

# EXPANDING YOUR REACH WITH BOOKBUB



BookBub



# What we'll cover today

**1** Featured New Releases

**2** Recommendations

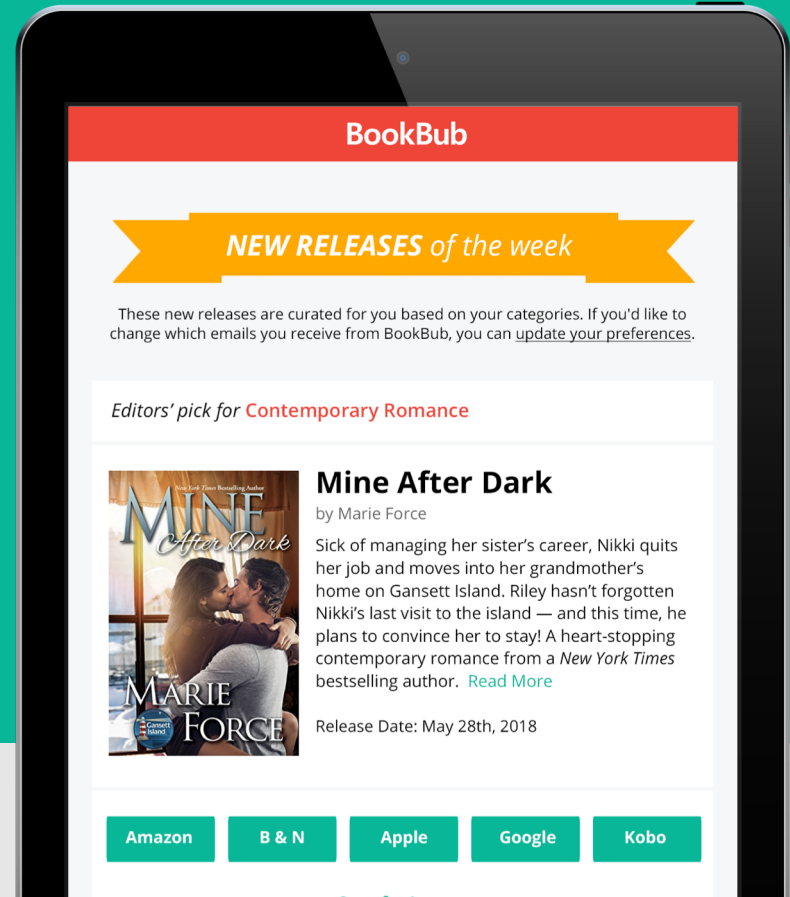
**3** BookBub Ads

**4** Questions

# Featured New Releases

# FEATURED NEW RELEASES

- ✓ Weekly email
- ✓ Targeted by category
- ✓ Editorial selection process
- ✓ Submit an upcoming release
- ✓ No pricing requirements



# Reach millions of BookBub readers

Promote your new book to an **entire category** of US members



# Target active book buyers

**74%**

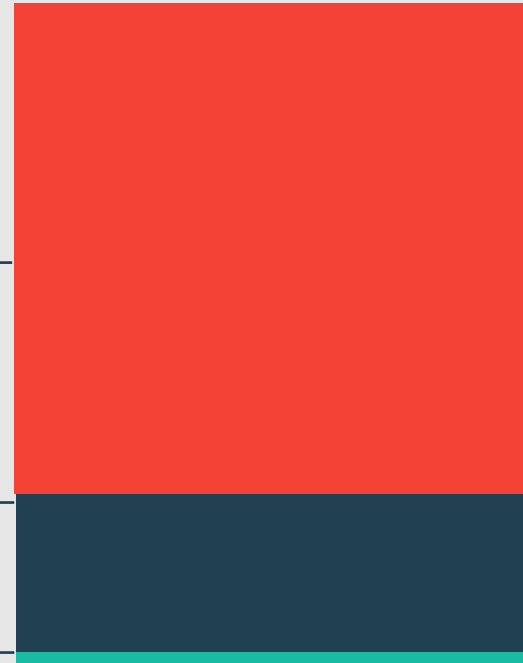
Read 4+ Books Per Month

**24%**

Read 1-4 Books Per Month

**2%**

Read <1 Book Per Month



BookBub Readers

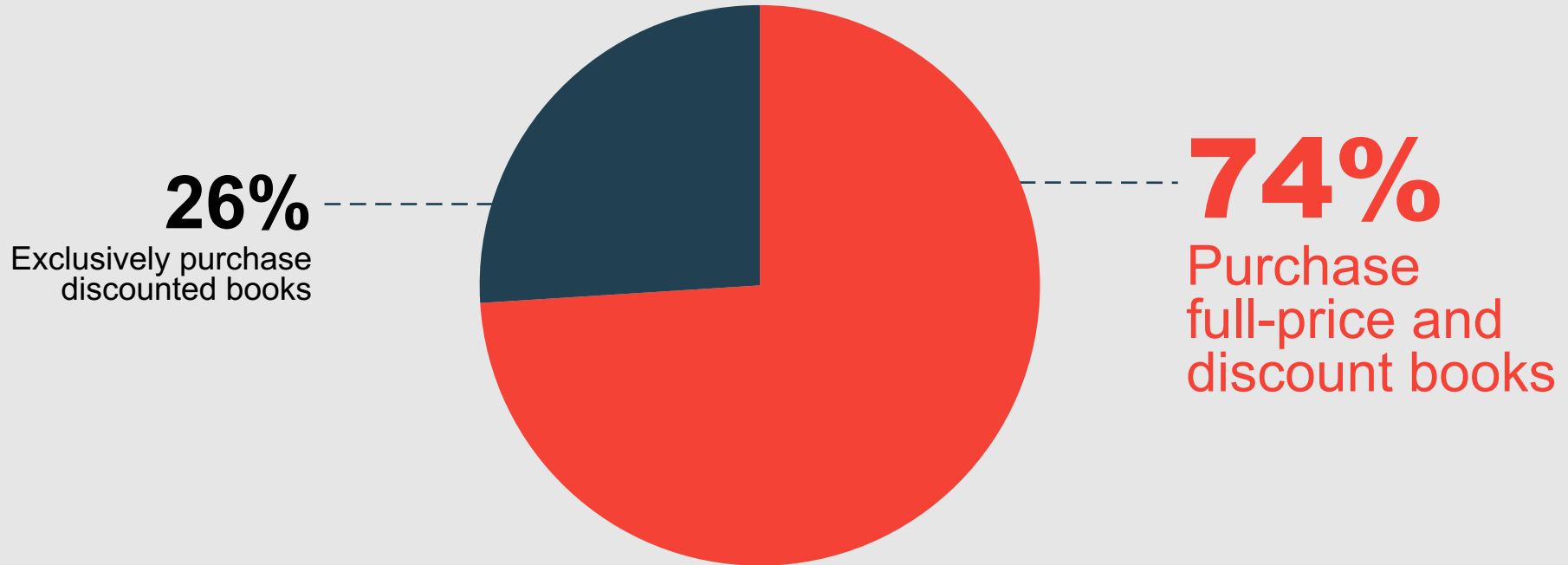
# Target active book buyers



**94%**

of our members use  
BookBub to discover  
new books to buy

# Drive full-priced sales

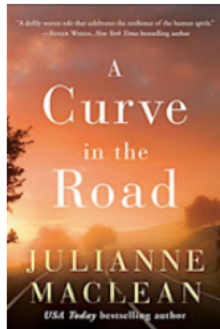




# Generate exposure

On Amazon, **the book started out with a ranking of 35K, and by the end of the day, it had broken into the Top 100 and hit #65. It's been sticking to the Top 100 all week**, so I think the Amazon machine picked up on the strong performance on the first day, which you played a big part in, and that is going to help the book over the long term.

Editors' pick for **Women's Fiction**



## A Curve in the Road

by Julianne MacLean

Surgeon Abbie MacIntyre has a successful career, a well-adjusted son, and a happy marriage — but when she's injured in a car accident, her seemingly perfect life is shattered. Can she grapple with betrayal and heartbreak and learn to hope again? "A deftly woven tale that celebrates the resilience of the human spirit" (Susan Wiggs). [Read More](#)

Release Date: August 14th, 2018



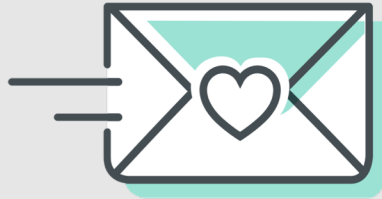
Julianne MacLean

# Promote your next release

Send a  
Preorder Alert



Send a New  
Release Alert



Run a Featured  
New Release



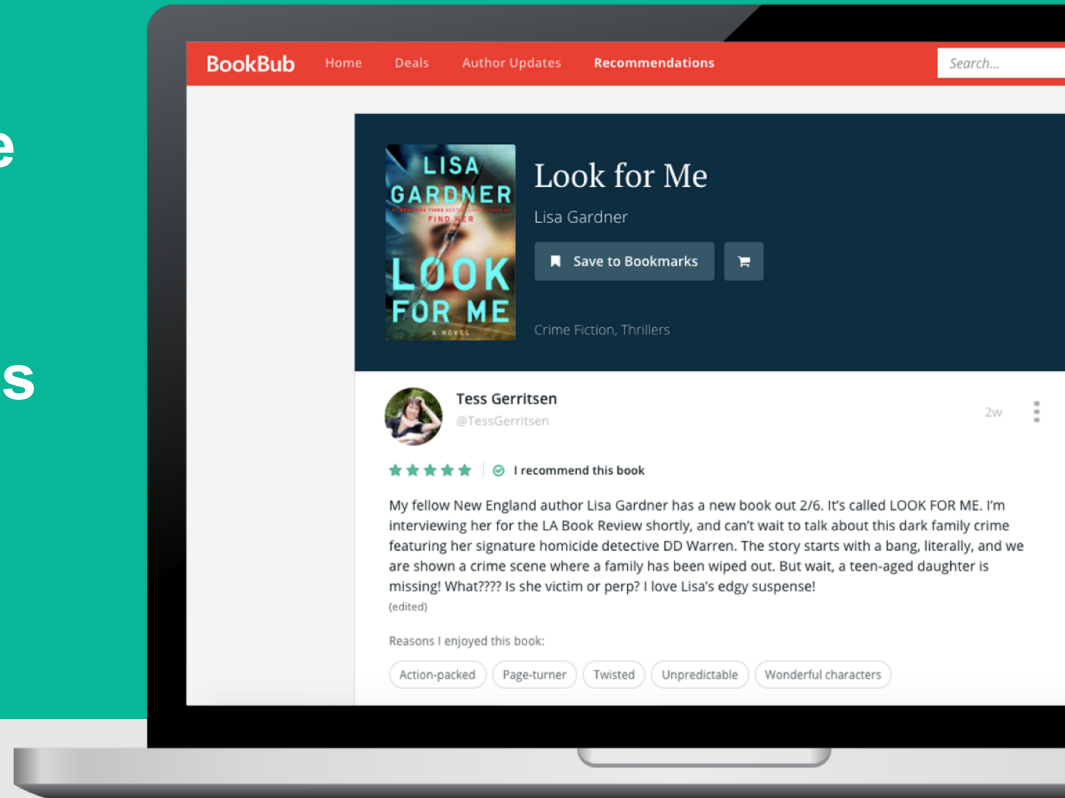
Run BookBub  
Ads



# Recommendations

# RECOMMENDATIONS

- ✓ Share books you love
- ✓ Stay top-of-mind
- ✓ Engage with your fans
- ✓ Boost exposure



# Engage with your followers

76%

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

*Lauren Blakely loved  
these! So excited.*



# Get exposure to new readers

The screenshot displays the BookBub website interface. At the top is a red navigation bar with the BookBub logo and links for Home, Deals, Author Updates, Recommendations, and Blog. A search bar and user profile icon are also present. Below the navigation bar is a white section titled 'Recommendations' with a 'Recommend a Book' button. Underneath, there are three author recommendation cards. Each card features an author's profile picture, their name, and a book cover. The first card is for Katherine Stone recommending 'Cottage by the Sea' by Debbie Macomber. The second is for J Leni Dörner recommending 'Choose Your Own' by Neil Patrick Harris. The third is for Kendall Ryan recommending 'Billionaire Unchallenged' by J.S. Scott. To the right of these cards is a larger featured recommendation for 'The Kiss Quotient' by Helen Singh, which includes a photo of the author and the book cover. Below this featured recommendation is the text '7 Novels Recently Recommended by Romance Authors' and 'Featuring suggestions from Susan Mallery, Jayne Ann Krentz, and more.' At the bottom left of the page is the BookBub logo, and at the bottom right is the page number 14.

BookBub Home Deals Author Updates Recommendations Blog Search... [User Profile]

## Recommendations

Recommend a Book

People You Follow Notable

**Author** Katherine Stone recommended:

DEBBIE MACOMBER  
COTTAGE by the SEA

**Author** J Leni Dörner recommended:

NEIL PATRICK HARRIS  
CHOOSE YOUR OWN AUTOBIOGRAPHY

**Author** Kendall Ryan recommended:

BILLIONAIRE UNCHALLENGED  
J.S. Scott

**7 Novels Recently Recommended by Romance Authors**  
Featuring suggestions from Susan Mallery, Jayne Ann Krentz, and more.

August 21, 2018

BookBub 14


# Get exposure to new readers

BookBub Home Deals Author Updates Recommendations Blog Search...

## Discover Authors


Recommended For You Popular Top Recommenders

Historical Fiction




**Kate Quinn**  
4,822 Followers

Follow



Historical Fiction Historical Mysteries Thrillers



**Christina Baker Kline**  
107,585 Followers

Follow




### The Girl They Left Behind

Roxanne Veletzos

Save to Wishlist Buy Book

Literary Fiction, Historical Fiction

A sweeping family saga and love story that offers a vivid and unique portrayal of life in war-torn 1941 Bucharest and life behind the Iron Curtain during the Soviet Union occupation—perfect for fans of... [See more >](#)



**Kate Quinn** Author  
@katharinequinn

★★★★★ Recommended

Roxanne Veletzos pens a fresh, original debut in *THE GIRL THEY LEFT BEHIND*, twining personal family drama together with the lesser-known history of World War II Romania. When an explosion of horrific anti-Semitic violence sends a Jewish family fleeing into the night, driving them to leave their only daughter in the safe arms of new parents, the consequences will reverberate past Hitler's defeat through the Soviet oppression of post-war Bucharest. Even readers saturated with Second World War dramas will be enthralled by this moving tale of two ferociously-devoted mothers, the daughter they share, and the sacrifices they are willing to make for a new future. Gripping, tragic, yet filled with passion and hope—I couldn't put it down.

Reasons I enjoyed this book:

Great world building Haunting Original Realistic Wonderful characters

25 days ago

Enjoy this review or find it helpful?

Like 42 likes Share

# Help other authors out!

**200K+**

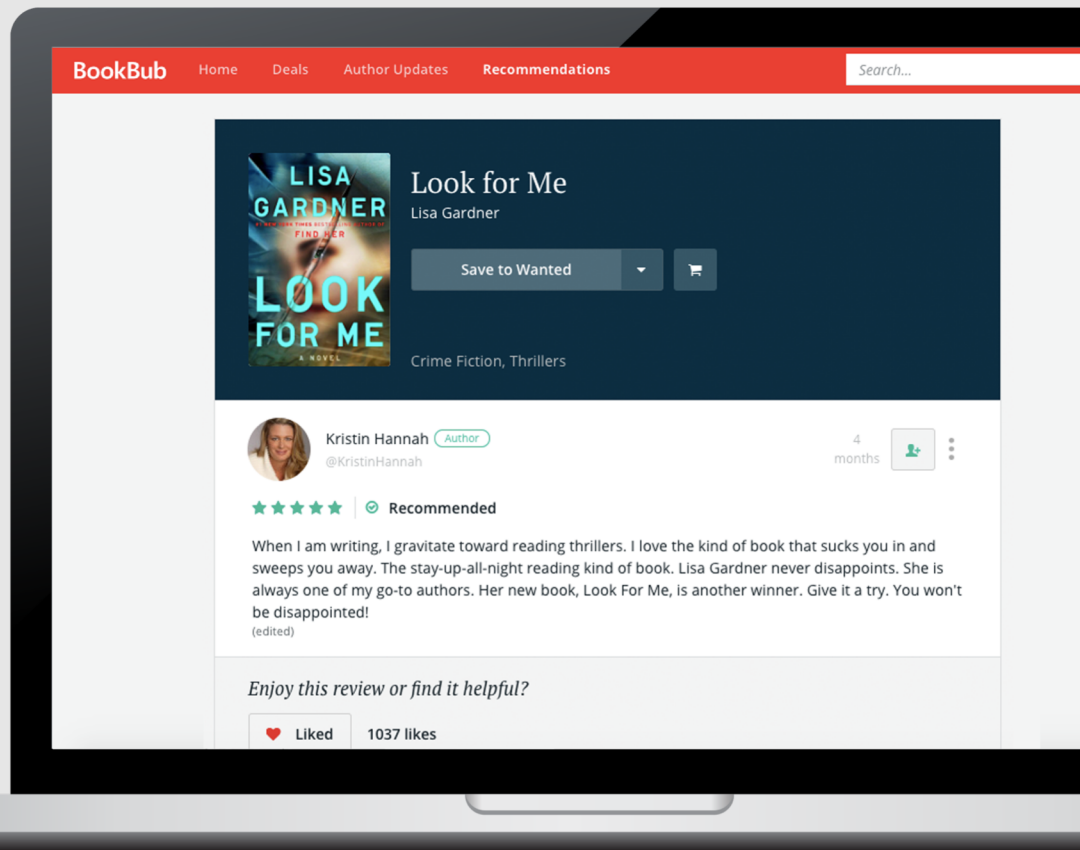
followers reached

**1K+**

likes

**70+**

preorders

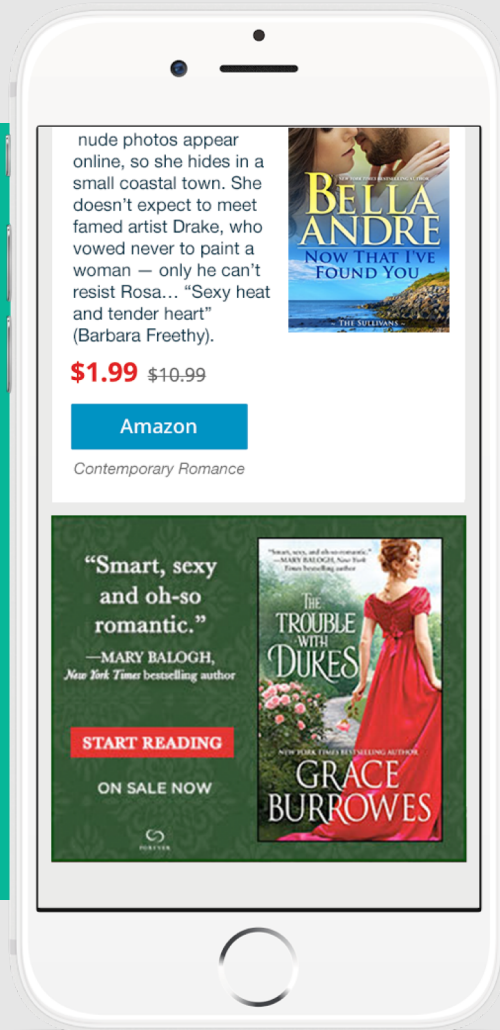




# BookBub Ads

# BOOKBUB ADS

- ✓ Self-serve auction platform
- ✓ No requirements or selection
- ✓ Define your audience
- ✓ Determine budget and bid
- ✓ Easily track results



# Advertising is all about...

Content



Audience

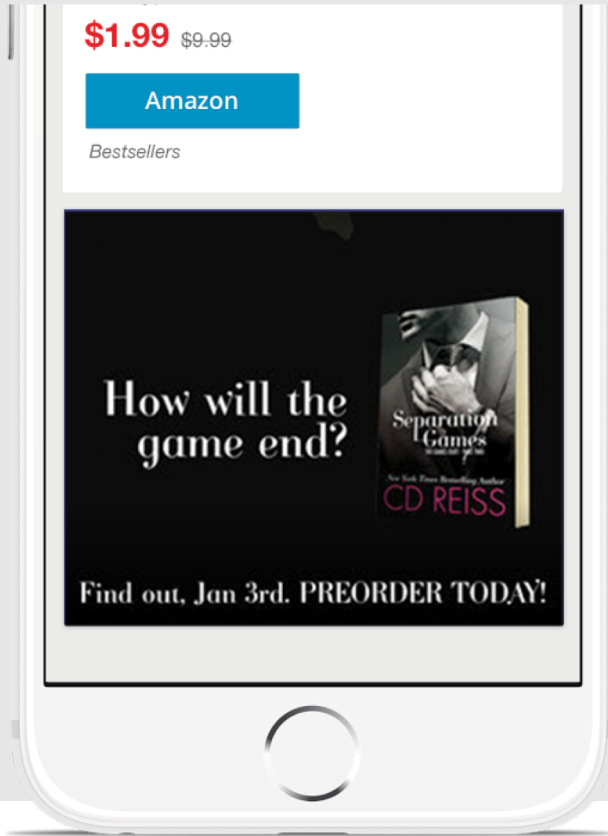


Message

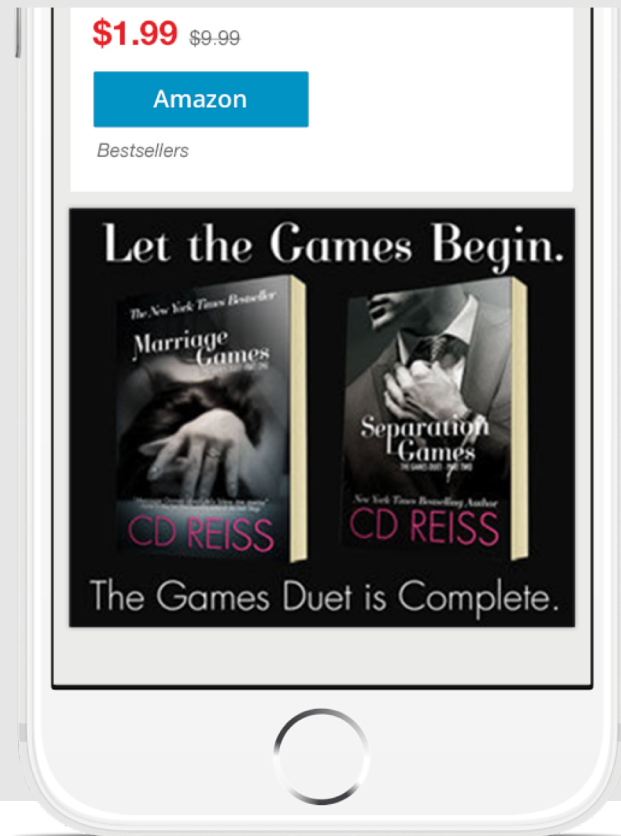


# Case study: Second book in a duet

Targeted  
existing  
fans



Targeted  
new  
readers



# Content



# What can you advertise?

Promote a  
New Release



Promote a  
first-in-series



Promote a  
discount



Promote a  
box set



Promote full-  
priced books



# Decide on a strategy

**New release** → Target existing fans and new readers

**First-in-series** → Hook new readers

**Discount** → Maximize reach to boost sales

**Box set** → Maximize reach to boost sales and revenue

**Full-price book** → Target narrowly to boost revenue

# Keep purchase price in mind

95%

have purchased a book  
from **an unknown author**  
because of a discount

84%

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



# Audience



# Target readers by...

- ✓ Region & retailer
- ✓ Category interest
- ✓ Author interest



# Target fans of similar authors

Amazon US + New  
Adult Romance

**0.14% CTR**

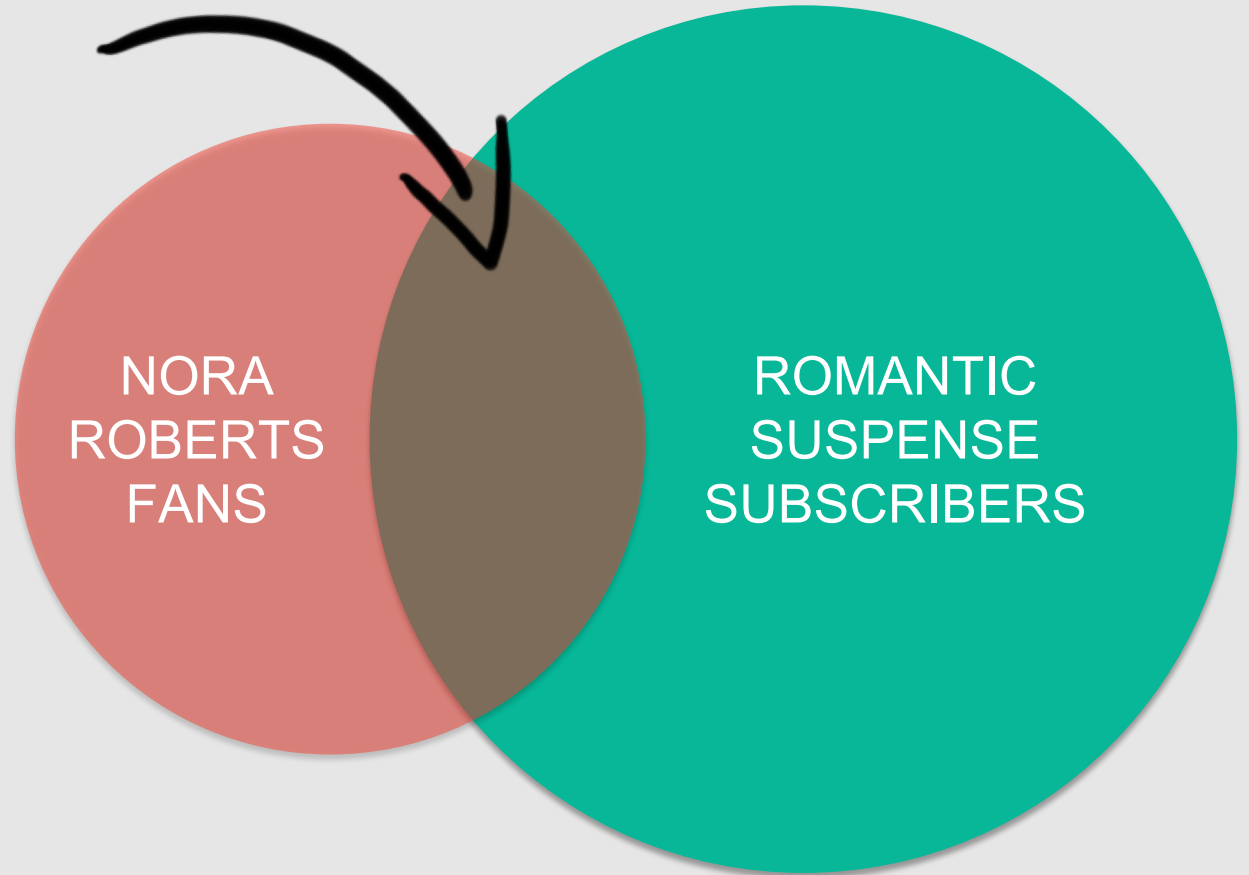


Amazon US + New  
Adult Romance + **8**  
**comp authors**

**1.67% CTR**

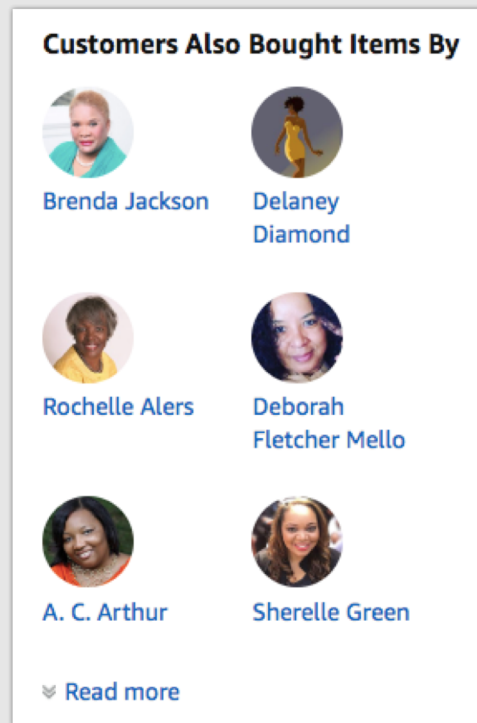


# Combine authors & categories



# Choosing author targets

- ✓ Target yourself!
- ✓ Look at also-boughts on retailers
- ✓ Ask your readers
- ✓ Check out popular authors in your genre on BookBub.com



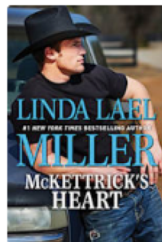
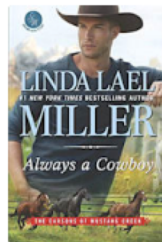
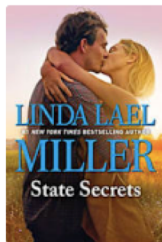


# Discover Authors

Recommended For You Popular Top Recommenders



Linda Lael Miller  
78,437 Followers



Western Romance

Science Fiction Romance

Small Town Romance

Sports Romance

Steampunk

Supernatural Suspense

Technothrillers



Cowboy Romance

Contemporary Romance

Western Romance

Historical Romance



Leeanna Morgan  
50,299 Followers



Follow

# Test and iterate

NFL Golden Boy\_Amazon Authors\_091618 

 Rush Me

Completed

09/17/18 -  
09/18/18

\$8.81

\$0.53


\$0.00 (Total)

\$10.00

1,135

19

1.67%

NFL Golden Boy\_All Authors\_091518 

 Rush Me



\$1.25

\$0.00 (Total)

\$10.01

1,160

8

0.69%

**Message**





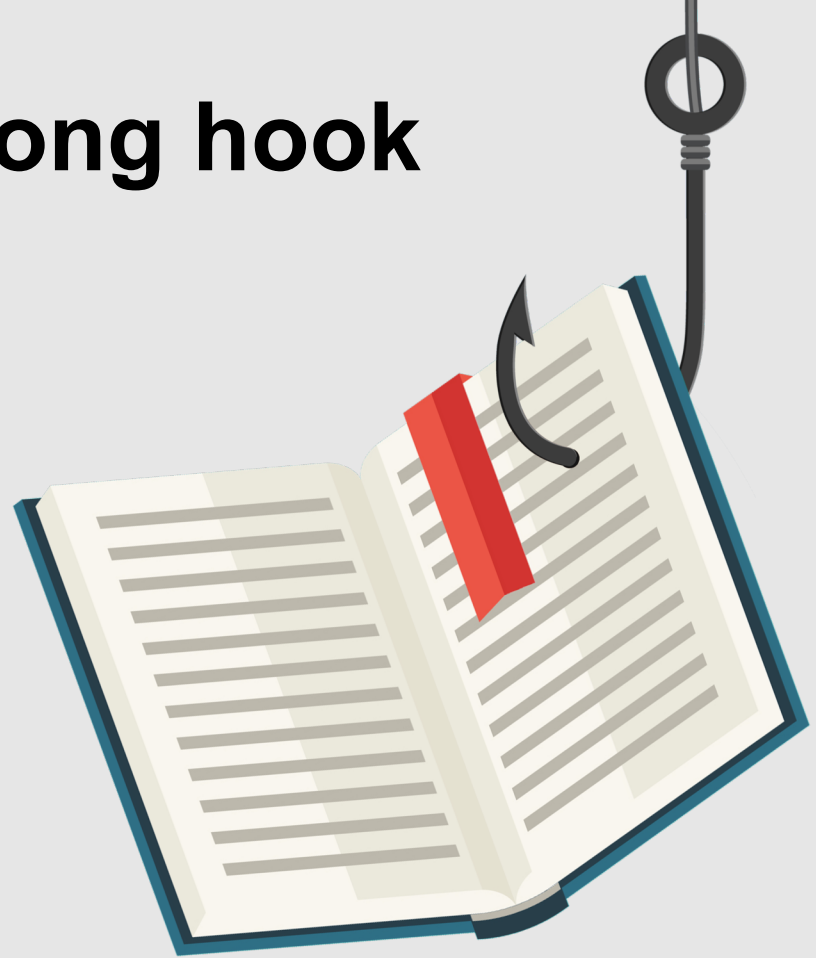
# Keep your audience in mind

- ✓ Are they familiar with you?
- ✓ Are they familiar with the series?
- ✓ Do they know nothing?



# Write a strong hook

- ✓ Deal price
- ✓ Trope that will appeal to your ideal fan base
- ✓ Quote from another author or a review
- ✓ Comparable books, movies, or tv shows



# Include a deal

11x

more downloads for  
free Featured Deals  
than sales at \$0.99



# Include tropes

When soldier Marco returns from war, he reconnects with Alyssa. But now the attraction between them can't be ignored... A *USA Today* bestseller with over 3,000 five-star ratings on Goodreads.

When soldier Marco returns from war, he reconnects with **his best friend's little sister** Alyssa. But now the attraction between them can't be ignored... A *USA Today* bestseller with over 3,000 five-star ratings on Goodreads.

**20.8%**  
HIGHER CTR

# Include tropes



# Include tropes



★★★★★  
"Not like any other  
'My Best Friend's Brother'  
story!"  
- Amazon Reviewer

FREE BOOK

*Promise*  
T.K. LEIGH

This advertisement features a black and white photograph of a woman's face and shoulder on the left. On the right, there is a graphic for the book 'Promise' by T.K. Leigh. It includes a five-star rating, a quote from an Amazon reviewer, and a green circular badge that says 'FREE BOOK'. The book cover itself shows a couple in a romantic embrace.



FREE!

A Sexy Virgin  
Auction Romance!

This advertisement features a photograph of a couple in a romantic embrace. A yellow circular badge in the top left corner says 'FREE!'. The text 'A Sexy Virgin Auction Romance!' is written in a serif font at the bottom of the image.



HOT  
rock  
star  
ALERT!

ONCE  
upon  
a  
real good time

LAUREN  
BLAKELY

Get Your Copy Now!

This advertisement features a graphic with a white background and a pink border. On the left, the text 'HOT rock star ALERT!' is written in a mix of bold sans-serif and cursive fonts. On the right, there is a tablet displaying the book cover for 'Once Upon a Real Good Time' by Lauren Blakely, which features a muscular man. Below the tablet, the text 'Get Your Copy Now!' is written in a white serif font.

# Include quotes



"Romance doesn't get any more romantic than this."  
USA Today

**READ NOW**

The New York Times Bestselling Author  
MONICA MURPHY

you promised me forever

# 23%

increase in clicks if our  
Featured Deal blurbs include  
quotes from authors or  
publications

# Include quotes from authors

**30%**

higher CTRs when quoting well-known authors than recognizable publications in Featured Deal blurbs





# Include comparisons



26%

increase in clicks when  
Featured Deal blurbs include  
comp titles, authors, movies,  
or TV shows

# Image design

- ✓ Clearly signal genre and mood
- ✓ Keep it simple and legible
- ✓ Use the book's cover
- ✓ Include a call-to-action
- ✓ Test, test, and keep testing!





**FREE**  
PREQUEL TO  
THE  
*scorching*  
NEW  
FIRE'S  EDGE  
SERIES

THE  
**MATE**  
A FIRE'S EDGE  MOST STORY  
"HEAT, DESIRE, AND MORE HOT SEX"  
—THE NEW YORK TIMES BESTSELLING AUTHOR  
ABIGAIL OWEN



**MASON**  
NOW  
**FREE**  
GET YOUR  
COPY TODAY!

REMINGTON RANCH  
SJ McCoy



FIRST COMES  
MARRIAGE,  
THEN COMES...



KADIE SCOTT  
**RESISTING THE RANCHER**  
THE ISLAND OF ISLANDS



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

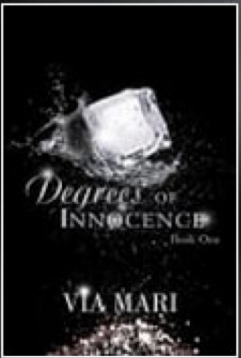


[Click Here](#)

HELL BURN  
DOWN  
WORLDS  
TO BE WITH  
HER.



**FREE**  
Steamy  
Alpha  
Billionaire  
Romance.



DEGREES OF  
INNOCENCE  
Book One  
VIA MARI

[READ NOW](#)

# Test and iterate



RUSH  
Allison Parr  
ME

Can a bookish post-grad and the NFL's golden boy find love?

[READ NOW](#)

**1.67% CTR**



Can a bookish post-grad and the NFL's golden boy find love?



[READ NOW](#)

**0.84% CTR**

Can a bookish post-grad and the NFL's golden boy find love?



[READ NOW](#)

**1.90% CTR**

# How do you know if it's working?

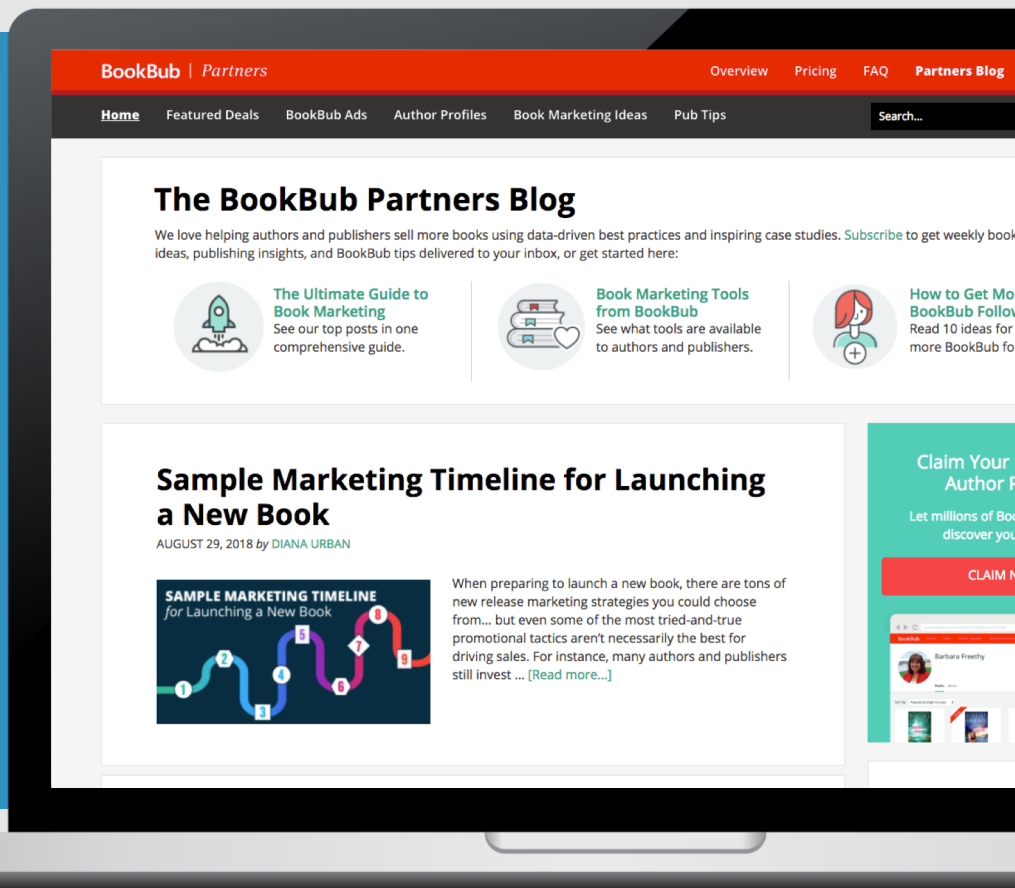
- ✓ Run tests
- ✓ Maximize CTR
- ✓ Calculate or estimate conversion rate
- ✓ Aim for a profitable CPC



We're here to help!

partners@bookbub.com

insights.bookbub.com



# Questions?

Get the slides at: [insights.bookbub.com/mastermind18](https://insights.bookbub.com/mastermind18)

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

