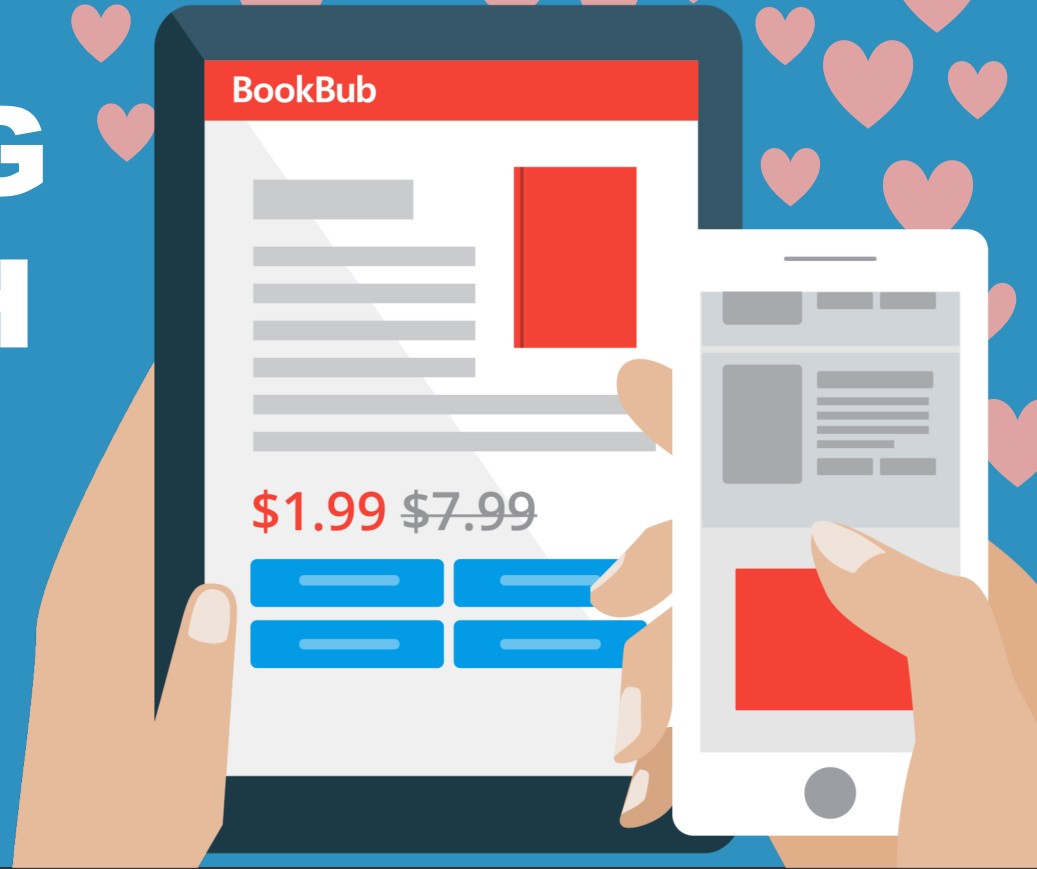


# MAXIMIZING SALES WITH BOOKBUB

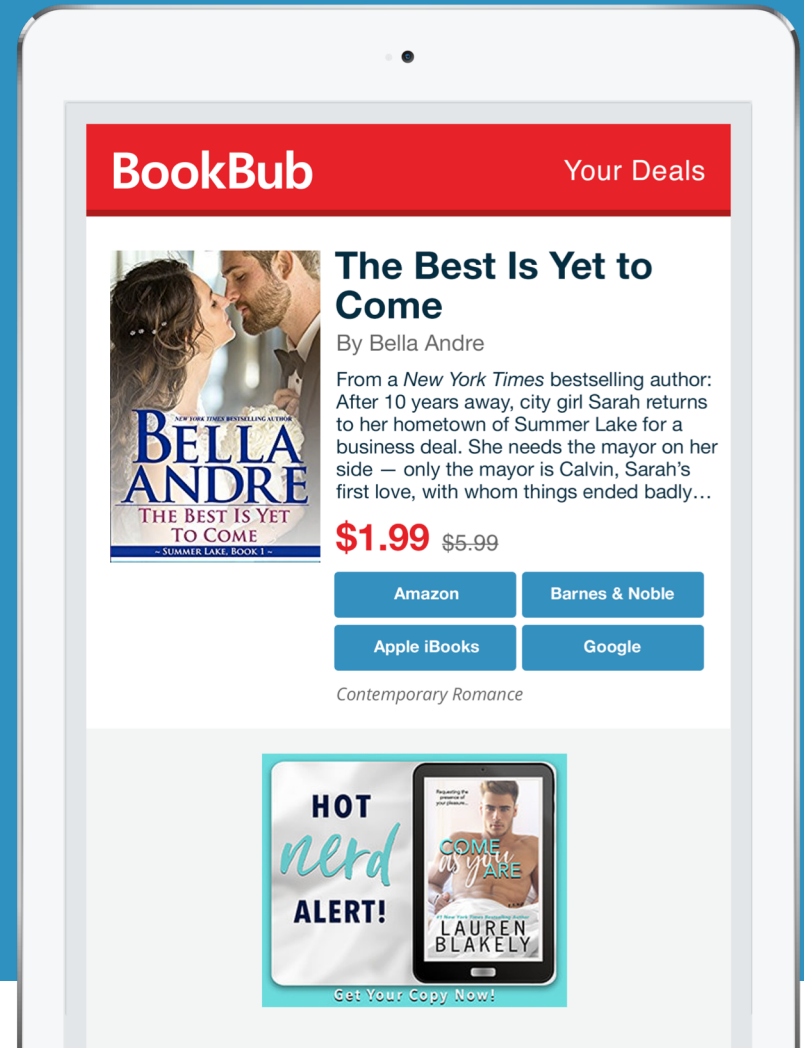


# What we'll cover today

- 1 What is BookBub?
- 2 Why are BookBub's readers a valuable audience?
- 3 How to use BookBub's products to drive sales
- 4 Questions

# What is BookBub?

- Service helping millions of readers discover great new authors and ebooks
- Marketing platform for authors and publishers to find new readers



The screenshot displays the BookBub app interface. At the top, a red header contains the "BookBub" logo on the left and "Your Deals" on the right. Below this, a featured book deal is shown for "The Best Is Yet to Come" by Bella Andre. The book cover features a couple in a romantic embrace. To the right of the cover, the title and author are listed, followed by a promotional blurb: "From a *New York Times* bestselling author: After 10 years away, city girl Sarah returns to her hometown of Summer Lake for a business deal. She needs the mayor on her side — only the mayor is Calvin, Sarah's first love, with whom things ended badly...". The price is shown as \$1.99 (discounted from \$5.99). Below the price are four blue buttons for purchasing options: Amazon, Barnes & Noble, Apple iBooks, and Google. Underneath these buttons, the genre "Contemporary Romance" is listed. At the bottom of the screen, there is a promotional banner for another book, "Come as you are" by Lauren Blakely, with the text "HOT nerd ALERT!" and "Get Your Copy Now!".

**BookBub** Your Deals

**The Best Is Yet to Come**  
By Bella Andre

From a *New York Times* bestselling author: After 10 years away, city girl Sarah returns to her hometown of Summer Lake for a business deal. She needs the mayor on her side — only the mayor is Calvin, Sarah's first love, with whom things ended badly...

**\$1.99** ~~\$5.99~~

Amazon Barnes & Noble  
Apple iBooks Google

Contemporary Romance

**HOT nerd ALERT!**  
COME as you ARE  
LAUREN BLAKELY  
Get Your Copy Now!

**BookBub** Search for a book or author

**Susan Wiggs**  
@SusanWiggs

**BookBub**

Never miss a deal or new release again with Author Follows

RECOMMENDED AUTHORS

**Susan Wiggs**  
Genres: Contemporary Romance, Historical Romance

Follow

Books About

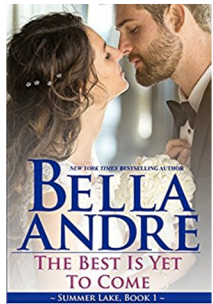
**SUSAN WIGGS**

**The Summer Hideaway**  
by Susan Wiggs

Bookmark

**SUSAN WIGGS**

**BookBub** Your Deals



**The Best Is Yet to Come**  
By Bella Andre

From a *New York Times* bestselling author: After 10 years away, city girl Sarah returns to her hometown of Summer Lake for a business deal. She needs the mayor on her side — only the mayor is Calvin, Sarah's first love, with whom things ended badly...


**\$1.99** ~~\$5.99~~

Amazon Barnes & Noble

Apple iBooks Google

*Contemporary Romance*

**HOT need ALERT!**



**BookBub** Preorder from Kristen Proby

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

**Savor You**  
by Kristen Proby

PREORDER NOW AT:

Amazon Barnes & Noble

Apple iBooks

SAVE FOR LATER:

Bookmark

**OTHER DESCRIPTION**

Next sizzling romance in Kristen Proby's *New* two celebrity chefs compete in a culinary cor... will prove to be the greater challenge.

g isn't what Mia Palazzo does, it's who she is... her true love. She's built a stellar menu full restaurant, Seduction. Now, after being open staurant is being featured on Best Bites TV...

**BookBub**

**LOOK FOR ME**  
Lisa Gardner

Save to ...

**Tess Gerritsen**  
@TessGerritsen

★★★★★ Recommended

My fellow New England author Lisa Gardner has a new book out 2/6. It's called LOOK FOR ME. I'm interviewing her for the LA Book Review shortly, and can't wait to talk about this dark family crime featuring her signature homicide detective DD Warren. The story starts with a bang, literally, and we are shown a crime scene where a family has been wiped out. But wait, a teen-aged daughter is missing! What???? Is she



*WHY ARE*  
**BOOKBUB'S READERS**  
**VALUABLE?**

# BookBub readers try new authors

95%

have purchased a book from an author unknown to them because of an ebook price promotion



# They read a lot of books

**74%**

Read 4+ Books Per Month

**24%**

Read 1-4 Books Per Month

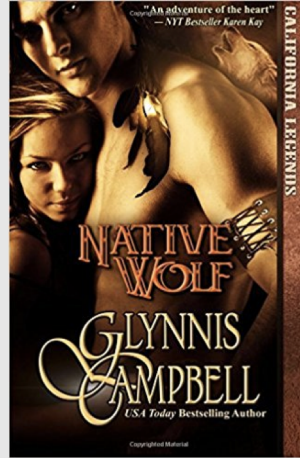
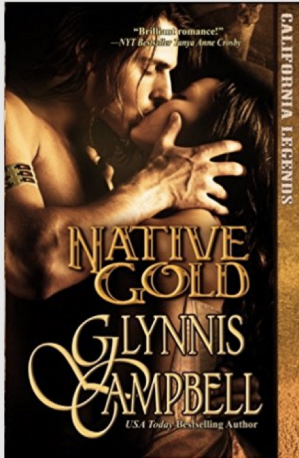
**2%**

Read <1 Book Per Month



BookBub Readers

# They become loyal fans



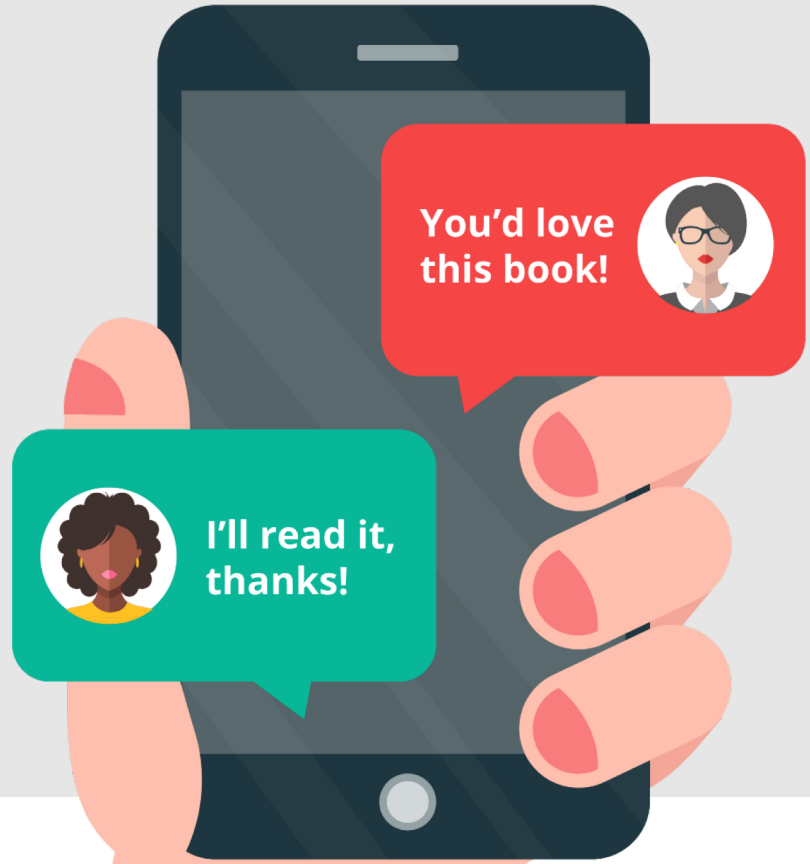
**63%**

of readers have purchased other books by an author that they discovered as part of a price promotion

# They recommend books

65%

of BookBub readers tell their friends about books they discover

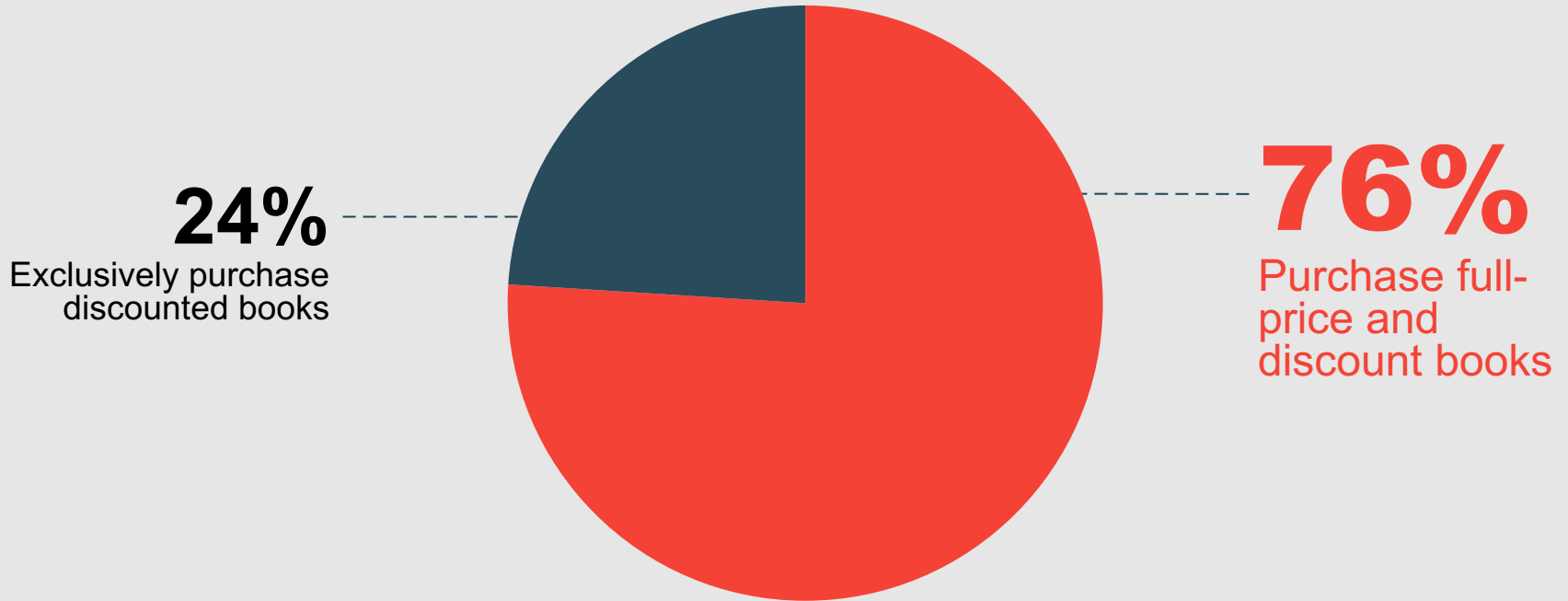


# While they are price sensitive...



*Purchase rates decline as prices go up*

# ...they also buy full-priced ebooks



# ...they also buy full-priced ebooks

**90%**

of authors reported an increase in full-price sales of other books after a BookBub Featured Deal





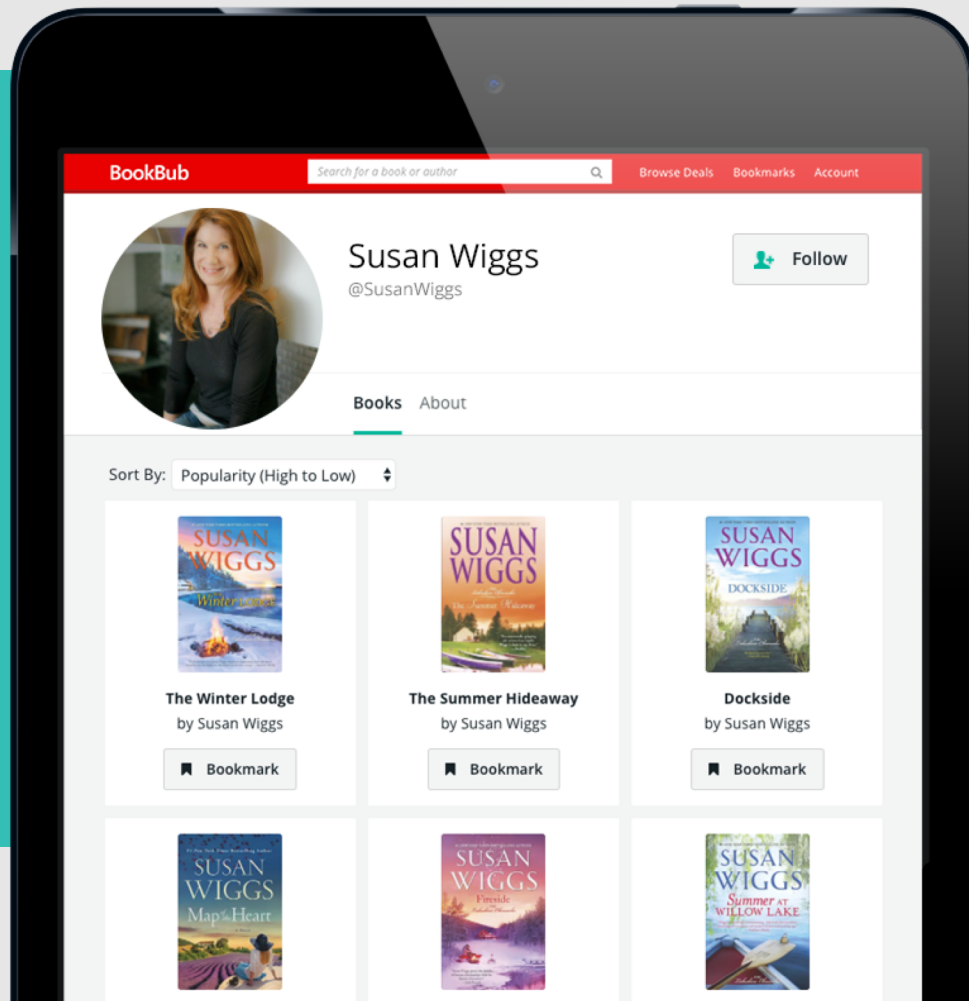
# They are extremely valuable



*HOW TO USE  
BOOKBUB'S PRODUCTS TO*  
**SELL MORE BOOKS**

# Marketing a new release with BookBub

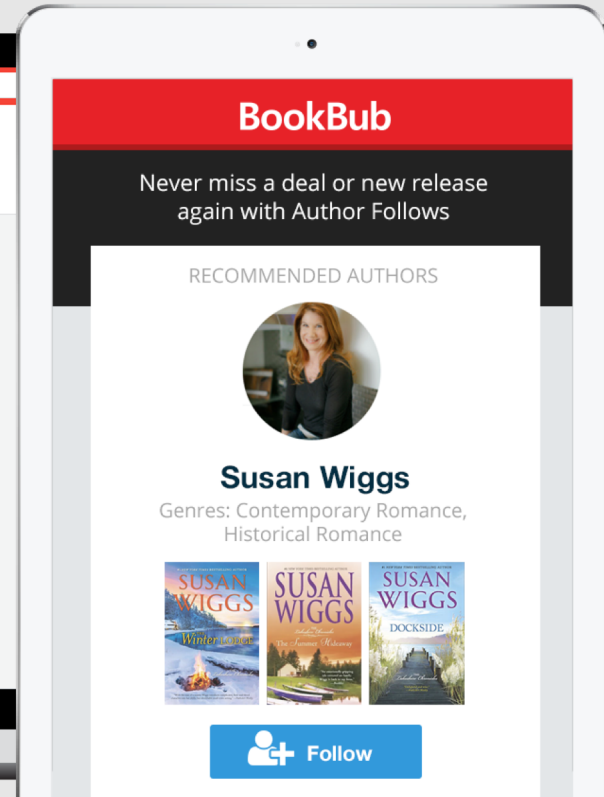
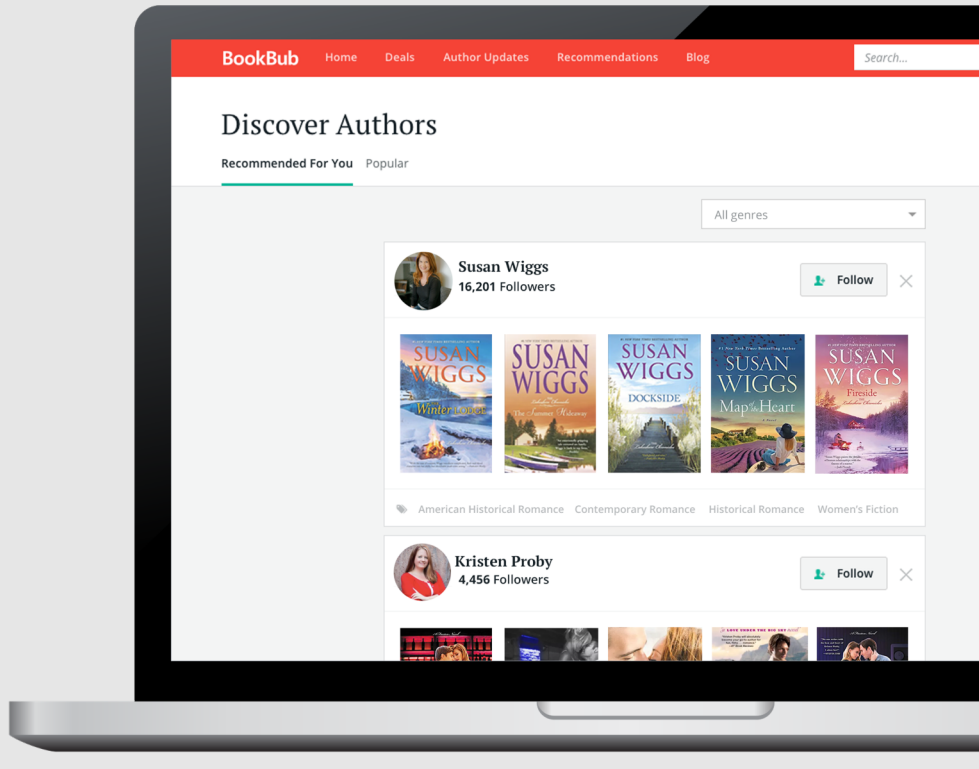




1

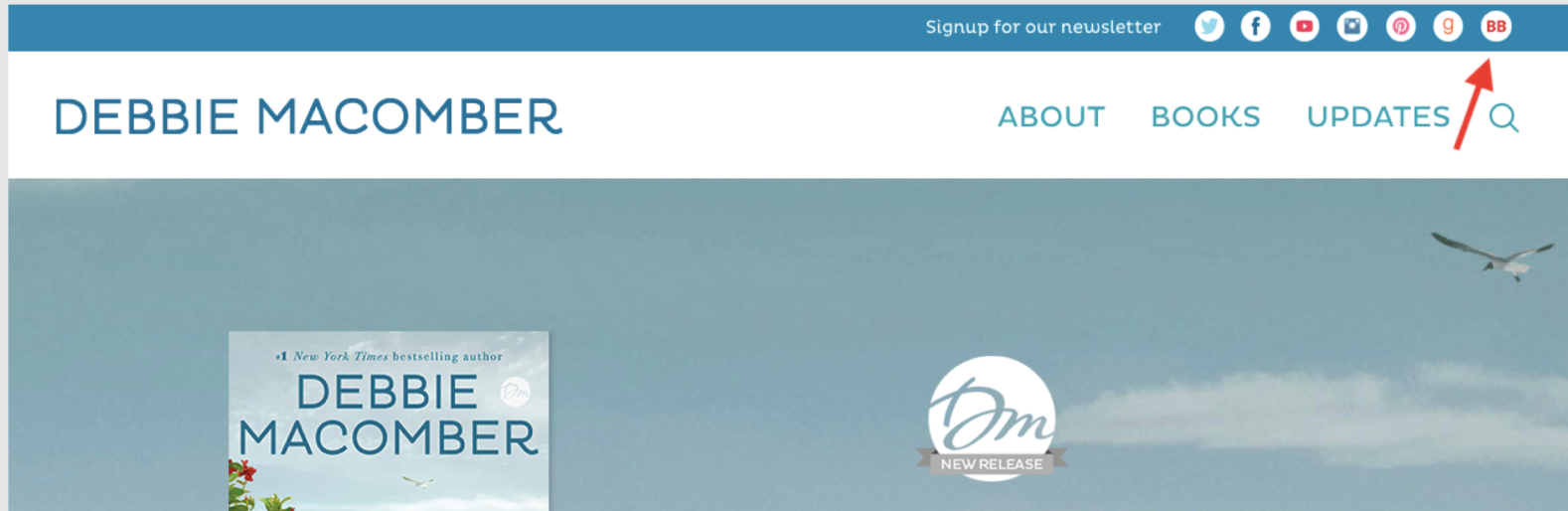
# Claim BookBub Author Profile

# Author Profiles help discovery



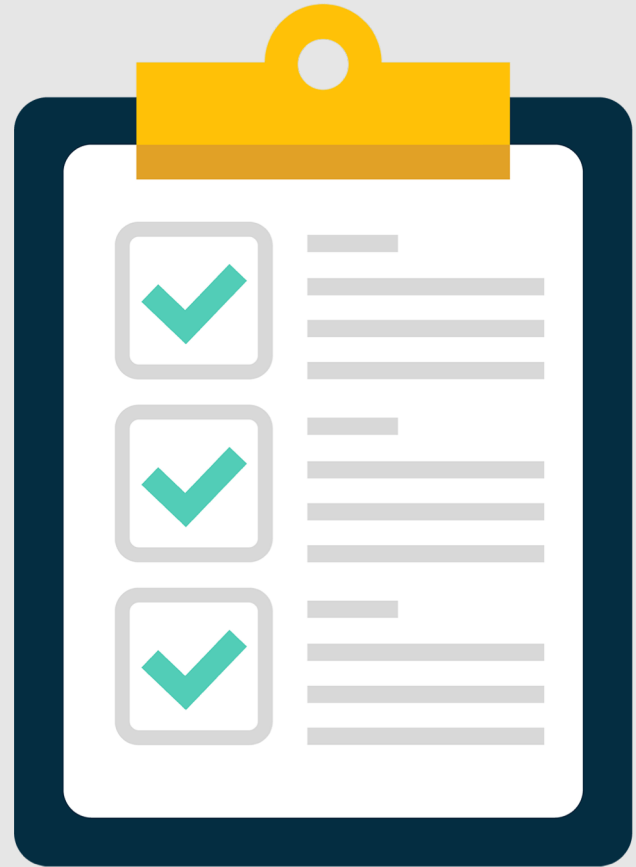
# Drive followers to boost success

- ✓ Add follow buttons to website
- ✓ Promote profile on social media
- ✓ Ask for follows in back matter
- ✓ Run giveaways (follow as entry)



# Things to note

- ✓ Free for all authors
- ✓ Must have an ebook available
- ✓ Verification process
- ✓ Review process can take a week
- ✓ Only one profile per account



BookBub

Preorder from Kristen Proby



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



## Savor You

by Kristen Proby

PREORDER NOW AT:

Amazon

Barnes & Noble

Google

Kobo

Apple iBooks

SAVE FOR LATER:

Bookmark

### PUBLISHER DESCRIPTION

In the next sizzling romance in Kristen Proby's *New York Times* bestselling Fusion series, two celebrity chefs compete in a culinary competition, but resisting each other will prove to be the greater challenge.

Cooking isn't what Mia Palazzo does, it's who she is. Food is her passion . . . her pride . . . her true love. She's built a stellar menu full of delicious and sexy meals for her restaurant, Seduction. Now, after being open for only a few short years, Mia's restaurant is being featured on Best Bites TV... [Read More >](#)

2

# Schedule a Preorder Alert



# Why run a Preorder Alert?



Highly  
targeted



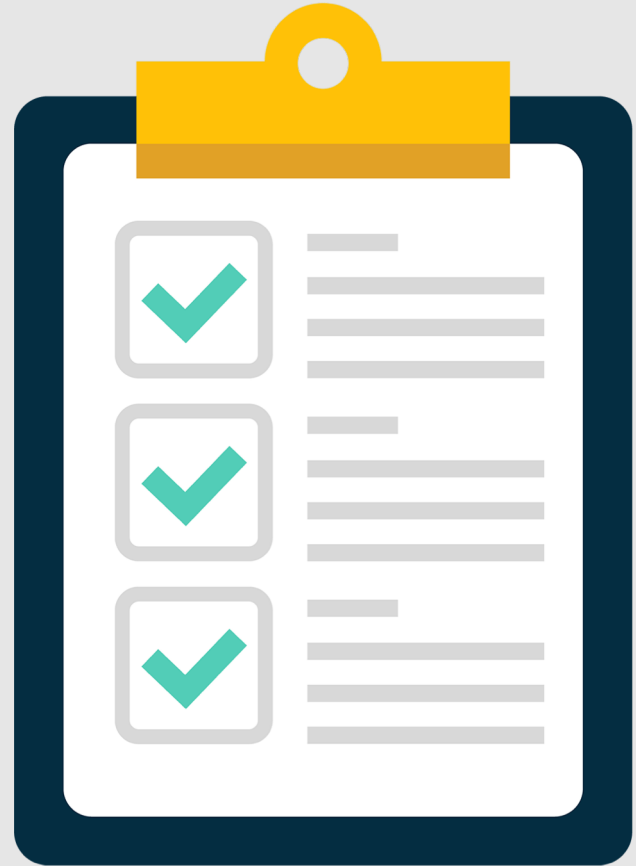
Drives  
sales



Flexible  
and easy

# Things to note

- ✓ Authors with 1K+ followers eligible
- ✓ \$0.02 per follower
- ✓ Available in the US
- ✓ Box sets and co-authored books are eligible

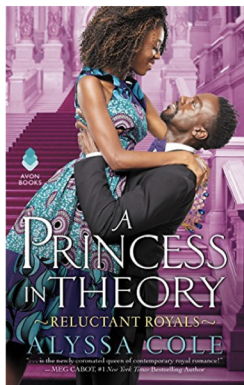


BookBub

New Release from Alyssa Cole



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



## A Princess Theory: Reluctant Royals

by Alyssa Cole

NOW AVAILABLE AT:

Amazon

Barnes & Noble

Google

Kobo

Apple iBooks

SAVE FOR LATER:

Bookmark

### PUBLISHER DESCRIPTION

From acclaimed author Alyssa Cole comes the tale of a city Cinderella and her Prince Charming in disguise . . .

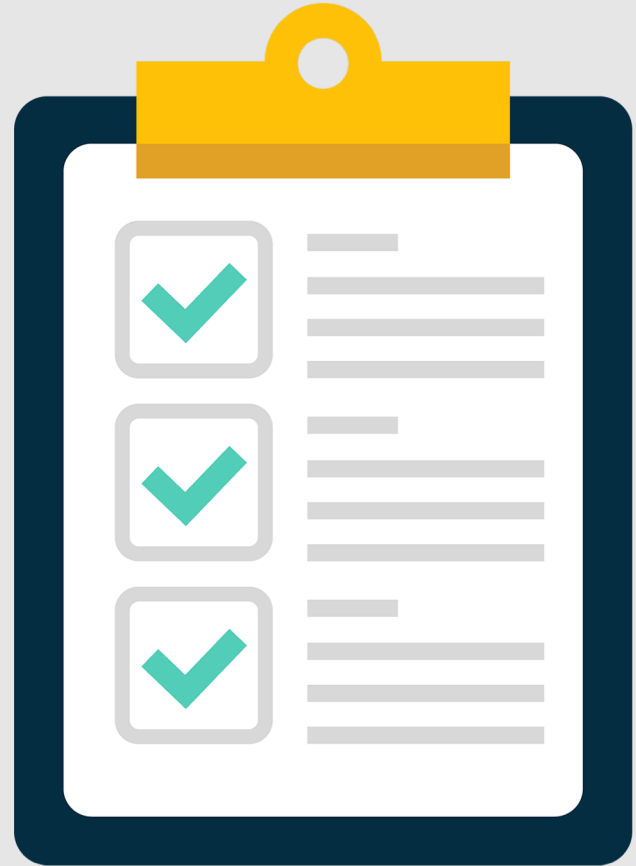
Between grad school and multiple jobs, Naledi Smith doesn't have time for fairy tales...or patience for the constant e-mails claiming she's betrothed to an African prince. Sure. Right. *Delete!* As a former foster kid, she's learned that the only things she can depend on are herself and the scientific method, and a silly e-mail won't convince her otherwise... [Read More >](#)

3

# Send a New Release Alert

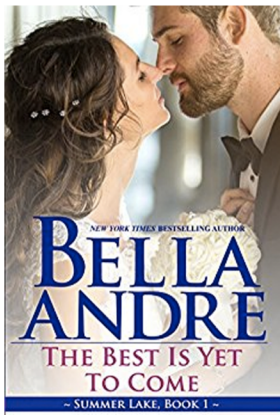
# Things to note

- ✓ Free for all authors
- ✓ Eligibility requirements
- ✓ Metadata needed – add your new books to your profile



BookBub

Your Deals



## The Best Is Yet to Come

By Bella Andre

From a *New York Times* bestselling author: After 10 years away, city girl Sarah returns to her hometown of Summer Lake for a business deal. She needs the mayor on her side — only the mayor is Calvin, Sarah's first love, with whom things ended badly...

**\$1.99** ~~\$5.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

*Contemporary Romance*

4

Run a  
Featured Deal  
on an older title

# Why run a Featured Deal?



Drive sales &  
revenue



Hit a  
bestseller list



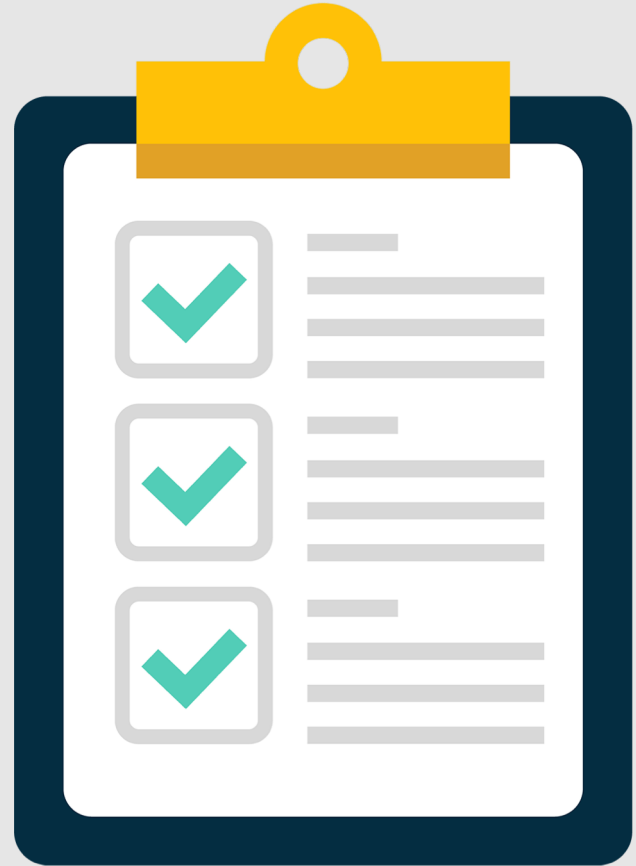
Grow BookBub  
followers



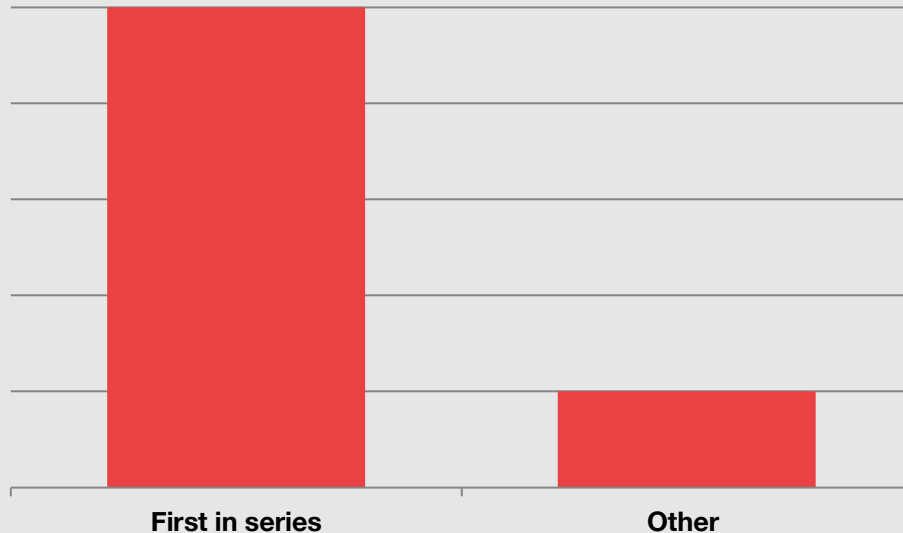
Sell other  
books

# Things to note

- ✓ Minimum requirements
- ✓ Editorial selection process
- ✓ Only 10-20% get featured
- ✓ Flat fee



# 1. Discount first in series book



**5x**

higher increase in sales of other books in the series when the first book is discounted vs. any other book in the series



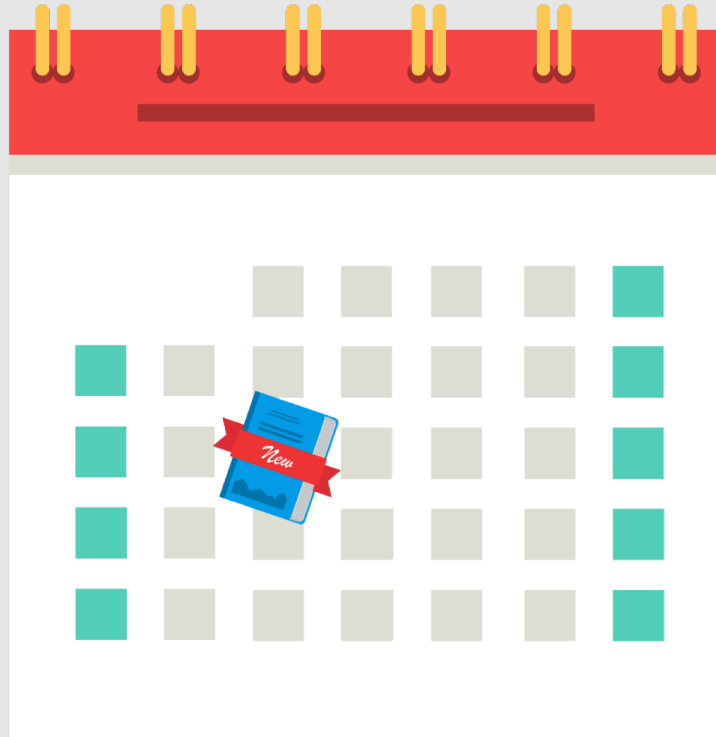
## 2. Choose the lowest price possible

**75%+**

higher response rates at  
\$0.99 than \$2.99



### 3. Discount when the new book is live



**22x**

increase in sales of other  
books on the day of a  
BookBub Featured Deal

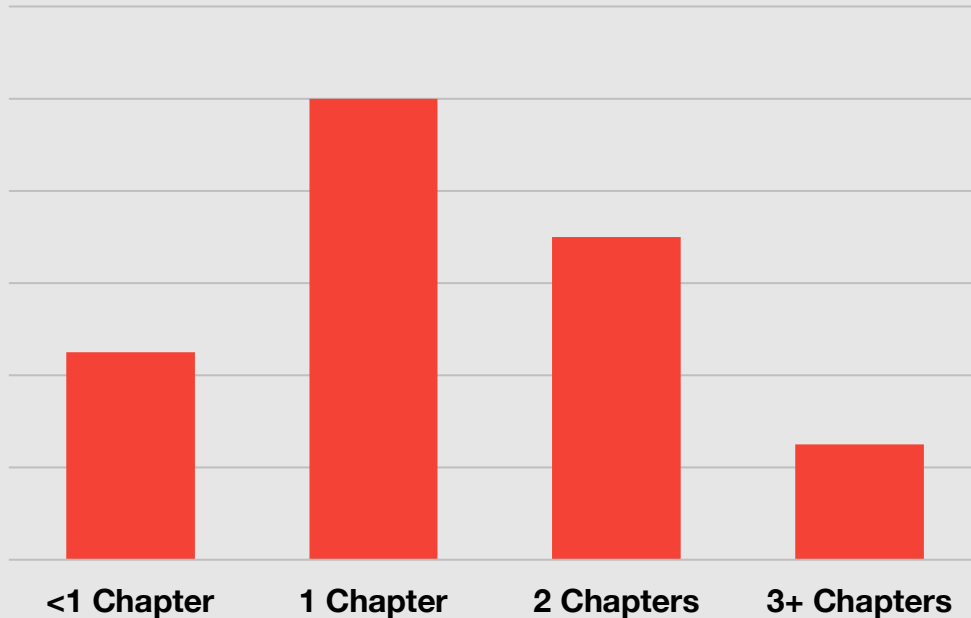
## 4. Include links in the back matter



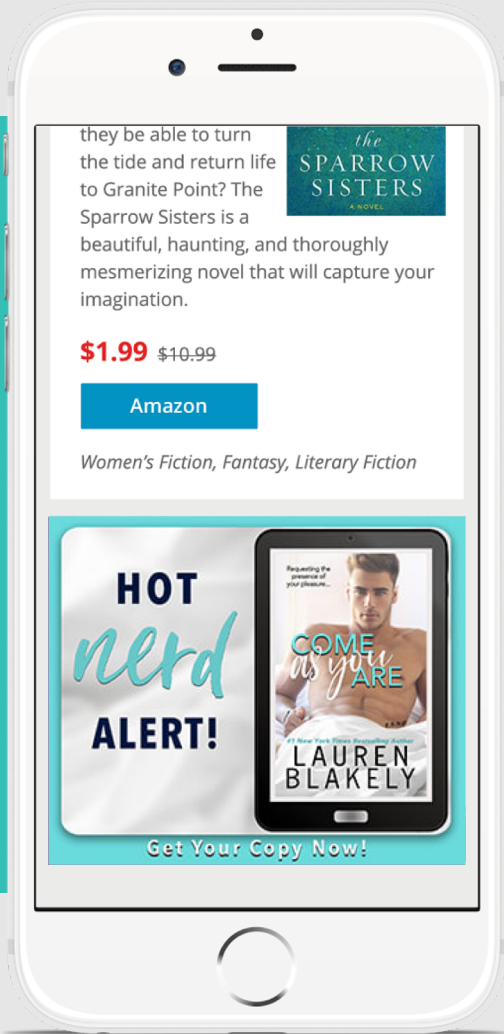
# 2.2x

increase in sales of other books in the series if links are included in back matter

# 5. Include an excerpt of the new book



Authors who included a **one-chapter excerpt** in their back matter saw the highest increase in sales of the promoted book



5

# Launch a BookBub Ads campaign

# Why run BookBub Ads?



Flexible  
timing



Personalized  
budget



Nuanced  
targeting



Real-time  
results

# Set up ads at any time

- ✓ No editorial process
- ✓ Set start-and-end dates or run ads continuously
- ✓ Start serving impressions within the hour



# Determine your budget and bid

- ✓ Start small: \$5 - \$10 budgets
- ✓ Bid on clicks or impressions (CPC or CPM)





# Target the right readers



Author  
Interest



Retailer  
Preference



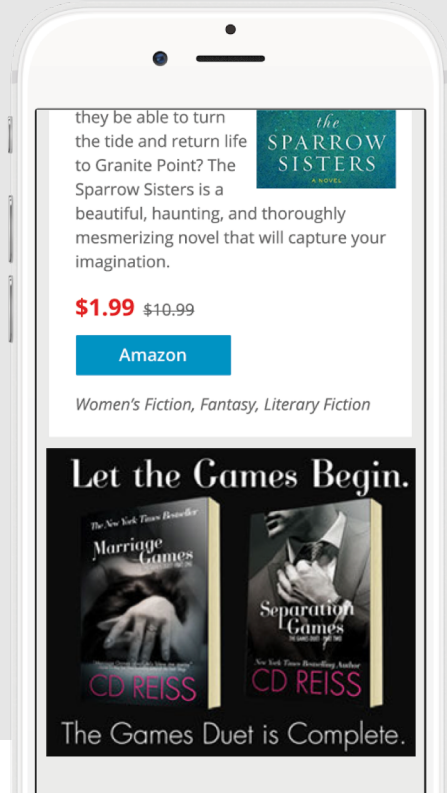
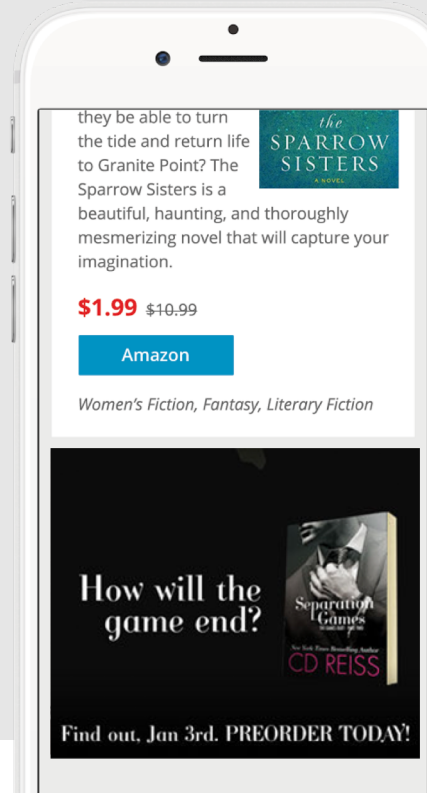
Regions



Category  
Interest

# Target the right readers

- ✓ Select yourself to target existing fans
- ✓ Target fans of similar authors to reach new readers



# Hook your audience

“Smart, sexy and oh-so romantic.”  
—MARY BALOGH,  
*New York Times* bestselling author



START READING

ON SALE NOW

THE TROUBLE WITH DUKES  
GRACE BURROWES

FALL IN LOVE WITH THE MOST ROMANTIC HERO EVER!



BUY NOW

BELLA ANDRE  
YOU DO SOMETHING TO ME  
~ THE SULLIVANS ~

The only woman he wants  
*is the one*  
he can't have.



Click Here

MASON NOW FREE  
GET YOUR COPY TODAY!



REMINGTON RANCH  
SJ McCoy

amazon barnesandnoble kobo

kindleunlimited



EVERYTHING WAS FINE UNTIL HE TURNED UP ON HER DOORSTEP.

KITTY CAT  
AGE OF NIGHT BOOK ONE  
MAY SAGE

Heat up the Holidays

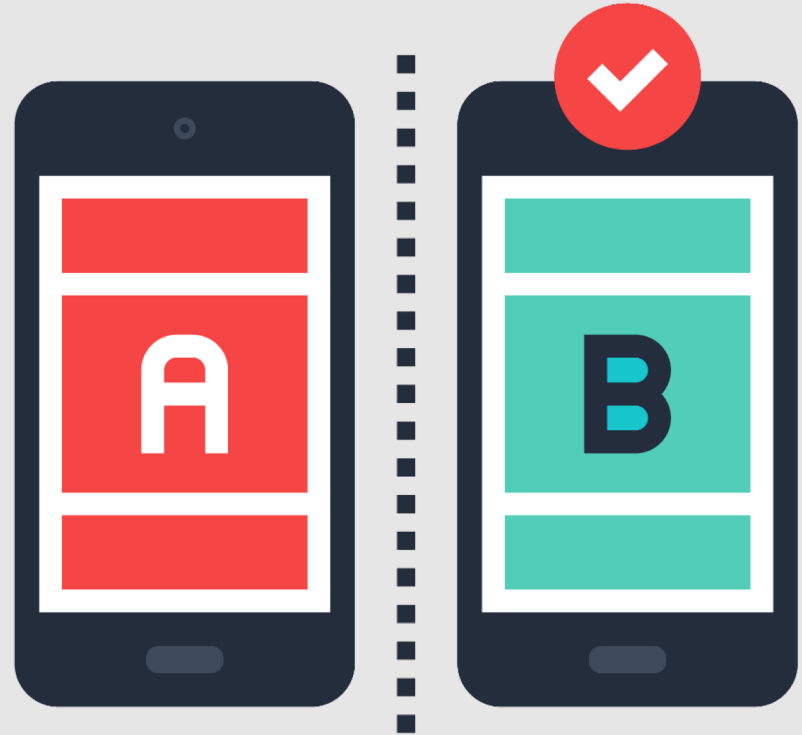


READ NOW

A COWBOY FOR Christmas  
CELIA AARON

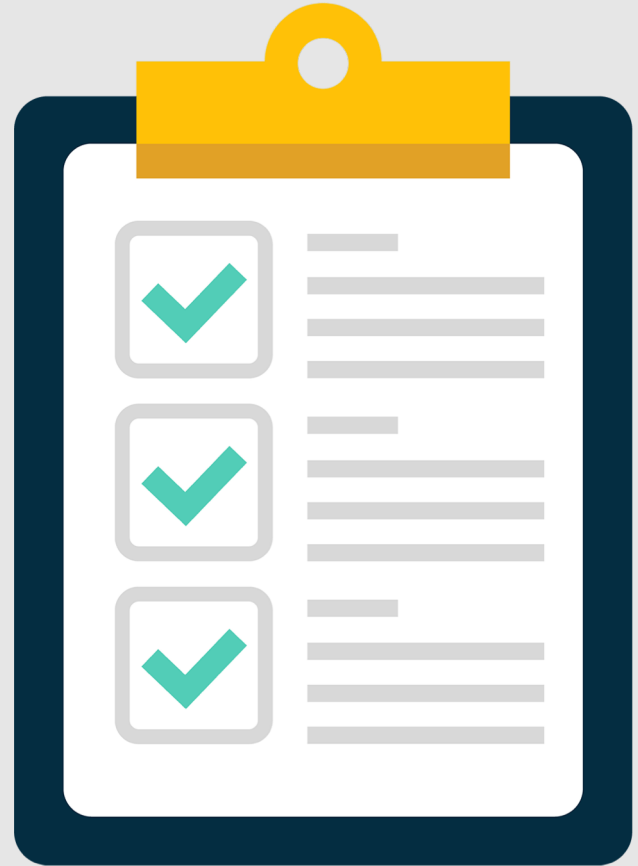
# Run tests to refine results

- ✓ Reporting updates every hour
- ✓ A/B test different versions of your ad
- ✓ Monitor click-through-rate and cost-per-click



# Things to note

- ✓ No selection process
- ✓ Any book is eligible
- ✓ Totally self-serve
- ✓ Contact us for help!





## Look for Me

Lisa Gardner

Save to Bookmarks



Crime Fiction, Thrillers



Tess Gerritsen

@TessGerritsen

2w



★★★★★ |  I recommend this book

My fellow New England author Lisa Gardner has a new book out 2/6. It's called LOOK FOR ME. I'm interviewing her for the LA Book Review shortly, and can't wait to talk about this dark family crime featuring her signature homicide detective DD Warren. The story starts with a bang, literally, and we are shown a crime scene where a family has been wiped out. But wait, a teen-aged daughter is missing! What???? Is she victim or perp? I love Lisa's edgy suspense!

(edited)

Reasons I enjoyed this book:

Action-packed

Page-turner

Twisted

Unpredictable

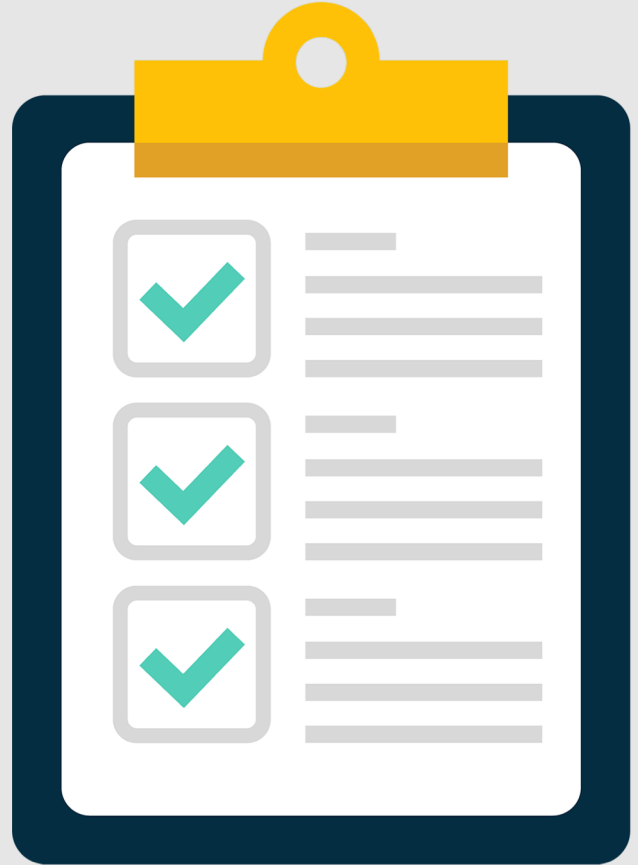
Wonderful characters

6

Ask authors  
to recommend  
your book

# Things to Note

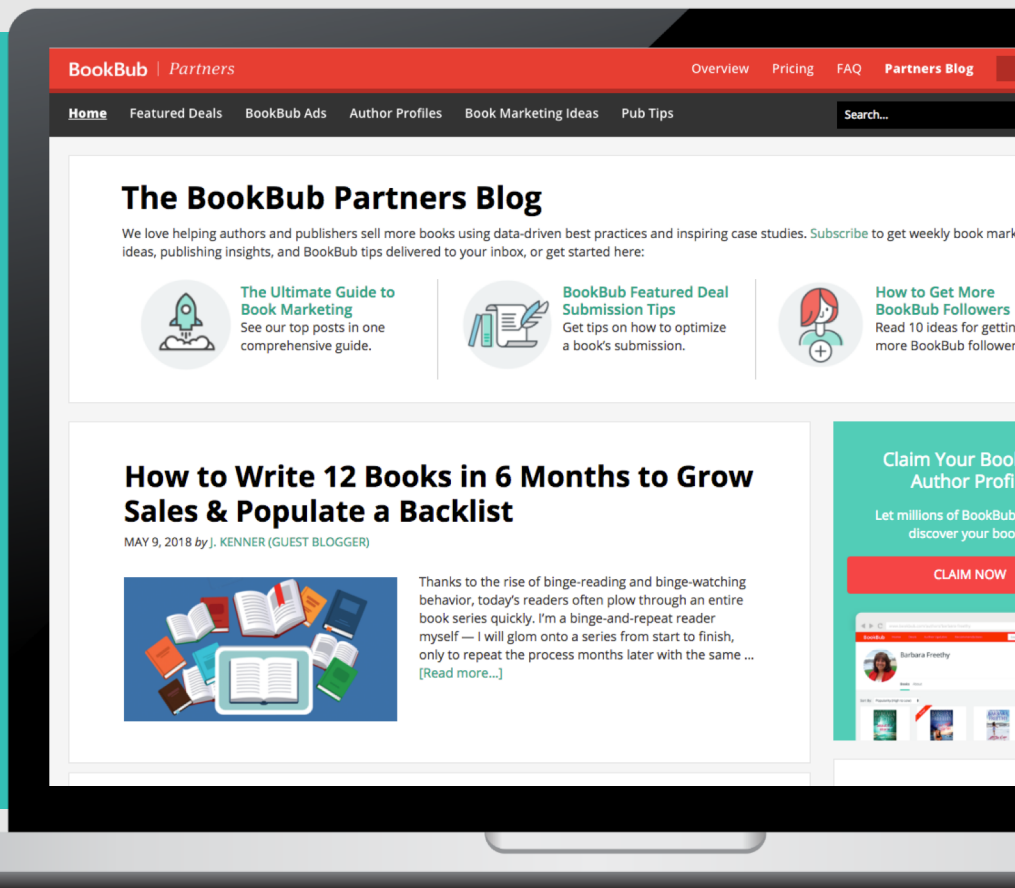
- ✓ Search for any book to recommend on BookBub.com
- ✓ Check “I recommend this book” to notify your followers



# For further tips and strategies...

insights.bookbub.com

partners@bookbub.com





# Questions?

Access the slides at: [insights.bookbub.com/rt18](https://insights.bookbub.com/rt18)

Contact us at [partners@bookbub.com](mailto:partners@bookbub.com)

