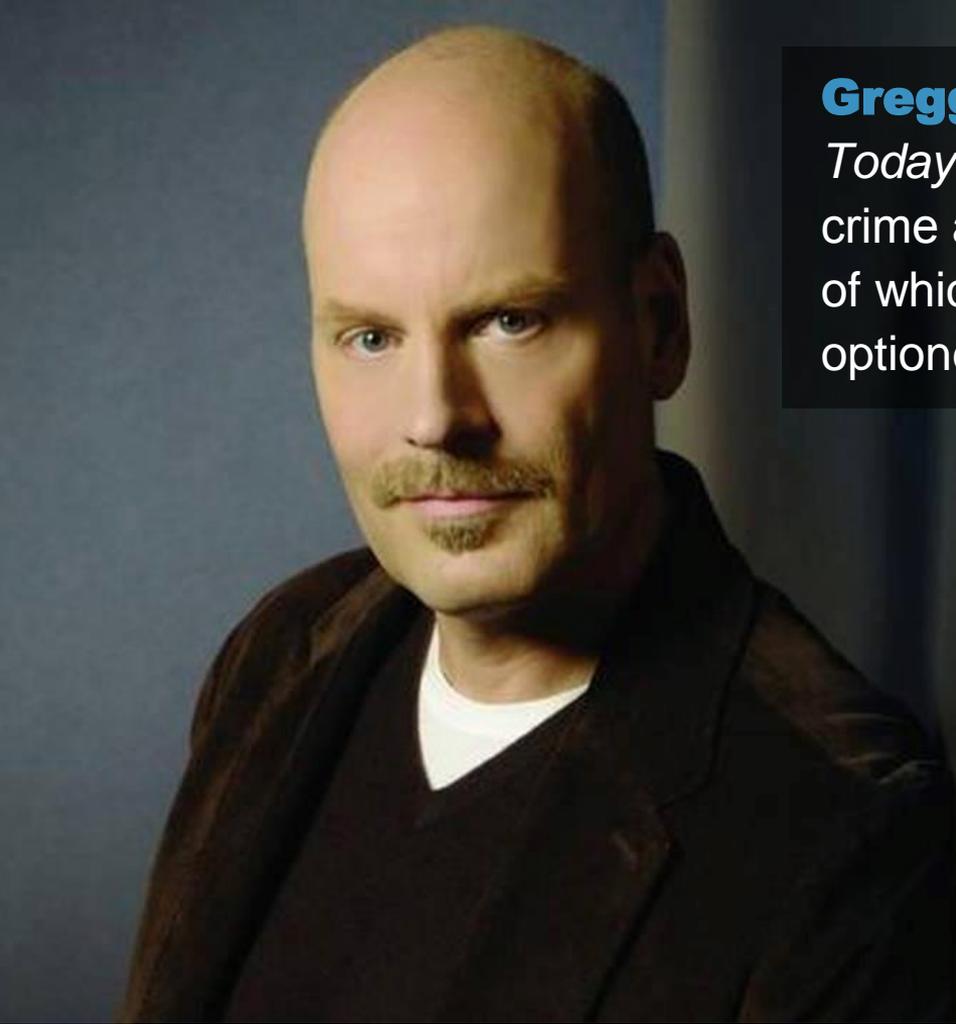
Debbie Macomber is a #1 *New York Times* bestselling author with more than 200 million copies of her books in print worldwide. Her books have been adapted for film and television on the Hallmark Channel.



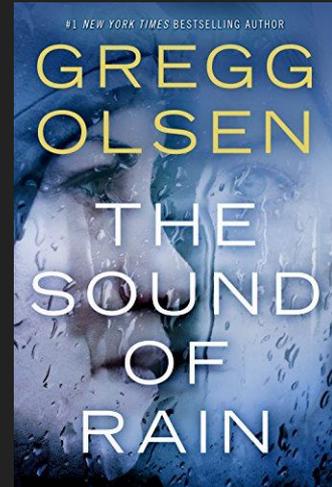


Becky Albertalli is an author of contemporary young adult fiction. Her debut novel *Simon vs. the Homo Sapiens Agenda* is being adapted for film by Fox 2000.



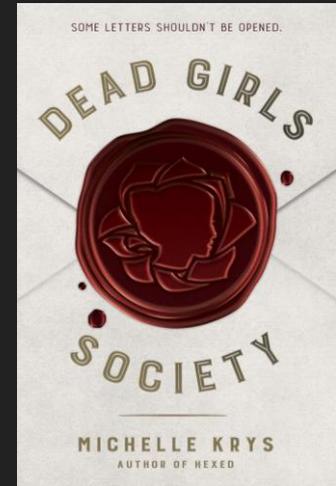


Gregg Olsen is a #1 *New York Times*, *USA Today*, and *WSJ* bestselling author of true crime and thrillers. He's written 24 books, one of which has been adapted for stage and optioned for film.





Michelle Kryz is an author of young adult fantasy published by Delacorte Press/Random House Children's Books, as well as a contemporary thriller.



These authors collaborate
with their **publishers.**



Debbie Macomber shared Random House's post.

November 19, 2016 · 🌐

Random House is hosting a giveaway with Blessings Boxes and TWELVE DAYS OF CHRISTMAS.



Random House

November 19, 2016 · 🌐

👍 Like Page

December is almost upon us, which means gifts and cozy reading! You can enter to win both in this [Debbie Macomber](#) giveaway: Debbie's newest Christmas novel, TWELVE DAYS OF CHRISTMAS and her exclusive Blessings Box could be yours!



Enter for a chance to win a Blessings Box + Twelve Days of Christmas



I work closely with my publisher on our social media campaigns tied to new book releases — three new hardcovers/ebooks and three paperbacks are published each year. **Together, we brainstorm ideas and create content** that I hope my fans will want to see from me to give them glimpses of my life.





Book Launch Campaign

Plan: Generate buzz for the new release *Twelve Days of Christmas* online.

Random House:

- ✓ Organized a “Twelve Days of Kindness” blog tour prior to launch.

Book Bloggers:

- ✓ Each day, a book blogger wrote or posted on social media about a small act of kindness they performed.

Debbie:

- ✓ Ran a “Twelve Weeks of Christmas” giveaway on her Facebook page during the 12 weeks after launch.





Book Launch Campaign

Plan: Generate buzz for the new release *Twelve Days of Christmas* online.

Random House:

- ✓ Organized a “Twelve Days of Kindness” blog tour prior to launch.

Book Bloggers:

- ✓ Each day, a book blogger wrote or posted on social media about a small act of kindness they performed.

Debbie:

- ✓ Ran a “Twelve Weeks of Christmas” giveaway on her Facebook page during the 12 weeks after launch.





Title Reveal: Becky Albertalli's Next Book

EPIC READS EXCLUSIVES

06/06/2016 9:15AM | Posted by: HarperAdmin

Rating ★★★★★

Share 245 Tweet 2122 G+1 0 Pin 0 Share 2 Like

Haaaave you read **Simon vs. the Homo Sapiens Agenda** by **Becky Albertalli** yet? If you haven't, don't worry. READ IT NOW. It's so cute and fluffy you'll finish in one Oreo-filled sitting. We'll wait ...okay, we can't wait because we have a super special conversation between Simon and his hipster dad that may or may not contain SECRETS.*

*IT DEFINITELY CONTAINS SECRETS. Like the title of Becky's next book!!!! HOLY FREAKING CRAP. And a giveaway. And an excerpt. AND SO MANY THINGS. Read below and get excited with us.



Occasionally, my publishers (in the US and abroad) will **request** I create some sort of **content** to be used to market one of my books. I simply make an effort to collaborate with my publishers and be engaged and responsive with my readers.





Title Reveal Campaign

Plan: Reveal the title and first page of *The Upside of Unrequited* (the sequel to *Simon vs.*) on Epic Reads.

Becky:

- ✓ Wrote the content — an interview between two characters from *Simon vs.*
- ✓ Shared with friends and fans on social media.

Epic Reads:

- ✓ Added formatting, graphics, visual design.
- ✓ Shared the post across their platform.

Publisher & Agent:

- ✓ Coordinated a paperback giveaway to help build buzz for the campaign.



Simon

A new book? Somehow, I doubt that. What's the title of this alleged new book?

DAD

Funny you should ask, because: BOOM.



DAD

Here's a sneak peek
at Becky Albertalli's novel
The Upside of Unrequited



Simon

Wait, is that a page from the paperback?

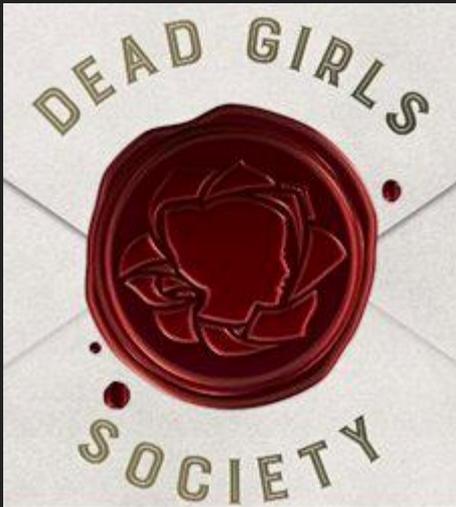
DAD

Yup. And also? BOOM.



DAD





Week 1

- 7-Nov: Jessabella Reads
- 8-Nov: Christy's Book Addiction
- 9-Nov: Pandora's Books
- 10-Nov: As They Grow Up
- 11-Nov: Lisa Loves Literature

Week 2

- 14-Nov: I'm Shelf-ish
- 15-Nov: Tales of the Ravenous Reader
- 16-Nov: Batch of Books
- 17-Nov: Once Upon a Book
- 18-Nov: The Children's Book Review

Week 3

- 21-Nov: Valerie's Reviews
- 22-Nov: Oh, for the Hook of a Book!
- 23-Nov: The Cover Contessa
- 24-Nov: Rachel Reads
- 25-Nov: The Reading Nook Reviews

Week 4

- 28-Nov: Bumbles and Fairy-Tales
- 29-Nov: Adventures of a Book Junkie
- 30-Nov: YA Books Central
- 1-Dec: The Lovely Books
- 2-Dec: 5 Minutes for Books

Week 5

- 5-Dec: Pretty Sassy Cool
- 6-Dec: BookHounds YA
- 7-Dec: Hollywood News Source
- 8-Dec: A Dream Within a Book
- 9-Dec: Live to Read

Week 6

- 12-Dec: BookCrushin
- 13-Dec: Book Briefs
- 14-Dec: No BS Book Reviews
- 14-Dec: Satisfaction for Insatiable Readers
- 15-Dec: YA Interrobang
- 16-Dec: IceyBooks



My publisher Delacorte organized a 30+ stop blog tour. I was thrilled with the results. Though it was a very large tour, most of the stops were reviews, with a **handful of guest posts and interviews.**





30+ Stop Blog Tour

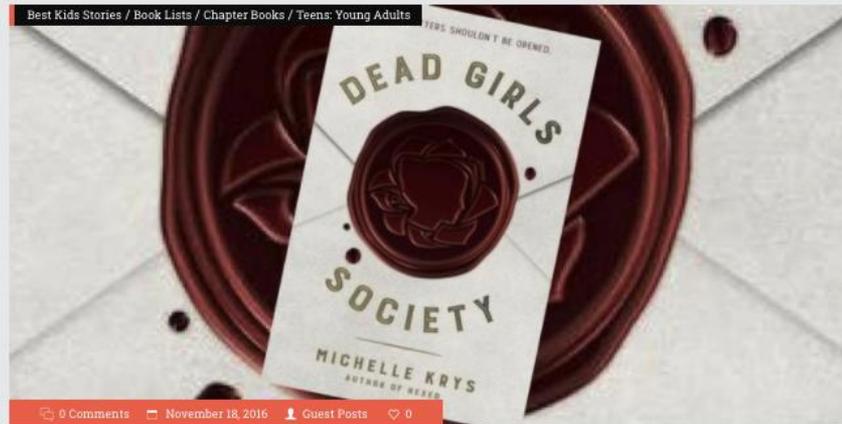
Plan: Run a large blog tour to create buzz for the launch of *Dead Girls Society*.

Delacorte:

- ✓ Organized a 30+ stop blog tour.
- ✓ Created a graphic of the blog tour schedule to be included in each of the guest blog posts.
- ✓ Provided free book copies for giveaways.

Michelle:

- ✓ Participated in several interviews.
- ✓ Wrote guest posts for several tour stops.



0 Comments November 18, 2016 Guest Posts 0

Best Young Adult Books With Michelle Kryz, Author Of Dead Girls Society

Michelle Kryz | The Children's Book Review | November 18, 2016

It's almost cruel to make an author pick just five favorite books. I could name a dozen just off the top of my head, and the list is constantly changing. (And because my memory sucks, it usually includes the last five great books I read.)

Alas, here are some of the ones that stick out to me the most:



Throne Of Glass

Written by Sarah J. Maas

Throne of Glass is about an infamous assassin named Celaena who has been dragged out of prison in order to compete against killers, thieves, and warriors to be the king's hit person.

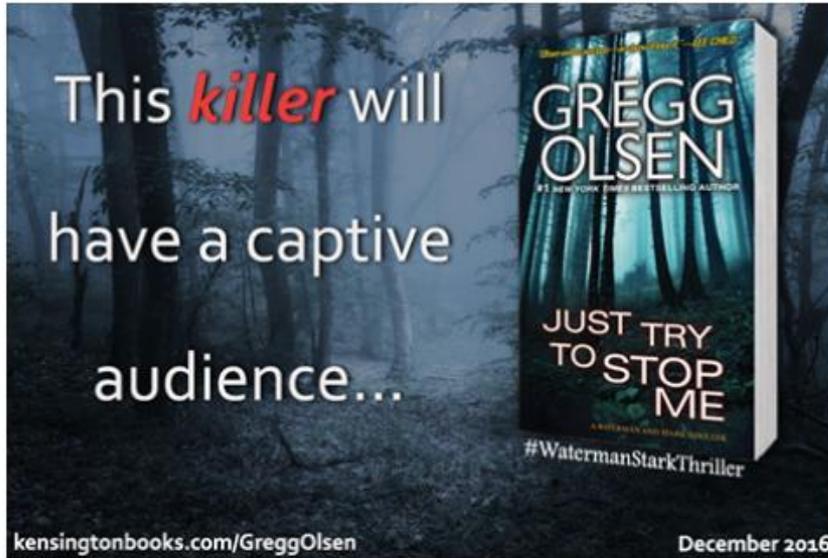
SEE THIS GUEST POST



Gregg Olsen shared Kensington Publishing Corp.'s photo.

December 13, 2016 · 🌐

Yes, she will. 😊



Kensington Publishing Corp.

December 13, 2016 · 🌐

👍 Like Page

A ruthless killer is out for the ultimate revenge in Gregg Olsen's JUST TRY TO STOP ME: <http://ow.ly/fu8F3072XqQ>

👍 Like 💬 Comment ➦ Share



👍❤️😬 71

Top Comments ▾



The Kensington team uses a multi-pronged approach that includes original memes, social media posts, blog posts, and paid advertising. They **carefully roll out each item to build interest** and, most importantly, accelerate momentum. We've managed to put a half dozen of my titles on the *New York Times* or *USA Today* bestseller lists.





Meme Campaign

Plan: Create and share memes to build buzz for the launch of *Just Try to Stop Me*.

Kensington:

- ✓ Created meme graphics with a compelling quote from the book.
- ✓ Shared the graphic on social media channels (Facebook, Twitter, Instagram).

Gregg:

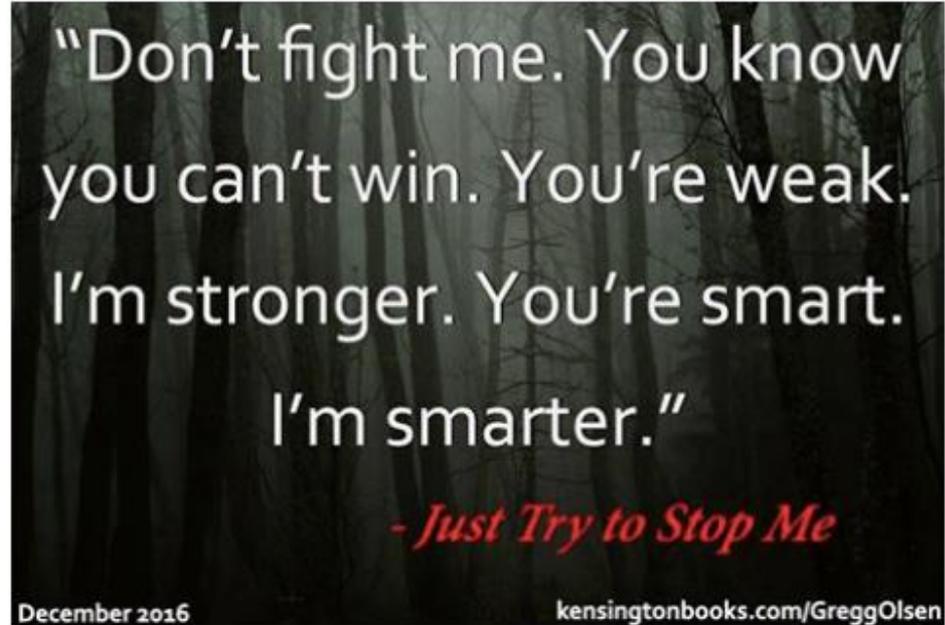
- ✓ Supplemented the reach of the images by running Facebook ads.



Gregg Olsen

November 23, 2016 · 🌐

Serial killer Brenda Nevins is out for revenge! Just Try to Stop Me comes out next week. Get ready! #thriller#birdywaterman#kendallstark



Like



Comment



Share



93

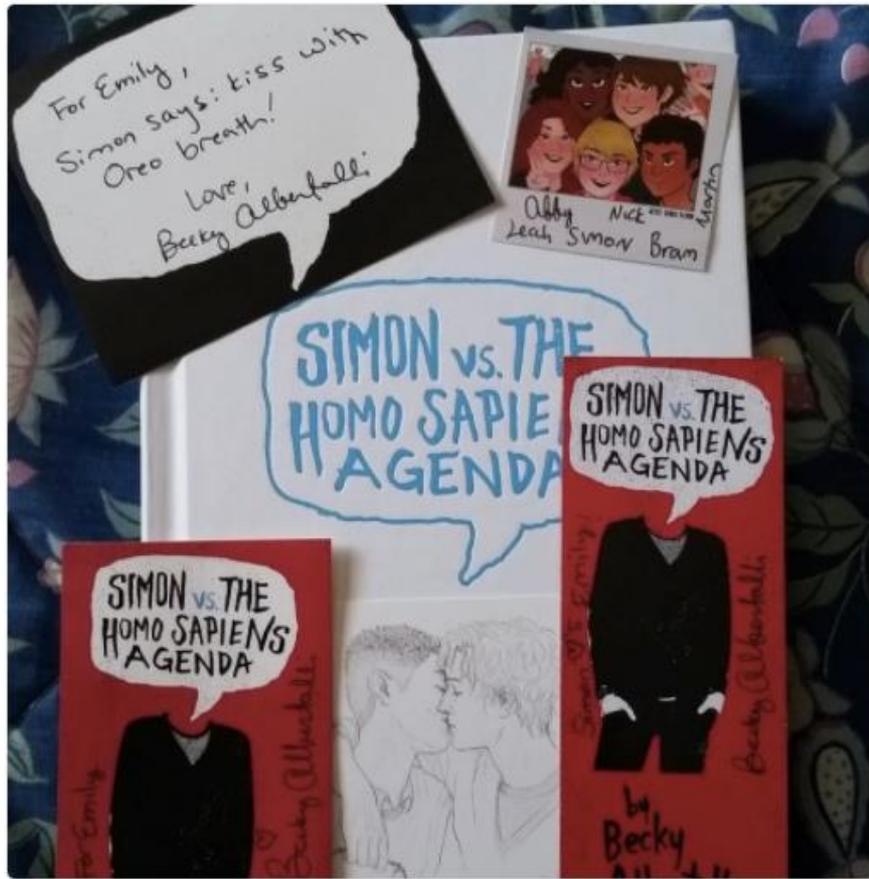
Top Comments ▾

They prioritize personalized
fan outreach.



Emily @Shadowfly_ · 19 Sep 2016

@beckyalbertalli thank you for sending the signed swag! It looks amazing! 😊



← 2 ↻ 27 ❤️ 5 ⋮



I run a lot of my own campaigns, but they mostly target my existing readers. I love to **design special swag or run creative contests for prize giveaways**. It's really important to me to let my readers know how important they are to me. There may be an indirect word-of-mouth effect, but truthfully, I don't have that expectation.



“

Outside of promotional campaigns with my publisher and book related content, I try to share aspects of my life with my readers. **I am always striving to find ways to connect with them** and share things that bring me joy in life. There is a balance between sharing about my upcoming books and sharing personal behind-the-scenes information.



Debbie Macomber

December 12, 2016 · 🌐

Are you looking for a great holiday treat to give as gifts this year? These oreo peppermint truffles are not only easy to make, but they are festive and taste delicious!

For the full recipe visit my website:

<https://debbiemacomber.com/recipes/peppermint-oreo-truffles>



67K Views

👍 Like

💬 Comment

➦ Share

👍❤️😱 1.2K

Top Comments ▾

1,592 shares

They build buzz by
running giveaways.



Becky Albertalli

@beckyalbertalli



Following

Feeling battered by this year, so I made a little wooden Simon craft. If you're sick of 2016, RT by 9pm EST for a chance to win this! (INTL)



RETWEETS

136

LIKES

114



2:41 PM - 21 Dec 2016 from Roswell, GA

Reply Retweet 136 Like 114 More options

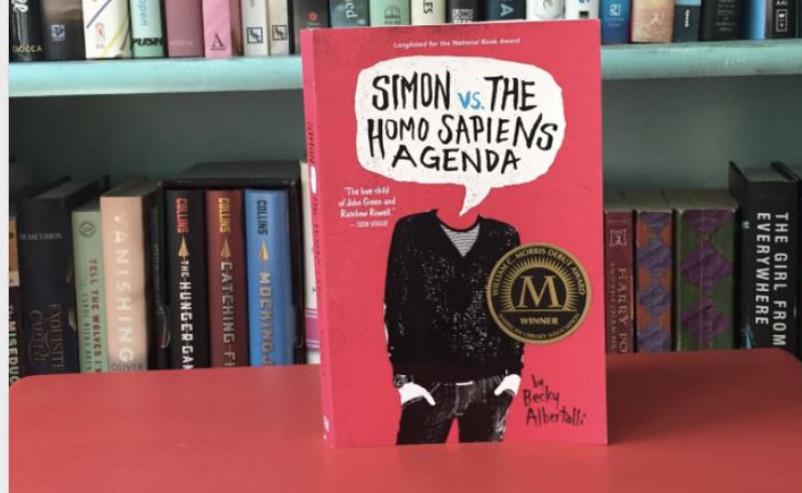


I spend a good amount of time replying to emails and social media messages, sharing my own content on social media, designing and mailing swag, responding to blogger interviews, and **creating giveaways related to my book.**



“

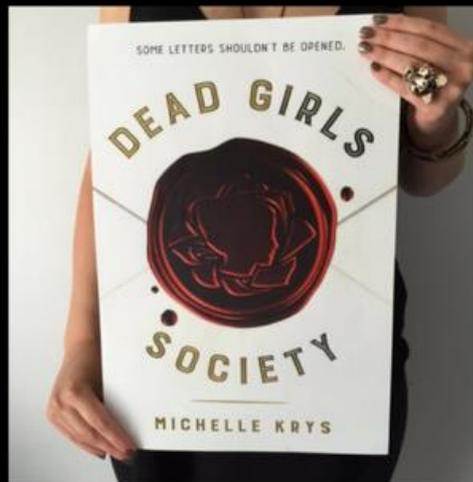
I ran a trivia contest on my Tumblr with 25 super obscure *Simon vs. the Homo Sapiens Agenda* questions. Participants had to email me the answers, and each correct answer was worth four points. Winners received an ARC of the sequel. This contest got a great response, and I think it was mostly because **people liked being challenged** (i.e. it was more about the process than the prize).



1. What color are Garrett's eyes?
2. What neighborhood in the DC area is Abby from?
3. What is Simon's birthday?
4. What is Simon's mom's job?
5. What is Martin's brother's first name?
6. What is the name of Simon's English teacher?
7. What part does Taylor play in the school musical?
8. Where do Blue's dad and stepmother live?
9. What is Alice's boyfriend's name?
10. Which character is really good at claw machines?
11. Where do Nick's ancestors come from?
12. What do the Spiers eat for Christmas Eve dinner?

Dead Girls Society

Pre-order Offer



Submit proof-of-purchase to michelle.k.krys@gmail.com to receive a personalized invitation to join the Society, a code for exclusive DGS content, a signed 11X17 DGS poster, and a bookmark! See michellekrys.com for more info.

“*Dead Girls Society* is about a group of girls who get invitations from the “Society” to join a high stakes game of dares. I ran a pre-order campaign wherein **readers who submitted proof-of-purchase received a personalized invitation to join the Society**, which included a secret code to access exclusive *DGS* content online, plus a signed poster and a bookmark.



“

Whenever I have a book coming out, I use advanced copies leading up to the launch date and then signed hardcovers for the release. If the book is in a particular series, I might give away the whole series. I also like to **partner with other authors so we can cross-promote our books** on each other's platforms. At times I do giveaways around lifestyle items as well, since I know my readers enjoy them!



Debbie Macomber

November 2, 2016 · 🌐

Have you entered this great giveaway yet? You have until midnight ET tonight to enter to win TWO SETS of these six Christmas books by me, Mary Alice Monroe, Mary Kay Andrews, Elin Hilderbrand, Beth Harbison, and Anita Hughes and myself.

One lucky winner will be announced Thurs 11/3 to receive one set of books to keep and another to gift to a friend. One entry per person. Comment, like, and share! Good luck! Details and entry form here!



Christmas Book Giveaway 2016

At Christmas, we all know that it is better to give than to receive. Well, what if you could do both?! Six of us bestselling authors, all with Christmas books out, have gotten together to offer our beloved readers the chance to win two gift bags...

[DOCS.GOOGLE.COM](https://docs.google.com)

👍 Like

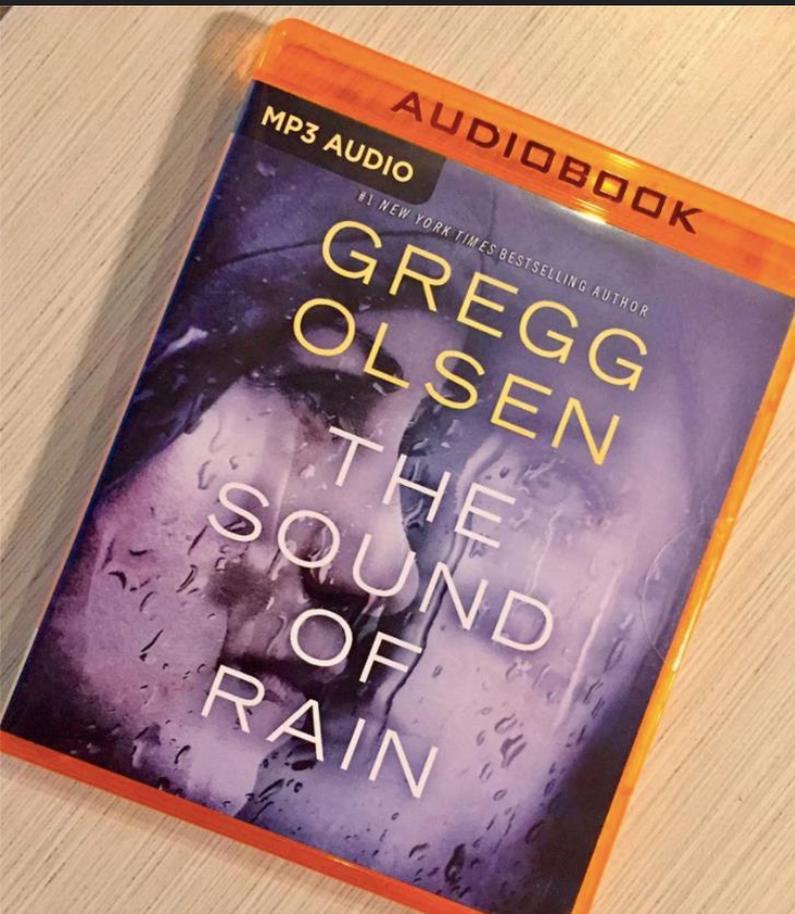
💬 Comment

➦ Share



👍❤️😄 Debbie Macomber and 3.8K others

Top Comments ▾



Gregg Olsen
Like This Page · December 22, 2016 · 🌐

Today, I'm offering a chance to win a copy of the audio for THE SOUND OF RAIN. Post an honest review on Amazon TODAY and I'll pick a random winner at the end of the day. Just let me know.

👍 Like 🗨 Comment ➦ Share

👍❤️ 68 Top Comments ▾

2 shares 23 Comments

Gregg Olsen 🎉 Diane's the winner!!! Thanks so much for sharing in the fun of my newest release!



Like · Reply · 🗨 2 · December 27, 2016 at 12:03pm
↳ 3 Replies

Belinda Bauer-Mathews Wonderful book, Everytime you figure who did it, it turns out it wasn't them and you have to read on! Really enjoyed the book!

Like · Reply · 🗨 5 · December 22, 2016 at 11:47am
↳ View previous replies

Gregg Olsen 🎉 You can review before you finish ... seems like lots of people do

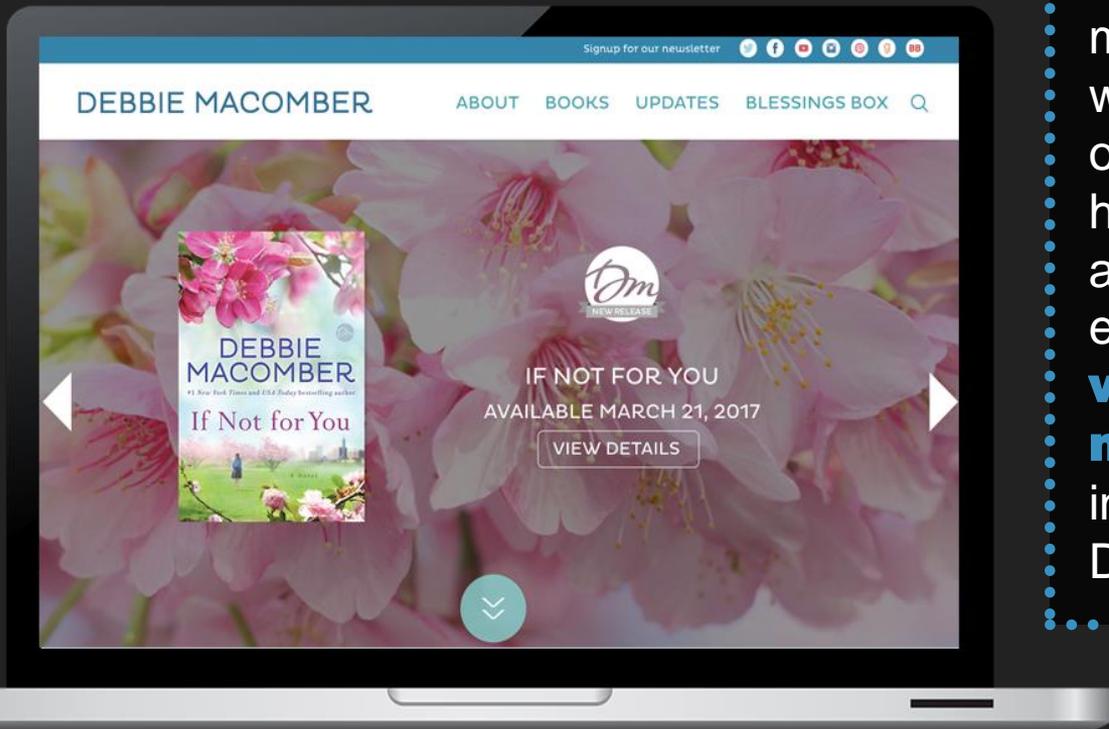
Like · Reply · 🗨 3 · December 22, 2016 at

Write a comment... 📷 🗨

“ My social media platforms are my own responsibility and I work very hard on giveaways and other promos to **keep readers interested and excited.** ”



They focus on marketing activities that **drive engagement.**



“

One of the most effective marketing tactics I use is my website. Almost everything I post on social media links back to it. It has every story I've ever written, and lists almost every edition, even the foreign books. **My website is used to engage my readers** about everything in the world of Debbie Macomber.





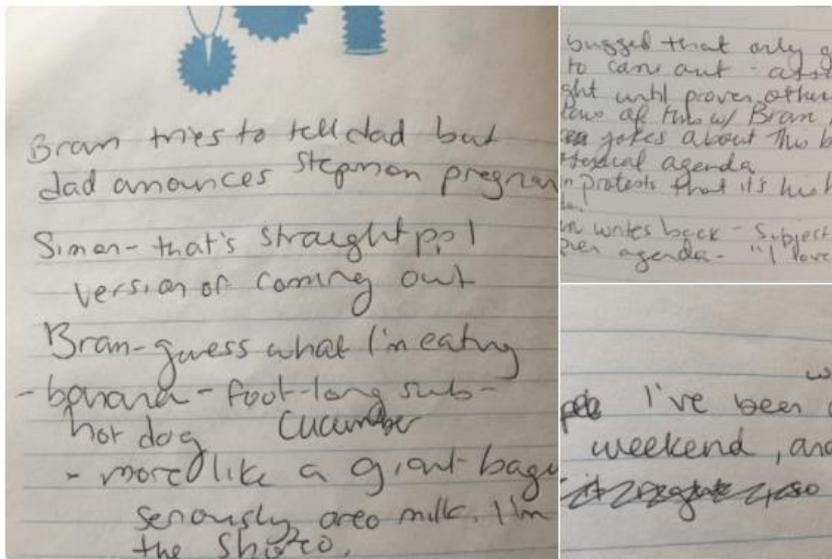
Becky Albertalli ✓

@beckyalbertalli



Following

Found a notebook in my closet, and it was full of messy early Simon notes! SPOILERS (if you can decipher my handwriting).



RETWEETS

23

LIKES

219



4:06 PM - 27 Nov 2016 from Roswell, GA

Reply, Retweet (23), Like (219), and More options icons



I've found **readers tend to engage a lot when I post images** (like fan art or international book covers) and hints about future books or the *Simon vs. the Homo Sapiens Agenda* film adaptation.



“

I recently tweeted a picture of my Thai *Simon vs the Homo Sapiens Agenda* covers (which feature an adorable manga-style Simon illustration). My readers responded so positively to that cover, and **some even ordered the Thai edition** online.



Becky Albertalli ✓

@beckyalbertalli



Following

I am so very obsessed with the Thai edition of SIMON! Cutest, most perfect art ever.



RETWEETS

73

LIKES

288



ALSO BY

GREGG OLSEN

(Nonfiction)

1. [Abandoned Prayers](#)
2. [Bitter Almonds](#)
3. [Mockingbird](#)
4. [Cruel Deception](#)
5. [Starvation Heights](#)
6. [The Confessions of an American Black Widow](#)
7. [Bitch on Wheels](#)
8. [If Loving You is Wrong](#)
9. [The Deep Dark](#)
10. [A Twisted Faith](#)

(Fiction)

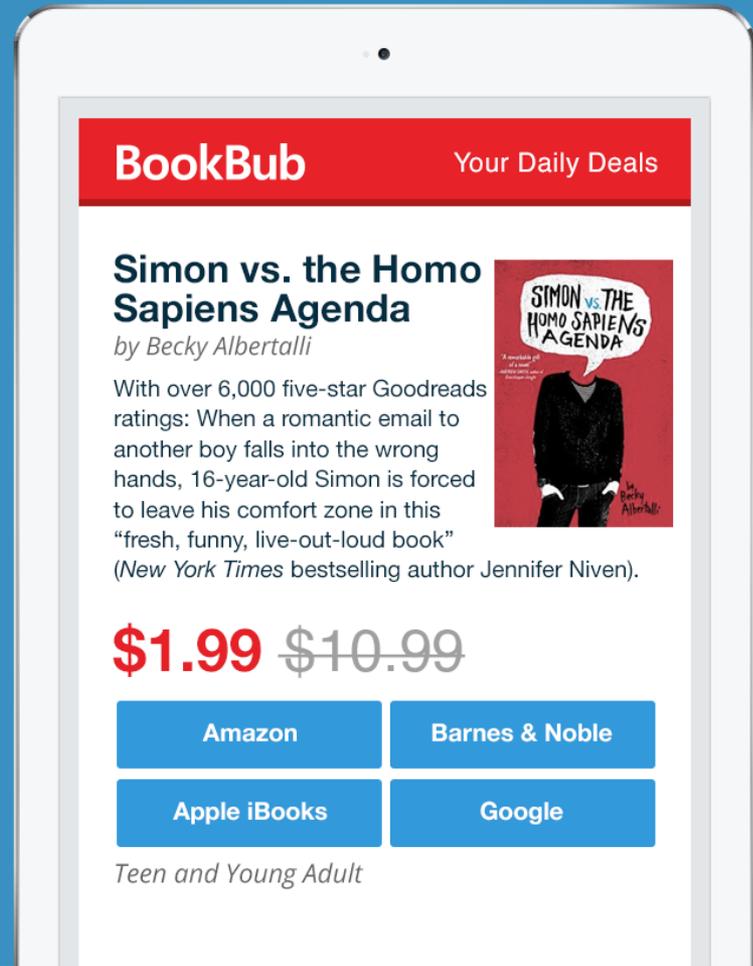
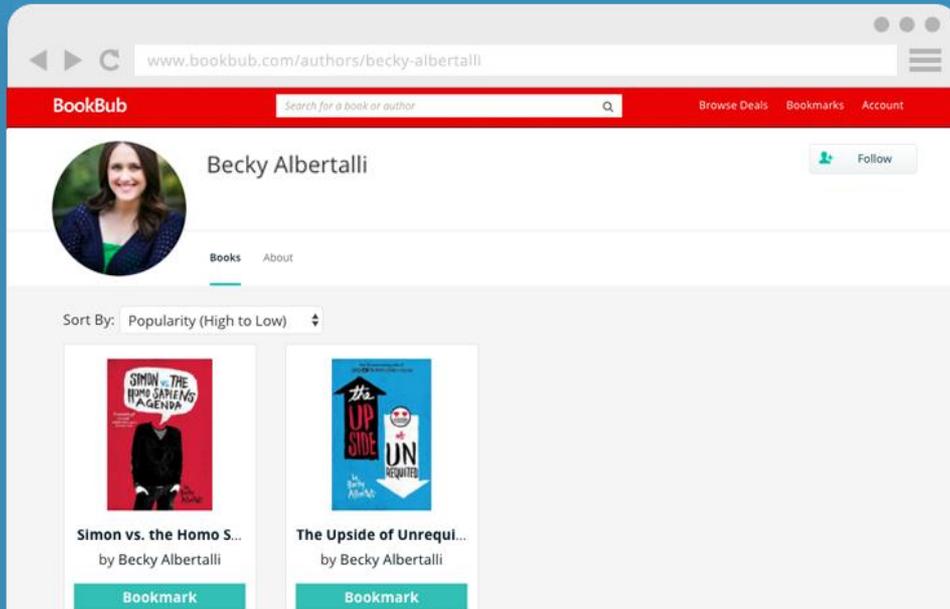
“

My goal is always increased sales and building my base of readers. Lately, I've included more **advertisements as back matter** in my indie-published backlist — each tailored to the e-retailer — to help turn readers into loyal fans.



They use BookBub to
reach new readers.

BookBub is a book discovery platform authors and publishers use to reach **millions of new readers.**



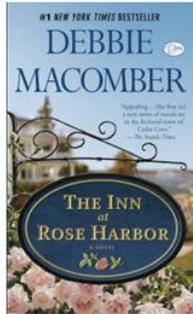
BookBub

Your Daily Deals

The Inn at Rose Harbor

by Debbie Macomber

Widowed Jo Marie takes over the Rose Harbor Inn hoping to find new purpose in life. There she discovers kinship with guests who are also struggling with grief and guilt. This “emotionally charged romance” (*Kirkus Reviews*) is a #1 *New York Times* bestseller with over 800 five-star Amazon reviews.



\$1.99 ~~\$5.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

Bestsellers, Women's Fiction

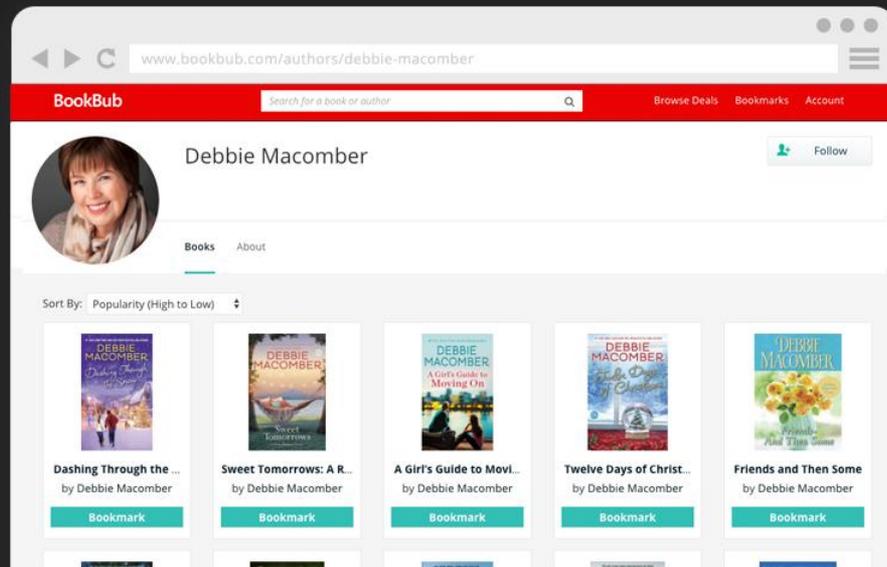
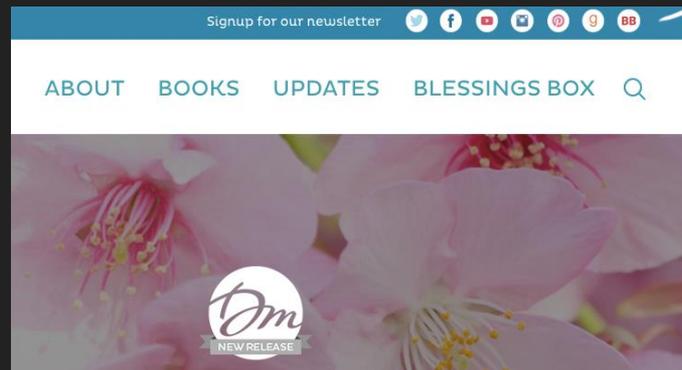
“

My publisher has used BookBub as a way to introduce my *Rose Harbor* series, as well as my *Debbie Macomber Classics* line of ebooks, to **countless readers who otherwise may not have known about these books.**



“

BookBub has been a great tool to **reach millions of book lovers**, and I know my publisher is thrilled that fans can follow me on BookBub and get email alerts every time I have a new book out.



BookBub

Your Daily Deals

Hexed

by Michelle Kryz

“Seriously fun, deliciously enjoyable, and has tons of laugh-out-loud moments” (*The Huffington Post*): Indigo’s perfect life is upended when she finds out she’s a witch — and it’s up to her to save her kind... For anyone who “can’t get enough of supernatural love stories” (*Kirkus Reviews*).



\$1.99 ~~\$9.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

Teen and Young Adult

When Michelle knew her publisher would be discounting *Hexed* prior to the launch of her new release, she confirmed the deal dates with them and **submitted *Hexed* as a BookBub Featured Deal herself.**

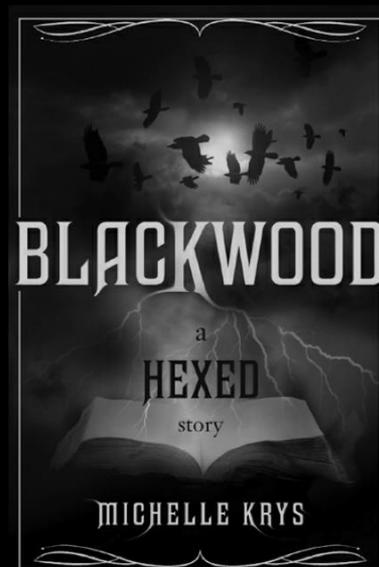


“

I booked a BookBub Featured Deal for *Hexed* for October 23rd with the hope that the sale price and witchy theme right before Halloween would draw in a lot of new readers. There was a sample chapter of *Dead Girls Society* in the back matter of the book as well [now there's a promotion for *Blackwood*]. ***Hexed* sold well over a thousand copies** the week of the BookBub deal alone.



Don't miss the digital original short story set in the world of **HEXED**.



BookBub

Your Daily Deals

Just Try to Stop Me

by Gregg Olsen

From a *New York Times* bestselling author whose writing is “as good as it gets” (Lee Child): When a sadistic serial killer escapes from prison, she devises an elaborate trap to lure her next victims. A smart and terrifying read!



\$2.99 ~~\$7.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

Crime Fiction

“

By far, the most effective tool has been BookBub. When I've secured a BookBub Featured Deal, I lay out a promo strategy that includes other paid advertising to push as hard as I can to **maximize sales through a specific bestseller list's reporting period.**



**They split their time between
writing and marketing
(and prioritize writing).**

“

I spend the majority of time writing books for my readers and always have. I have a great staff of 11 in Port Orchard that work very closely with my publisher, Ballantine Books. There are also so many ways to directly communicate with my readers now, so **I do my best to keep in touch**, whether it's sending them responses to letters sent in the mail, replying to emails, or online chats and posts on social media.





“

The months leading up to a new release are extremely busy with interview requests, blog tours, live shows, etc. Outside of that, marketing doesn't take up much of my day. **I'm very active on social media**, namely on Twitter, but it's something I enjoy so it doesn't feel like marketing, though it is probably one of the most effective strategies an author can use. But if I'm being honest, **I would rather spend my time writing books.**



“

I tend to write in sprints. That means working very intensely over a weekend or a few days, taking a break, then getting at it once more. That allows me to take a breath and approach the marketing side without it being a chore or something that I have to squeeze in to my life. I'm very fortunate that I have the team at Kensington creating and executing marketing plans that make it very clear about **what I need to do and when.**



They have advice for **debut authors.**

“

Authors should **make marketing as individualized and personal as possible**, and should take the time to explore which approaches feel the most natural for them. I tend to focus my energy on communication with existing readers, which may (or may not) help facilitate word-of-mouth excitement.



Becky Albertalli ✓

@beckyalbertalli

Following

Super rare SIMON Hipster Dad shirt! Adult M. Re: with info about your donation for Aleppo, and I'll draw a random winner. #kidlitforaleppo



RETWEETS

40

LIKES

70



8:29 AM - 18 Dec 2016



Becky Albertalli @beckyalbertalli · 18 Dec 2016

This shirt is actually a gift my sister made for my dad's birthday. Only non-relatives who own one are @nbeewrites & @heronchasebooks's dad!



1



8



Michelle Krys

@MichelleKrys

Following

Book promo has extended to pumpkins. Thanks for the pattern @Kate_Hart! #DeadGirlsSociety



RETWEET

1

LIKES

11



Try something out-of-the-box.

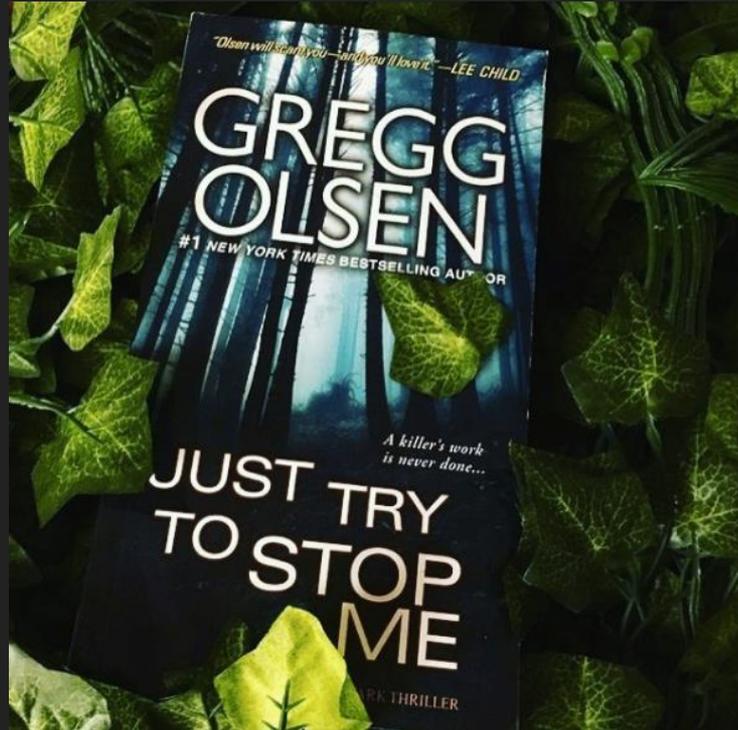
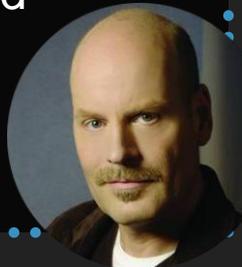
Thousands of authors are out there doing the exact same thing, and in order to stand out in today's climate you have to do something completely unique.

You also don't have to join every social media platform that exists. **Do what you enjoy.** It's obvious when you're only there because you feel like you need to be, and it's not doing you any favors.



“

Marketing your books is a two-way street. I think in the past, authors had to sit back and see what the publisher would do for them. **Now there are a lot more opportunities to take matters into your own hands.** The best way to do that is to ensure that you and your publisher are always on the same page.



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Robbie Gilbert I loved the series... Please don't stop now.. we got the "ending" we hoped for.. but now I want more of Rose Harbor Inn. So many possibilities with guests coming and going.. and I want more of Emily's story...
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Barb Williams Thank you Debbie. I loved this Rose Harbor series. I agree with my fellow readers that you should continue. Also would love to know if Jo Marie and Mark did use that hand crafted cradle. Keep on writing Debbie and thanks again 😊
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Susan Jachino Love love love your books! I have read everything you have written and love them all! I truly go into withdrawal waiting for new books to come out. Wish we could get 2 a year but I know that would be impossible so I'll just bide my time till another hits the store!
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Jerry Klemm III Just started with the last book in the rose harbor series. I remembered when it first came out when I was in high school and that was almost three years ago this upcoming may. and I read mostly your book in school.so Thanks for the very entertainment books Debbie. Jerry Klemm III from Palm Bav ..
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“ Believe in yourself and the power of your dreams. You can do this, but **you have to be persistent.** ”



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