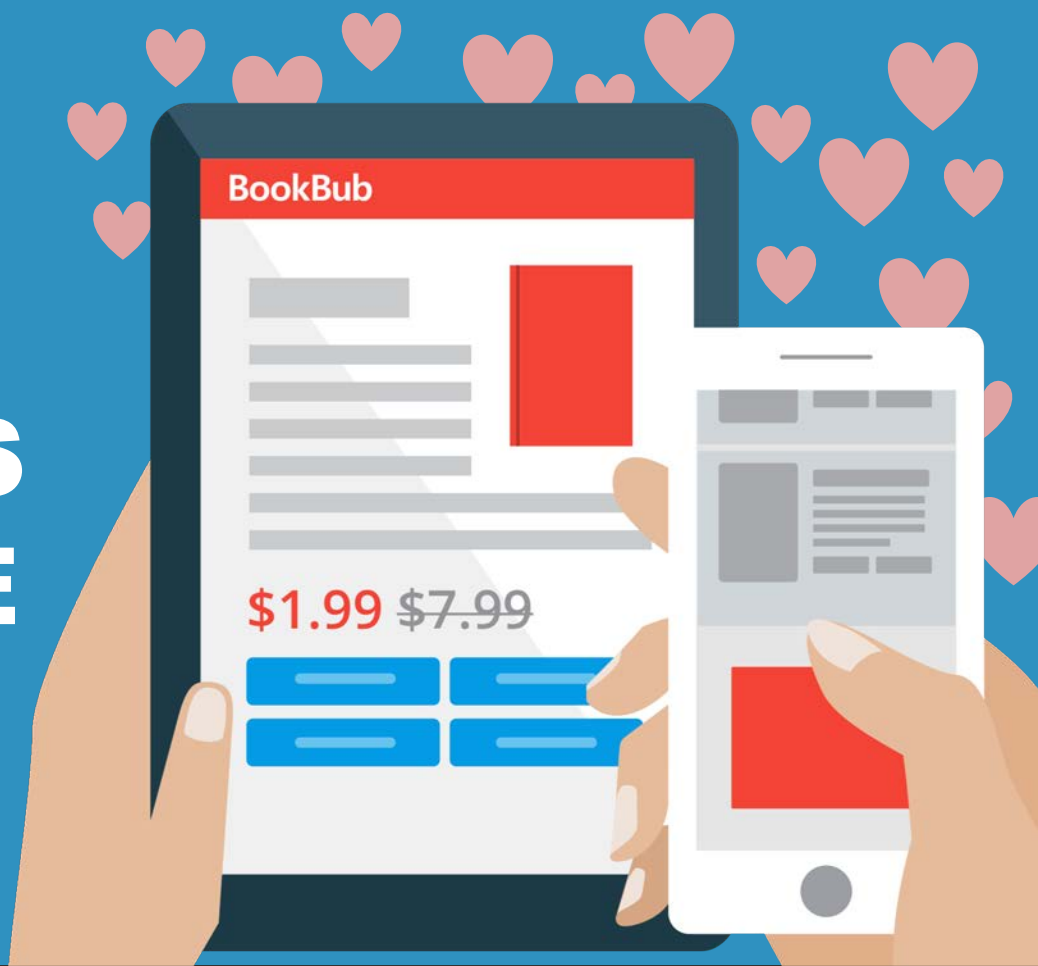


*How to*  
**USE PRICE  
PROMOTIONS**  
*to* **SELL MORE  
BOOKS**

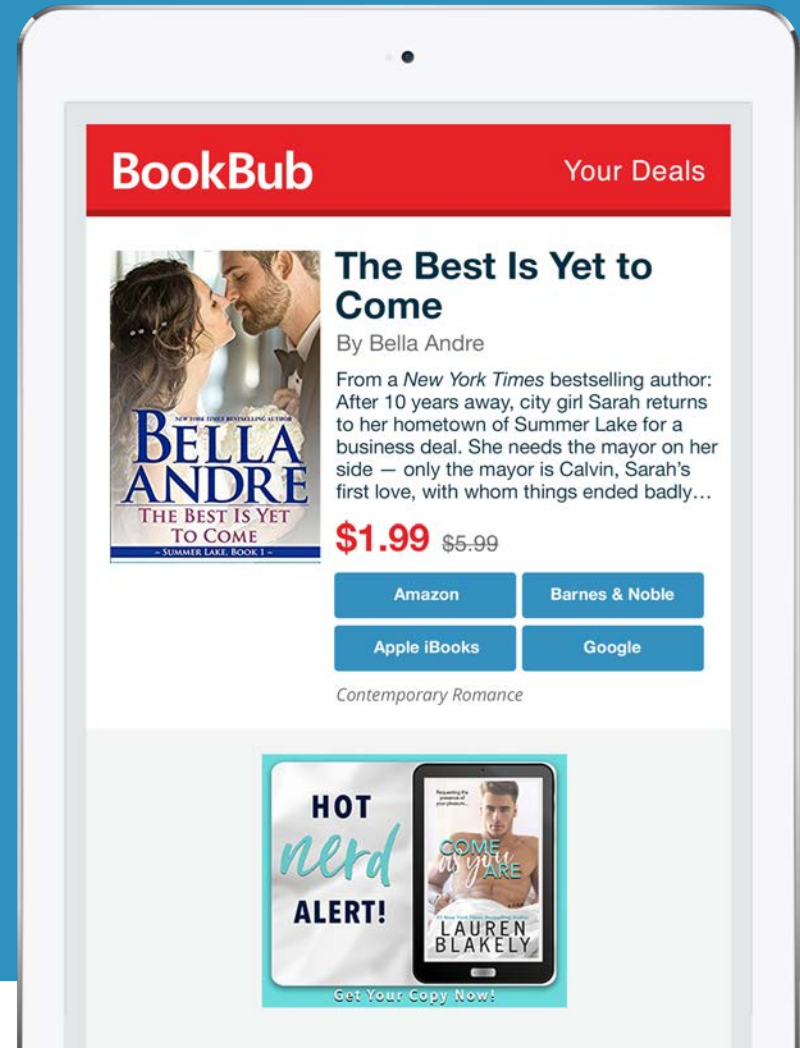


# What we'll cover today

- 1 Bargain buyer behavior
- 2 How to meet your marketing goals
- 3 Working with BookBub
- 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. The main content area features a book deal for "The Best Is Yet to Come" by Bella Andre. On the left is the book cover, which shows a man and a woman in a romantic embrace. To the right of the cover, the title "The Best Is Yet to Come" is displayed in a large, bold font, followed by the author's name "By Bella Andre". Below the author's name is a short synopsis: "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" in red, with the original price "\$5.99" in grey. Below the price are four blue buttons for purchasing: "Amazon", "Barnes & Noble", "Apple iBooks", and "Google". Underneath the 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. The banner features the text "HOT nerd ALERT!" in a stylized font and a small image of the book cover on a smartphone screen. Below the banner, the text "Get Your Copy Now!" is visible.

**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

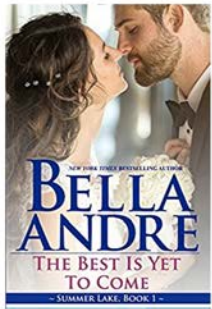


**The Summer Hideaway**  
by Susan Wiggs

Bookmark



**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

**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 York Times bestseller series, two celebrity chefs compete in a culinary competition that will prove to be the greater challenge.

It isn't what Mia Palazzo does, it's who she is. She's a true love. She's built a stellar menu full of delicious dishes at her restaurant, Seduction. Now, after being open for a year, the restaurant is being featured on Best Bites TV...

**BookBub**



**Look for Me**  
Lisa Gardner

Save to ...

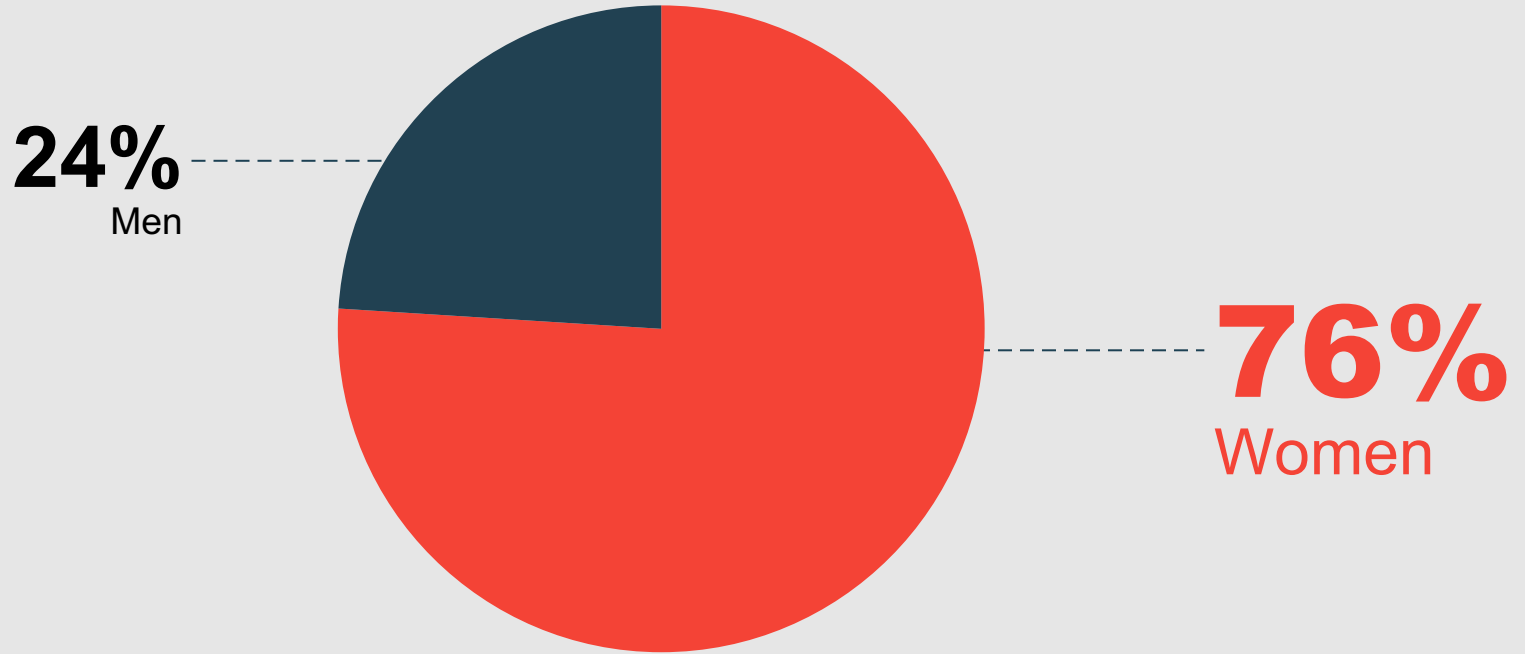
Tess Gerritsen  
@TessGerritsen

★★★★★ Recommended

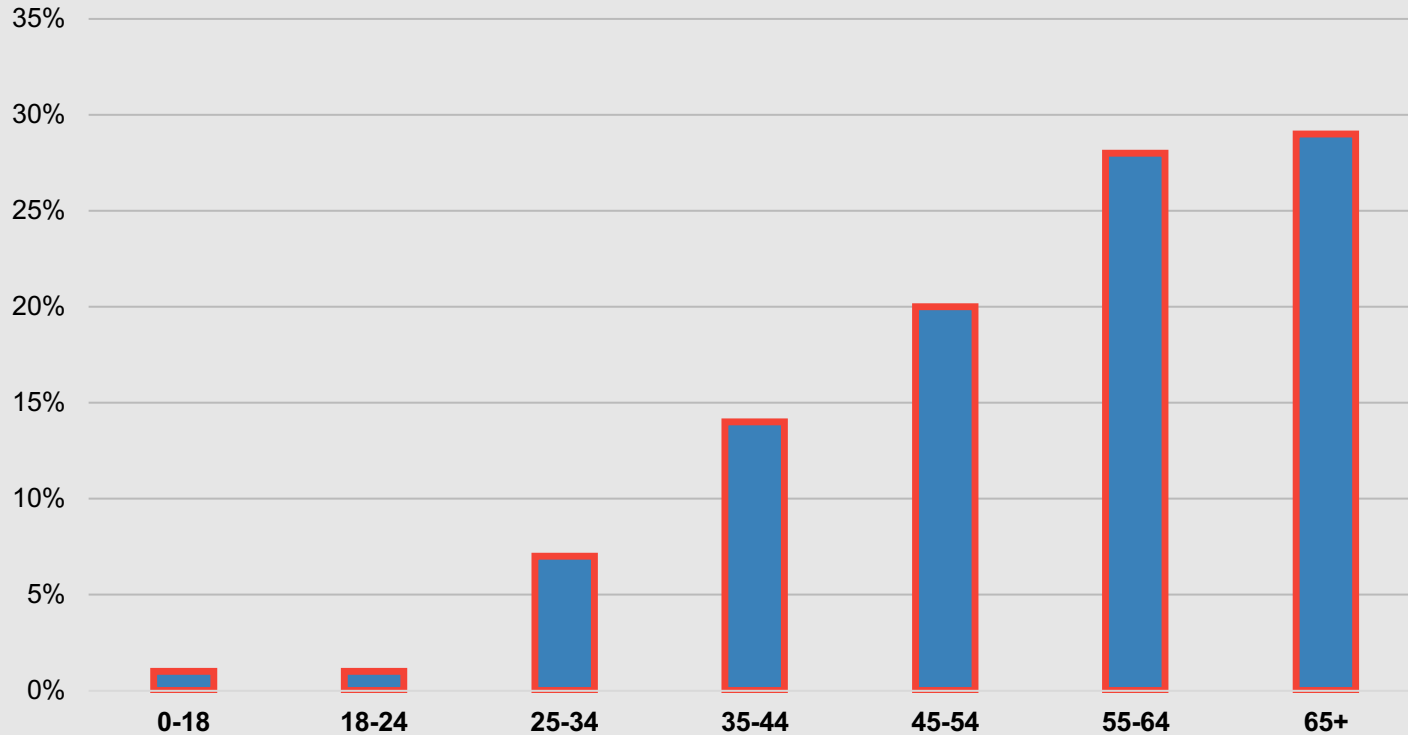
My fellow New England author Lisa Gardner has a new book out 2/6. It's called LOOK FOR ME. I'm interviewing her for the LA Book Review shortly, and can't wait to talk about this dark family crime featuring her signature homicide detective DD Warren. The story starts with a bang, literally, and we are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

*WHO ARE*  
**BookBub's**  
**Readers?**

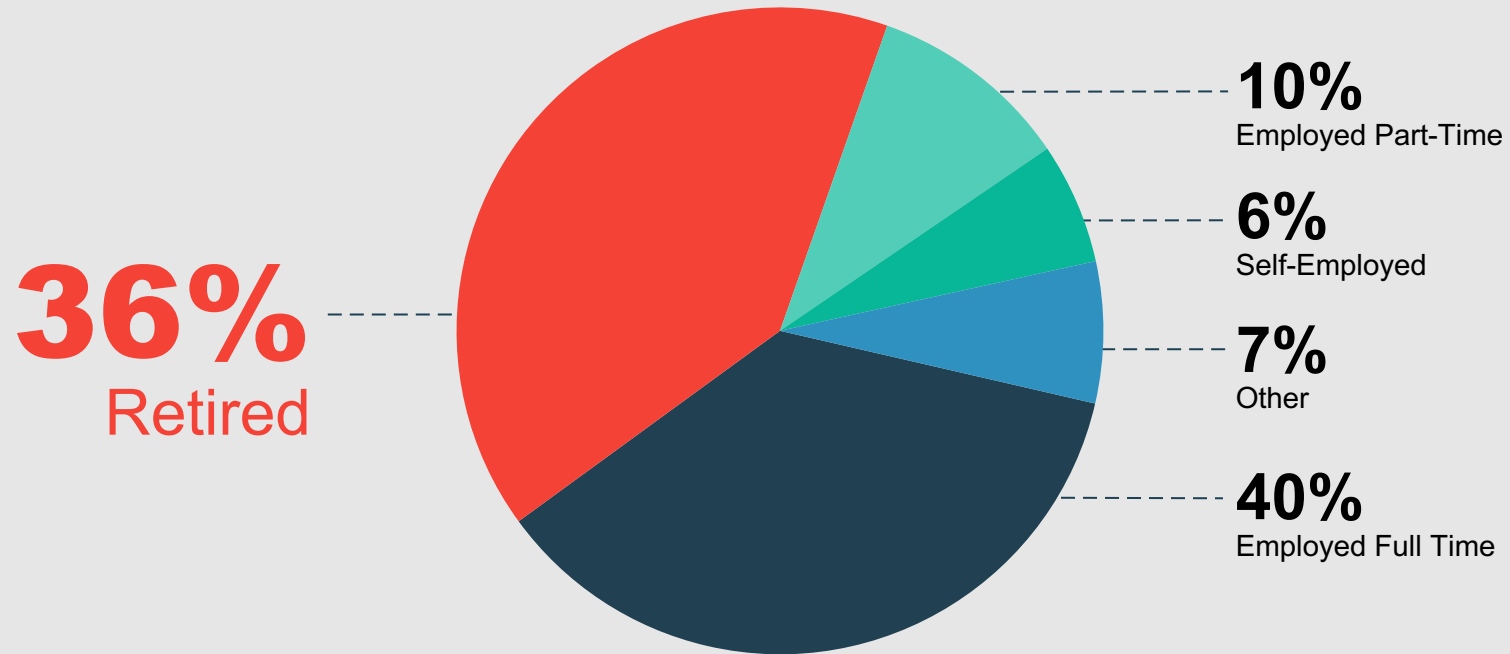
# They're predominantly female



# The vast majority are over 40

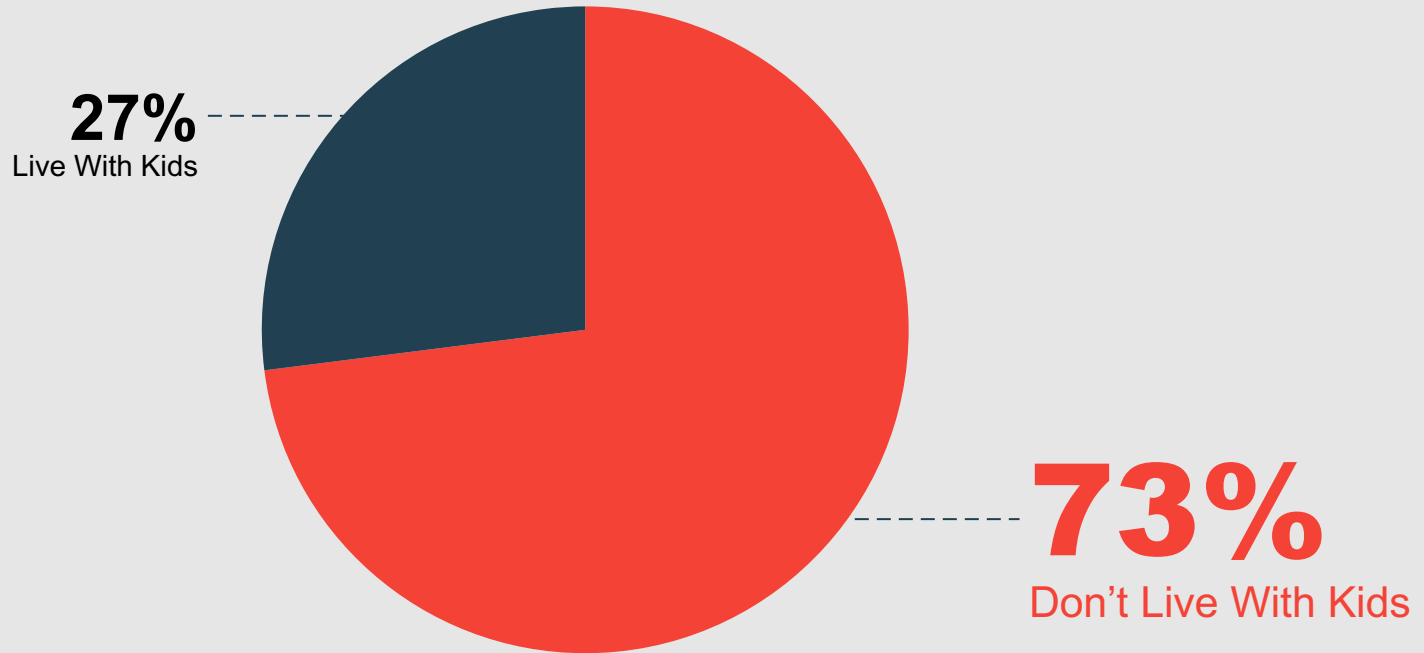


# A significant amount are retired





# Most don't live with children



# They're power readers

**74%**

Read 4+ Books Per Month

**24%**

Read 1-4 Books Per Month

**2%**

Read <1 Book Per Month



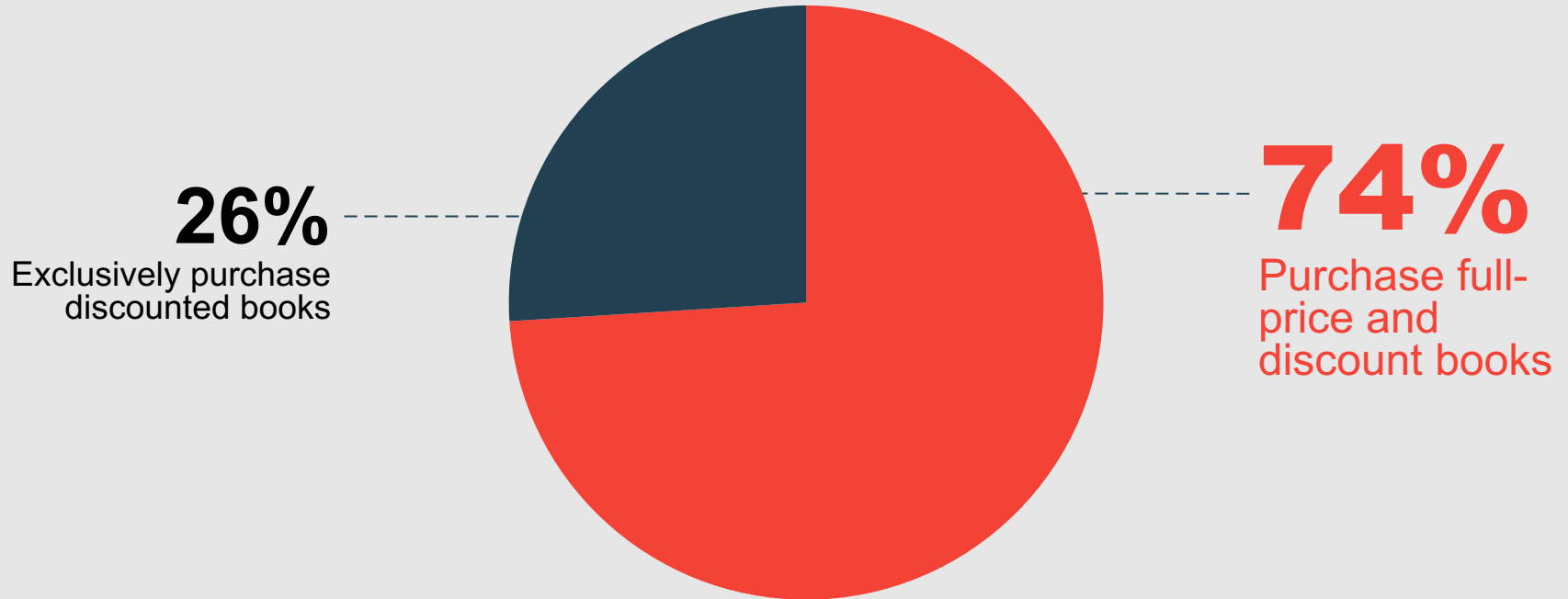
BookBub Readers

# While they are price sensitive...



*Purchase rates decline as prices go up*

# ...they also buy full-priced ebooks



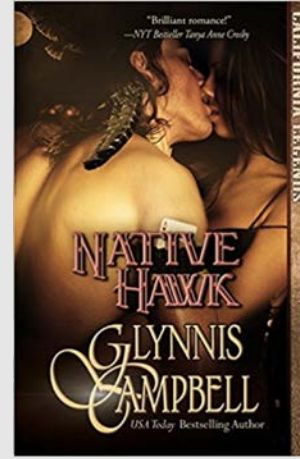
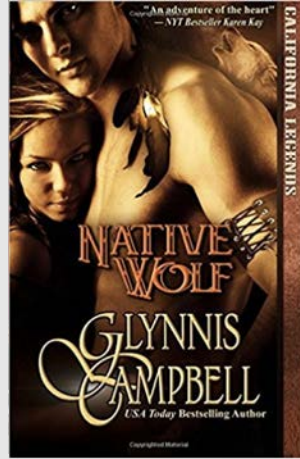
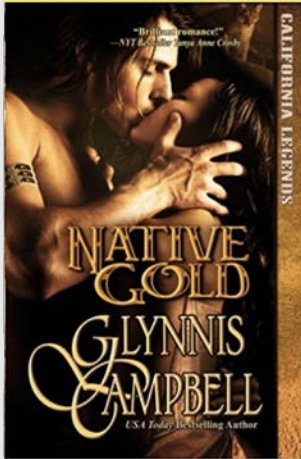
# They try new authors

95%

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



# They become loyal, eager fans



**63%**

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

# They're repeat readers



84%

choose new books to read  
because they're by an  
author they already like

# They're engaged



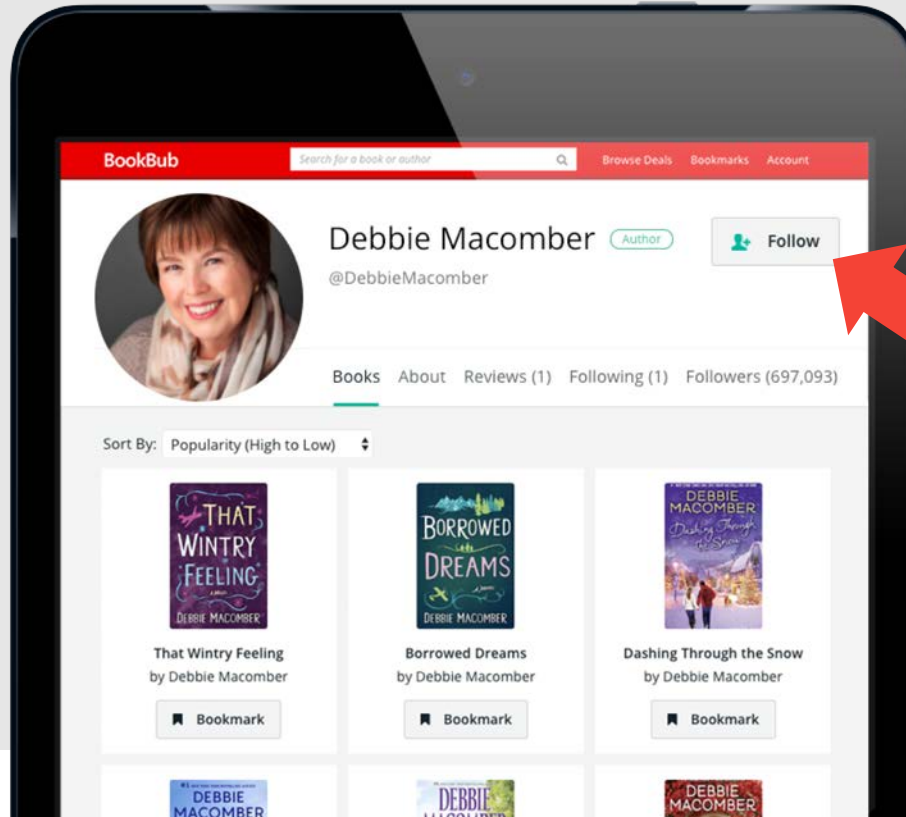
**81%**

engaged with an author after reading a book by either:

- ✓ Posting a rating/review
- ✓ Following them online
- ✓ Visiting their website
- ✓ Signing up for their newsletter



# They follow authors on BookBub



# They follow authors on BookBub

**40+**  
**million**

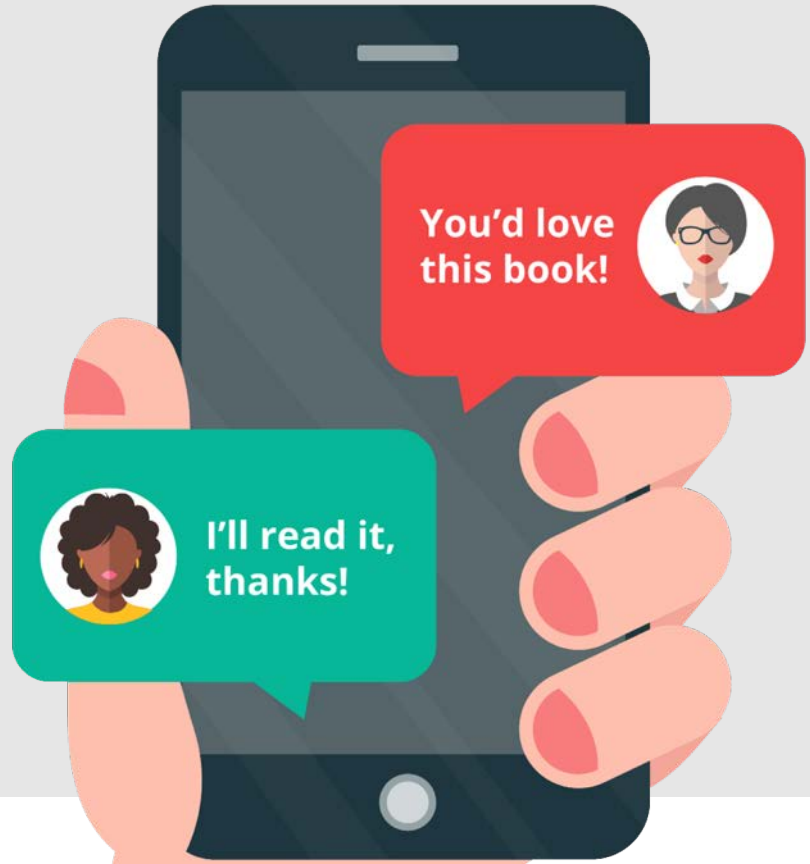
author follows  
on BookBub



# They're influencers

71%

tell their friends about books  
they discover on BookBub



# They are extremely valuable



*HOW TO MEET YOUR*  
**Marketing**  
**Goals**

**1** Generate reviews,  
followers, or  
newsletter signups



# Get a high volume of downloads

11x

more downloads of **free**  
books than \$0.99 books



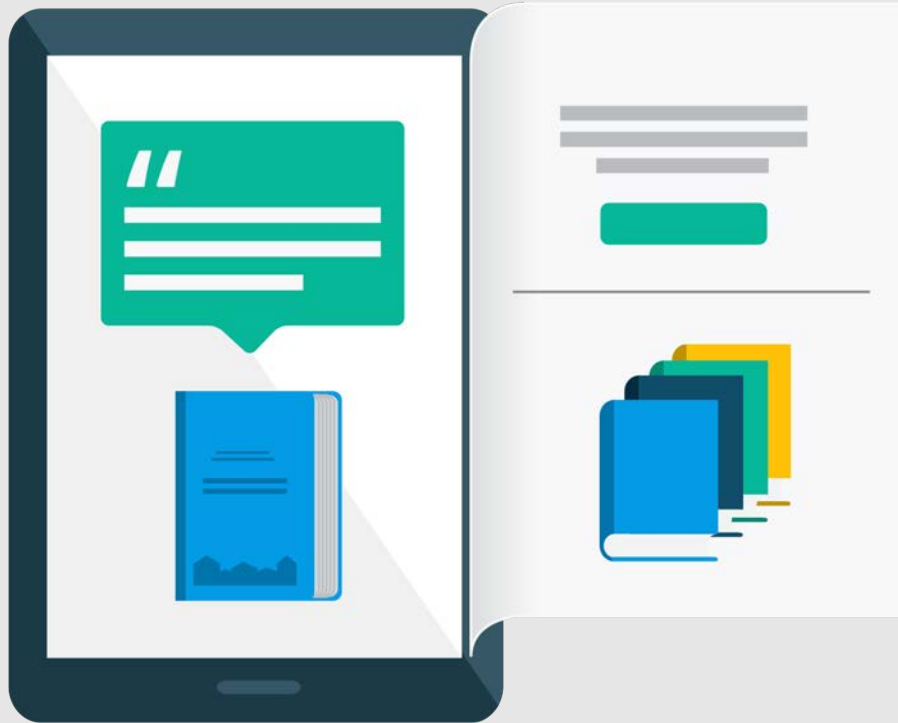
# ... or discount as low as possible



*Purchase rates decline as prices go up*



# Ask readers to review in back matter



**84%**

of authors who asked  
readers for a review saw  
an increase in reviews

# What's the best way to get reviews?

Just ask for them. I don't "incentivize" people to write reviews; I simply ask by explaining how helpful it is for not only the author, but for other potential readers. I put a request in on social media, in my newsletter, and sometimes in the back matter of my books suggesting that the reader leave a short review.



*Colleen Gleason*

# Promote your deal

Run a Featured Deal

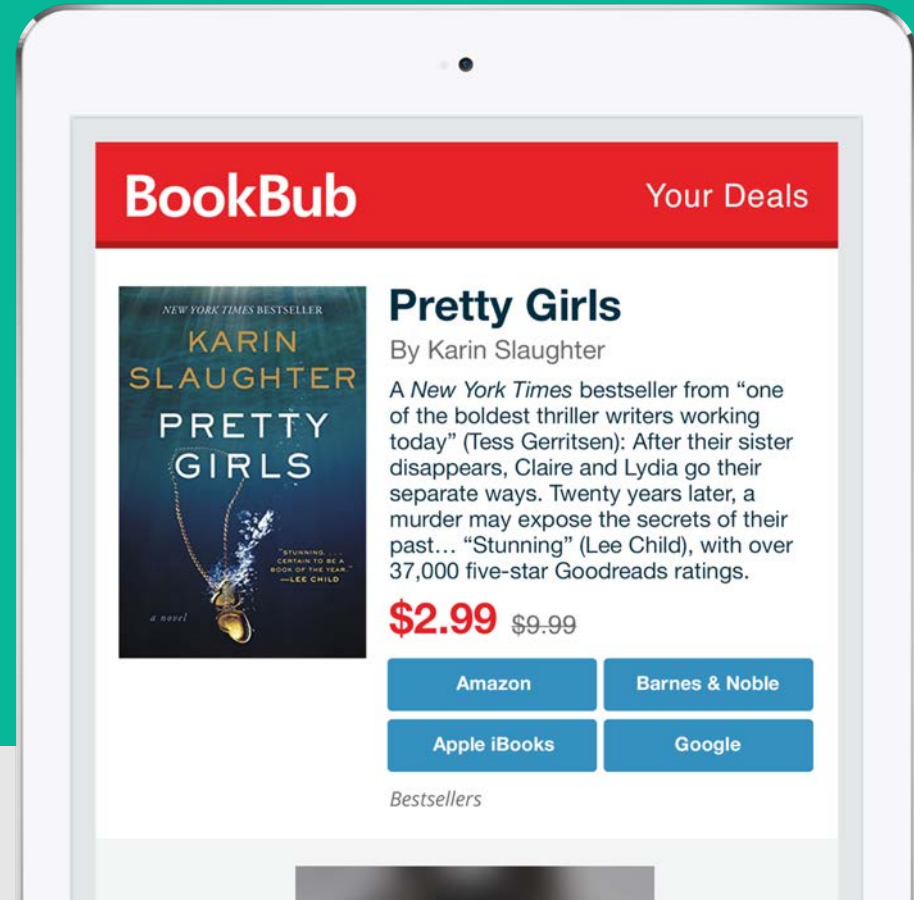


Run BookBub Ads



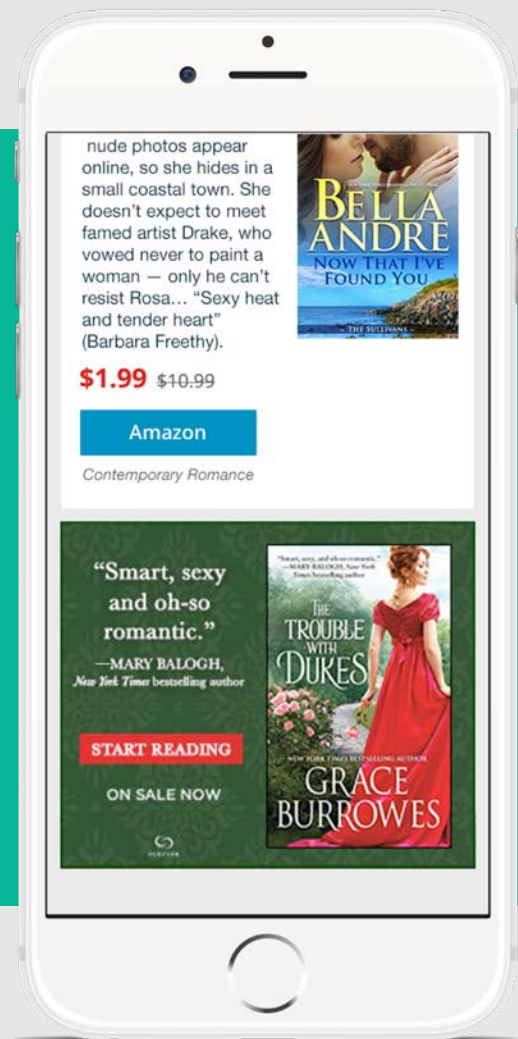
# FEATURED DEALS

- ✓ Drive sales & revenue
- ✓ Become a bestseller
- ✓ Generate exposure
- ✓ Sell other books



# BOOKBUB ADS

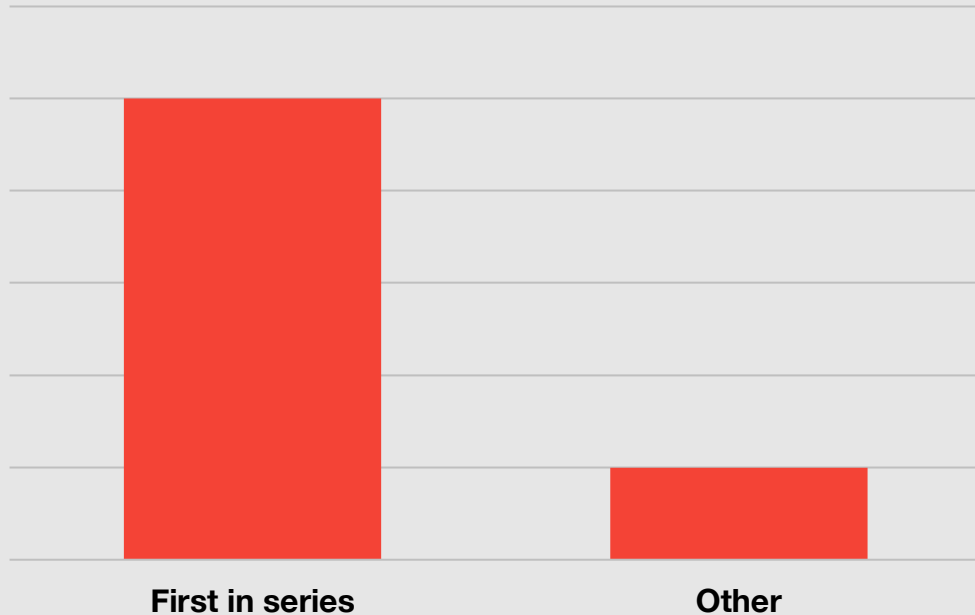
- ✓ Advertise any book at any time
- ✓ Control budget & bid
- ✓ Target a custom audience
- ✓ Monitor real-time results



# 2 Boost series sales



# Discount first-in-series book



**5x**

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

# Make the first book free

8x

higher sales of other books in a series when the first book was **free**





# Include links in the back matter



**200%**

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

# Promote your deal

Run a Featured Deal



Run BookBub Ads  
*to new readers during deal*

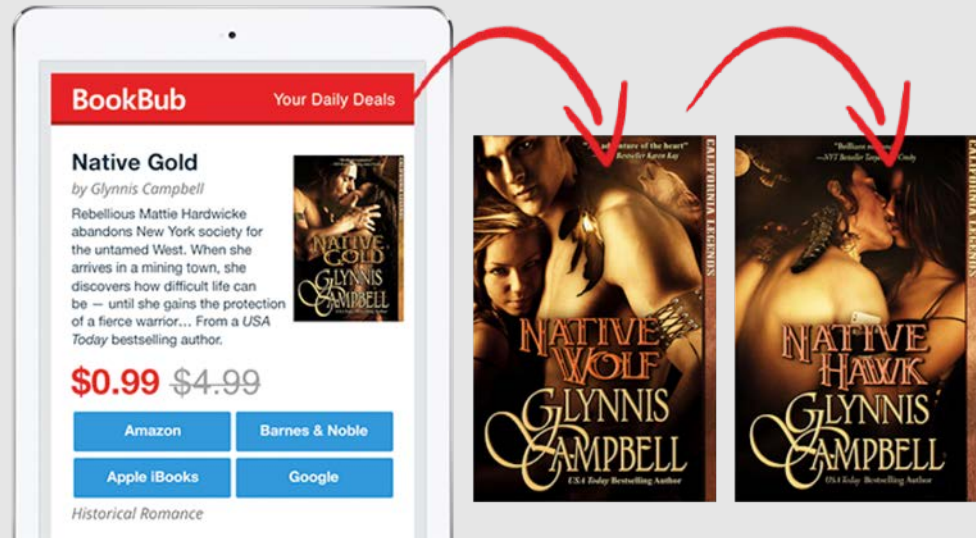


Run BookBub Ads  
*to fans after deal for book #2*

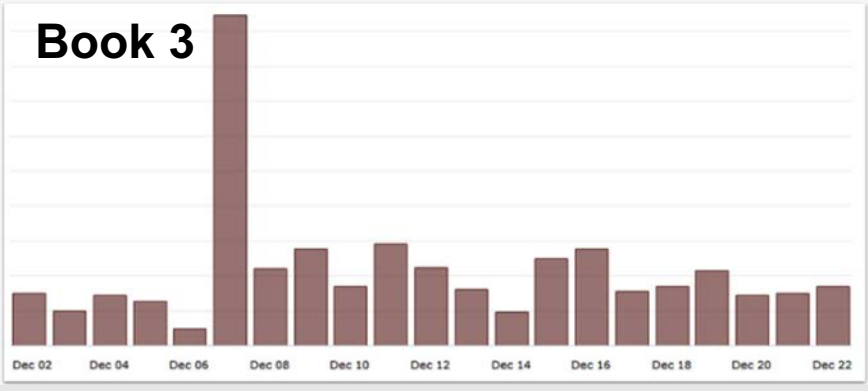
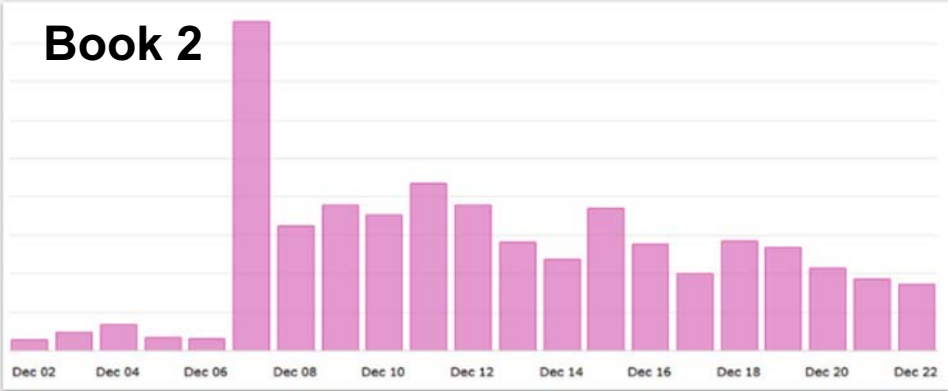
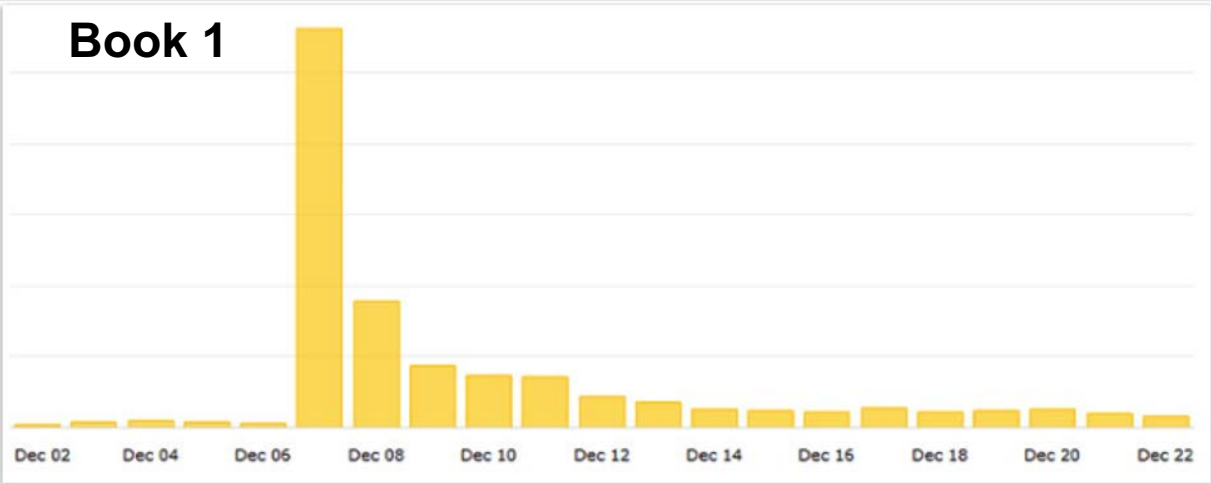


# Glynnis Campbell sold 100x more series books

- ✓ \$0.99 Featured Deal
- ✓ Promotions on other deal sites
- ✓ Cross-promo with other authors
- ✓ Added buy links to back matter
- ✓ Emailed newsletter subscribers
- ✓ Promoted on social media



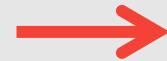
[insights.bookbub.com/rwa18](https://insights.bookbub.com/rwa18)



# 3 Drive sales and revenue



# Discount popular book to free or \$0.99



**\$0.99**



**Free**

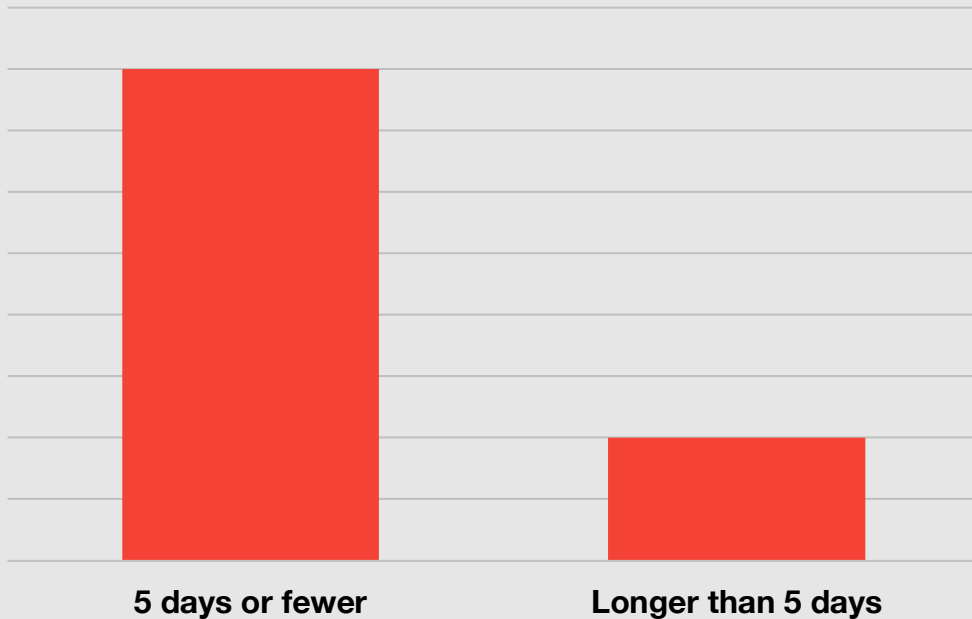
# Make a box set \$1.99 or \$2.99

# 29%

higher purchase rates for box sets than single books.  
Box sets also generate a **high ROI** at any price point.



# Discount for 5 days or fewer



**4x**

increase in post-promotion revenue if the book was discounted for 5 days or fewer



# Promote your deal

Run a Featured Deal



Run BookBub Ads



# Mari Carr & Lila Dubois boosted sales 350%

- ✓ Created a box set for first four series books
- ✓ Added blurbs and buy links to back matter
- ✓ Discounted to \$1.99 for 10 days
- ✓ Ran a Featured Deal
- ✓ Emailed newsletter subscribers
- ✓ Promoted on social media



[insights.bookbub.com/rwa18](https://insights.bookbub.com/rwa18)

# 4 Hit a bestseller list



# Discount most popular book



**15%**

increase in sales when a book has at least 150 Amazon reviews going into the Featured Deal

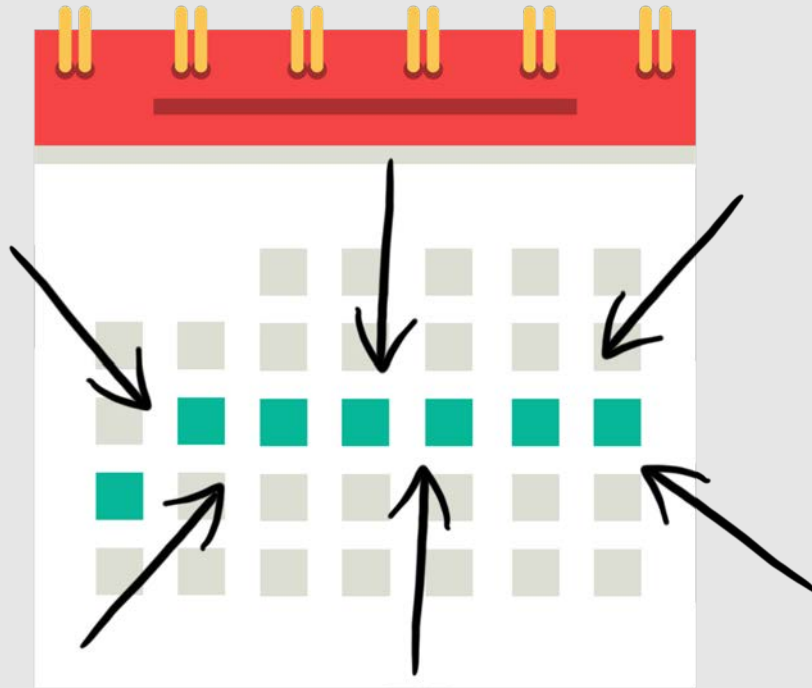
# Discount the book to \$0.99

70%

higher engagement at  
\$0.99 than \$2.99



# Concentrate promotions in one week



*New York Times:* **Sun - Sat**

*USA Today:* **Mon - Sun**

*Wall Street Journal:* **Sat - Sun**

# Promote your deal

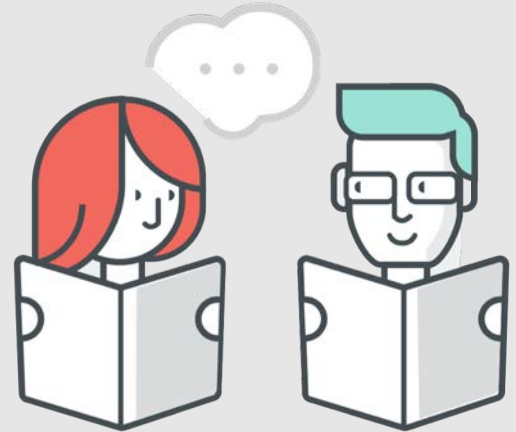
Run Featured Deal  
*on a Monday or Tuesday*



Run BookBub Ads  
*throughout the week*

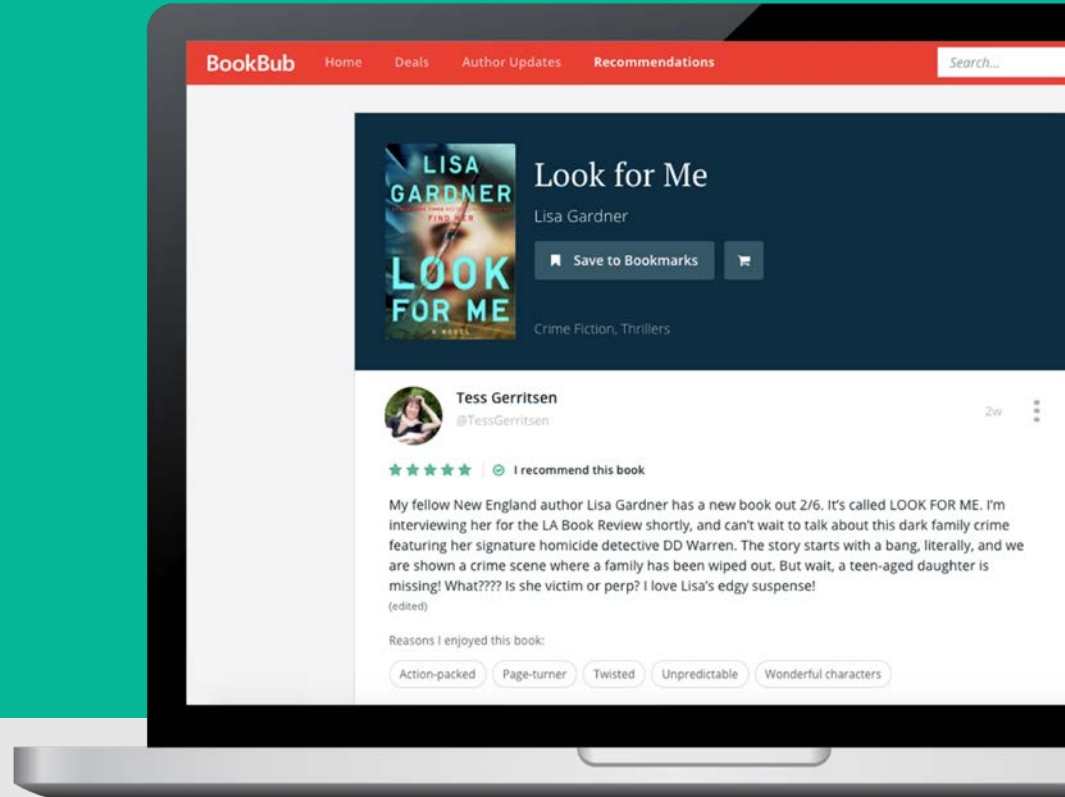


Recommendations  
*ask other authors to help*



# RECOMMENDATIONS

- ✓ Completely free
- ✓ Engage with fans
- ✓ Stay top-of-mind
- ✓ Boost exposure
- ✓ Drive sales





# Ask authors to recommend your book

**200K+**

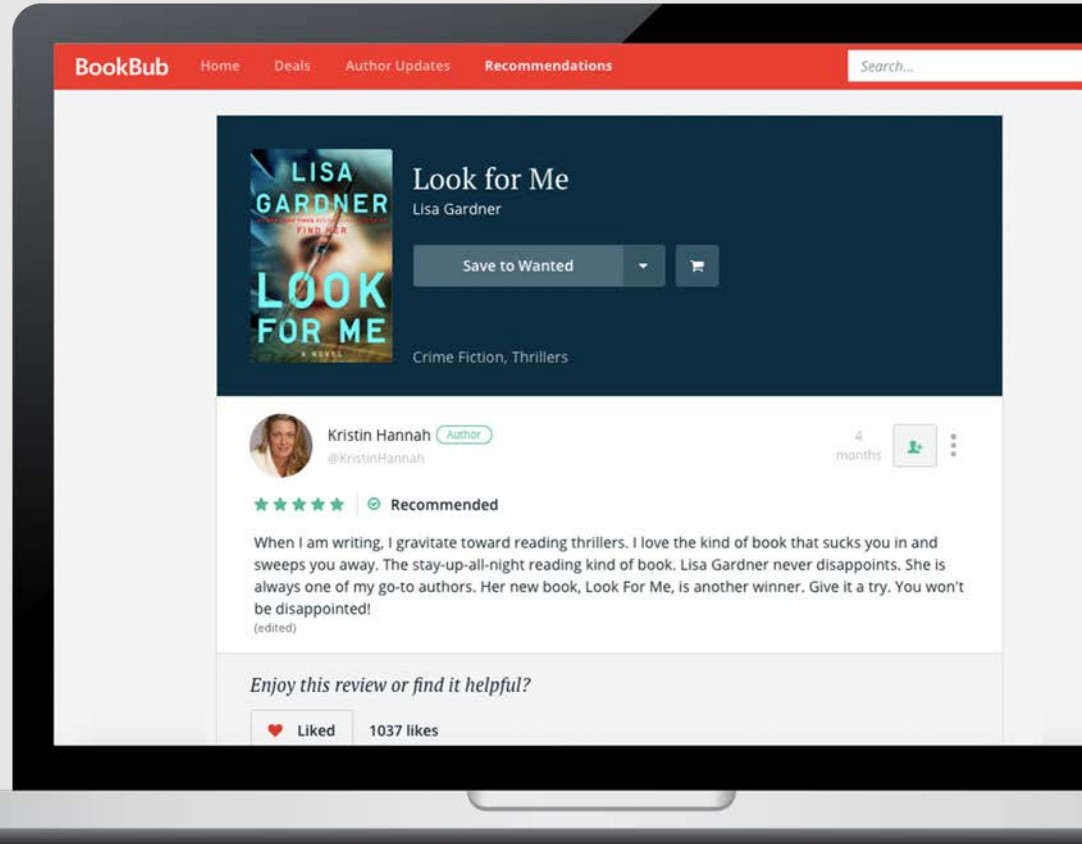
followers reached

**1K+**

likes

**70+**

preorders



# Give back to followers

77%

of BookBub's readers  
buy books based on  
recommendations from  
authors they like

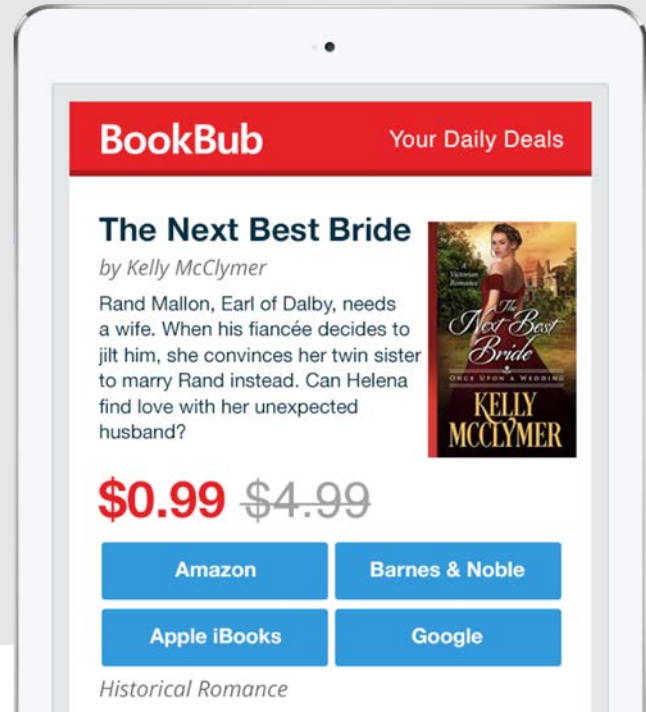
*Kristin Hannah loved  
these! So excited.*



# Kelly McClymer hit #87 on the *USA Today* bestseller list

- ✓ \$0.99 Featured Deal
- ✓ Promotions on other deal sites
- ✓ Marketing support from retailers
- ✓ Cross-promotion with other authors
- ✓ Emailed newsletter subscribers
- ✓ Promoted on social media

[insights.bookbub.com/rwa18](https://insights.bookbub.com/rwa18)



# 5 Launch a new book



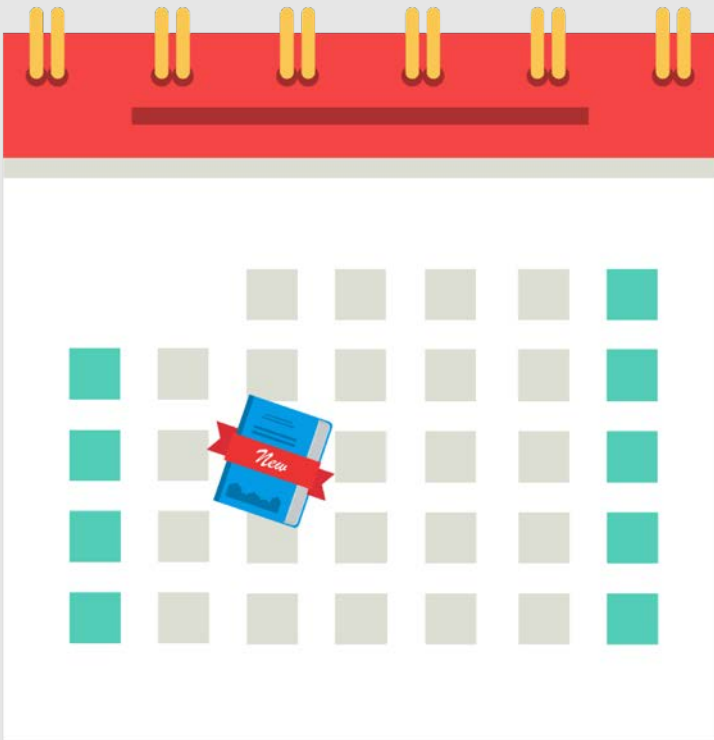
# Discount backlist book to free or \$0.99

11x

more downloads of **free**  
books than \$0.99 books



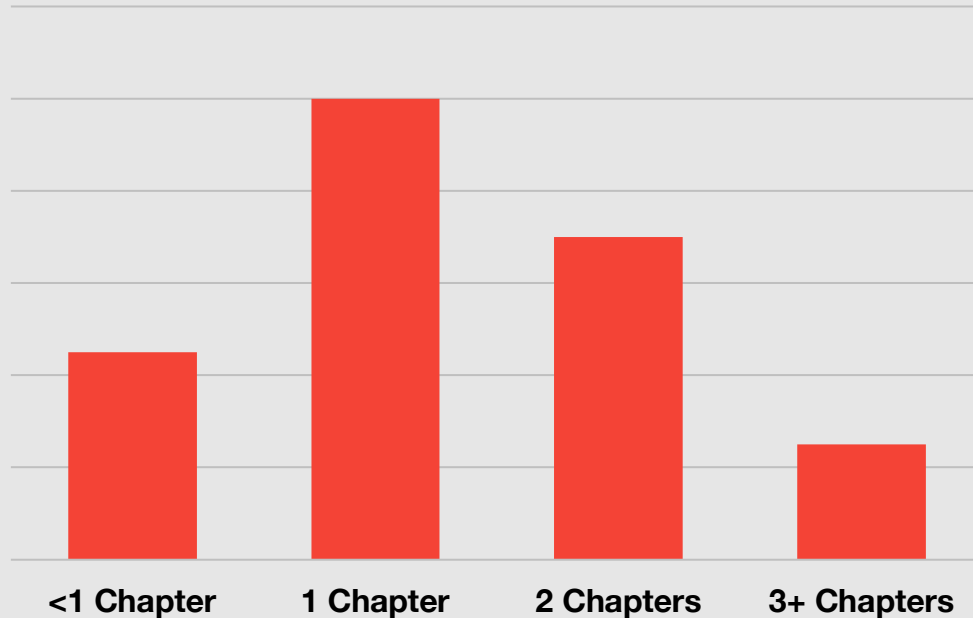
# Discount when the new book is live



**22x**

increase in sales of  
other books authors see  
on the day of their  
BookBub Featured Deal

# 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

# Promote your deal...

Run Featured Deal  
*on a backlist book*



Run BookBub Ads  
*throughout the week*



Recommendations  
*ask other authors to help*



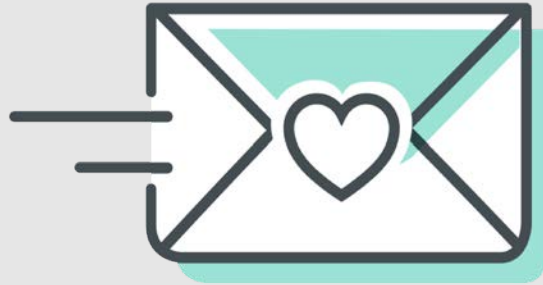


# ... and promote the new release!

Run a Preorder  
Alert



Run a New Release  
Alert

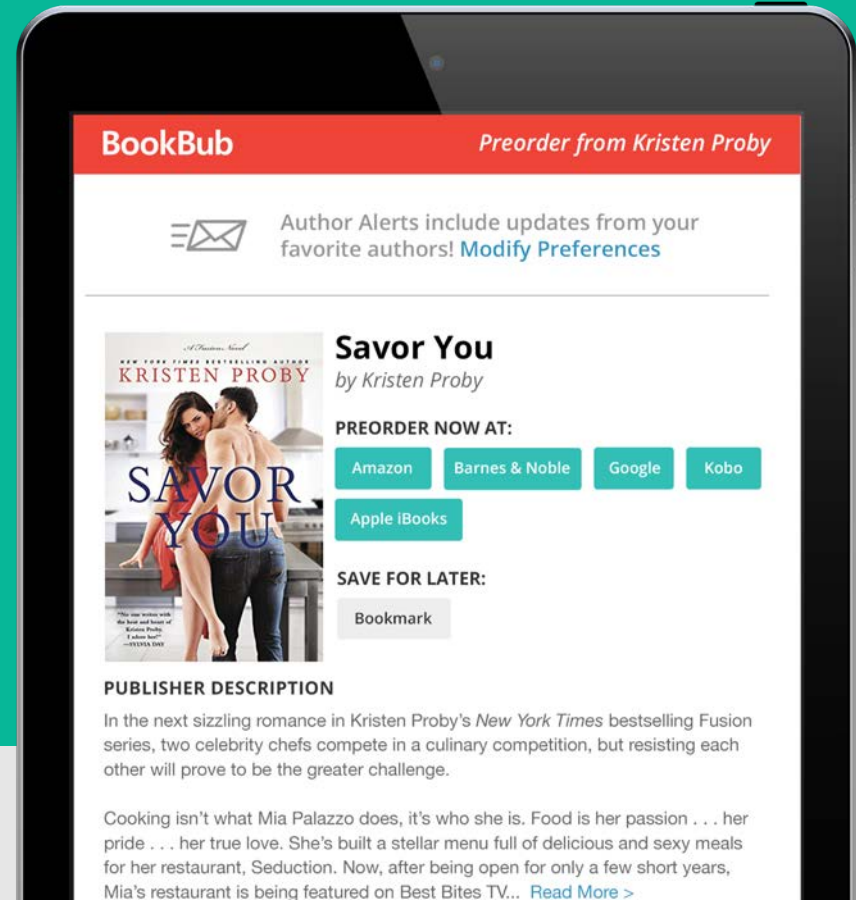


Run a Featured  
New Release

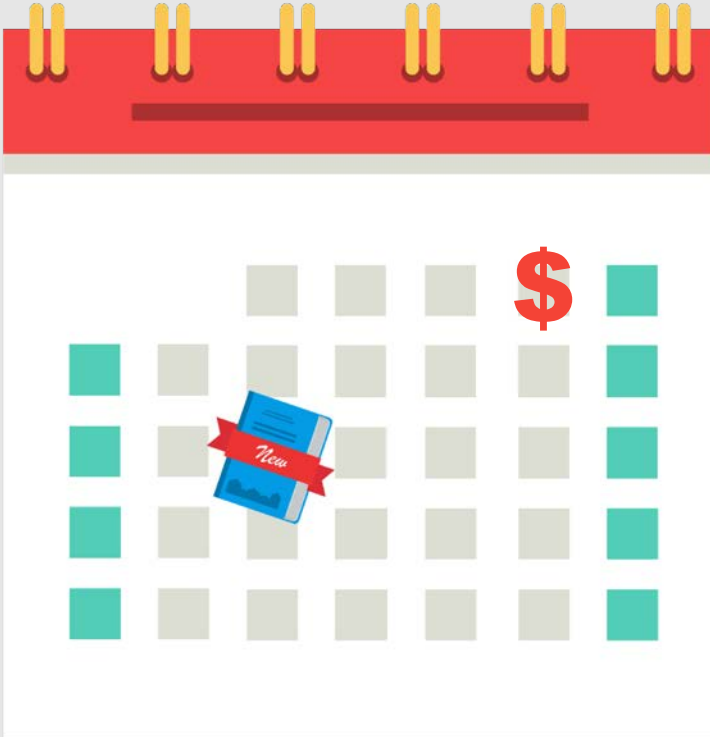


# PREORDER ALERTS

- ✓ Sent to followers
- ✓ Boost preorders & buzz
- ✓ Flexible & easy to use



# BookBub readers buy books early

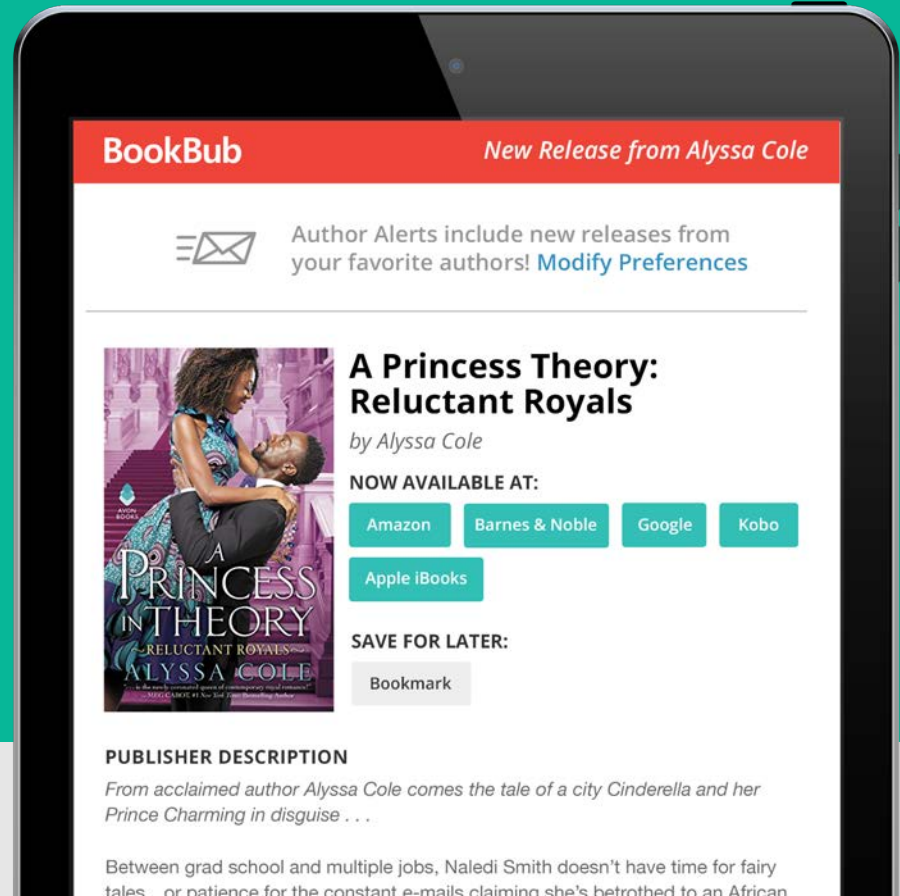


75%

have bought a book by an author within the preorder period or one month after launch

# NEW RELEASE ALERTS

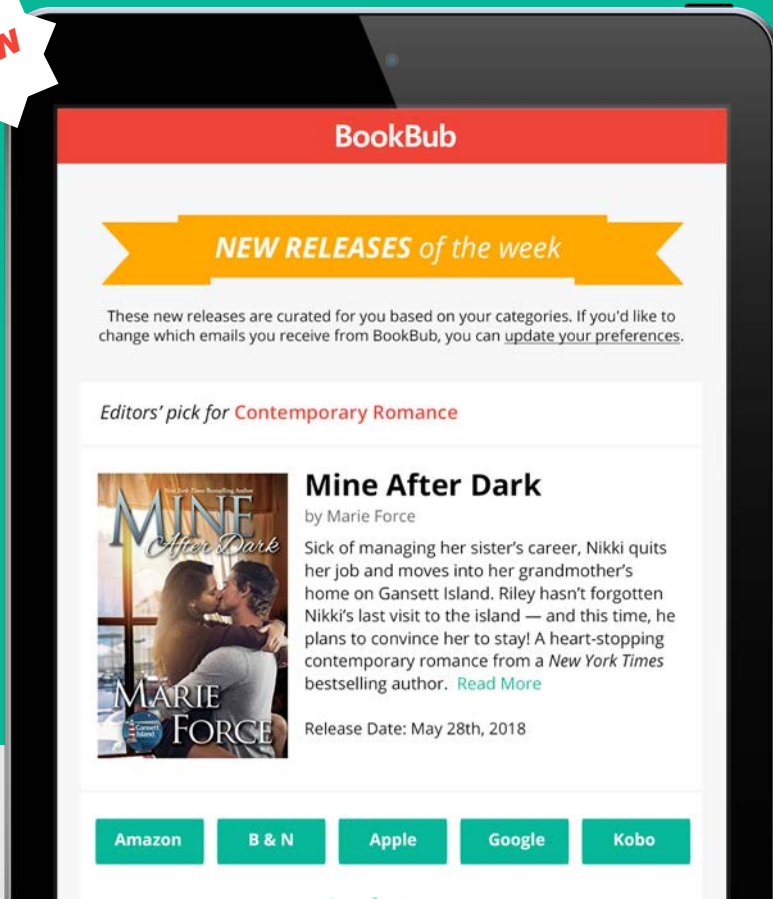
- ✓ Completely free
- ✓ Sent to followers
- ✓ Drive sales & buzz



# FEATURED NEW RELEASES

NEW

- ✓ Generate exposure
- ✓ Find new fans
- ✓ Increase launch sales
- ✓ Build buzz



# Jules Barnard launched a bestseller

- ✓ Free Featured Deal on new book's launch day
- ✓ Promotions on other deals sites
- ✓ Added buy links to back matter
- ✓ Ran BookBub Ads campaigns
- ✓ Cross promotion & newsletter swaps
- ✓ Emailed newsletter subscribers
- ✓ Promoted on social media

[insights.bookbub.com/rwa18](https://insights.bookbub.com/rwa18)

**Tempting Levi**

USA TODAY BEST-SELLING BOOKS

# 135	# -	1	# 135
this week	last week	weeks listed	best week

Debuted: June 15 2017

Levi Cade is put in a tough position and must rely on his ex's little sister for help; first in series

**GOODREADS REVIEWS FOR TEMPTING LEVI**

Write a review (you'll need to sign in to your Goodreads account or sign up) (showing 1-10)

By Michelle · ★★★★★ · June 06, 2017

\*\*\*You can see this full review and more at Book Briefs: <https://bookbriefs.net>\*\*

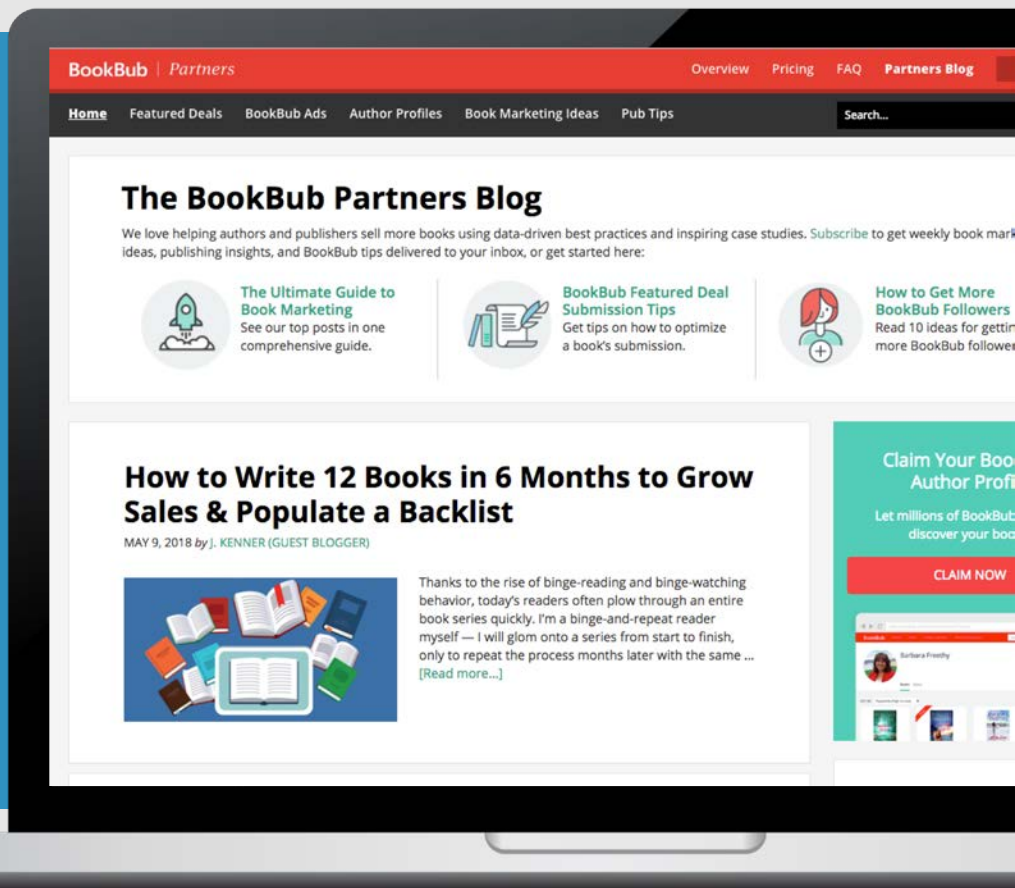
Tempting Levi is the first book in the new adult contemporary romance, Cade Brothers series by author Jules Barnard. I have read, and really enjoyed, the first couple of books in Jules' series, which used to be called...  
...more

By Heather · ★★★★★ · May 23, 2017

# For further tips and strategies...

insights.bookbub.com

partners@bookbub.com



# Questions?

Get the slides at: [insights.bookbub.com/rwa18](https://insights.bookbub.com/rwa18)

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

