

EXPANDING YOUR REACH WITH BOOKBUB



What we'll cover today

1 Featured New Releases

2 Recommendations

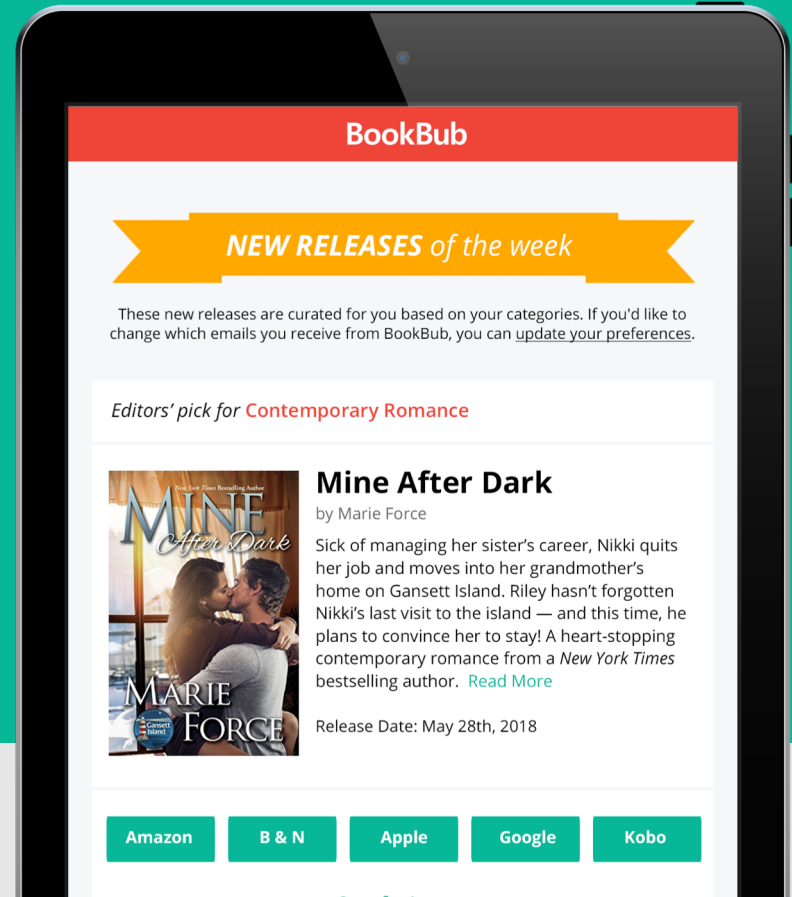
3 BookBub Ads

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%

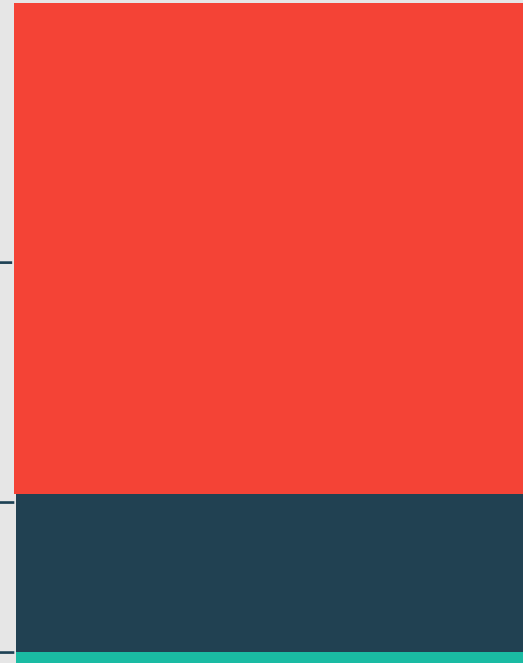
Read 4+ Books Per Month

24%

Read 1-4 Books Per Month

2%

Read <1 Book Per Month



BookBub Readers

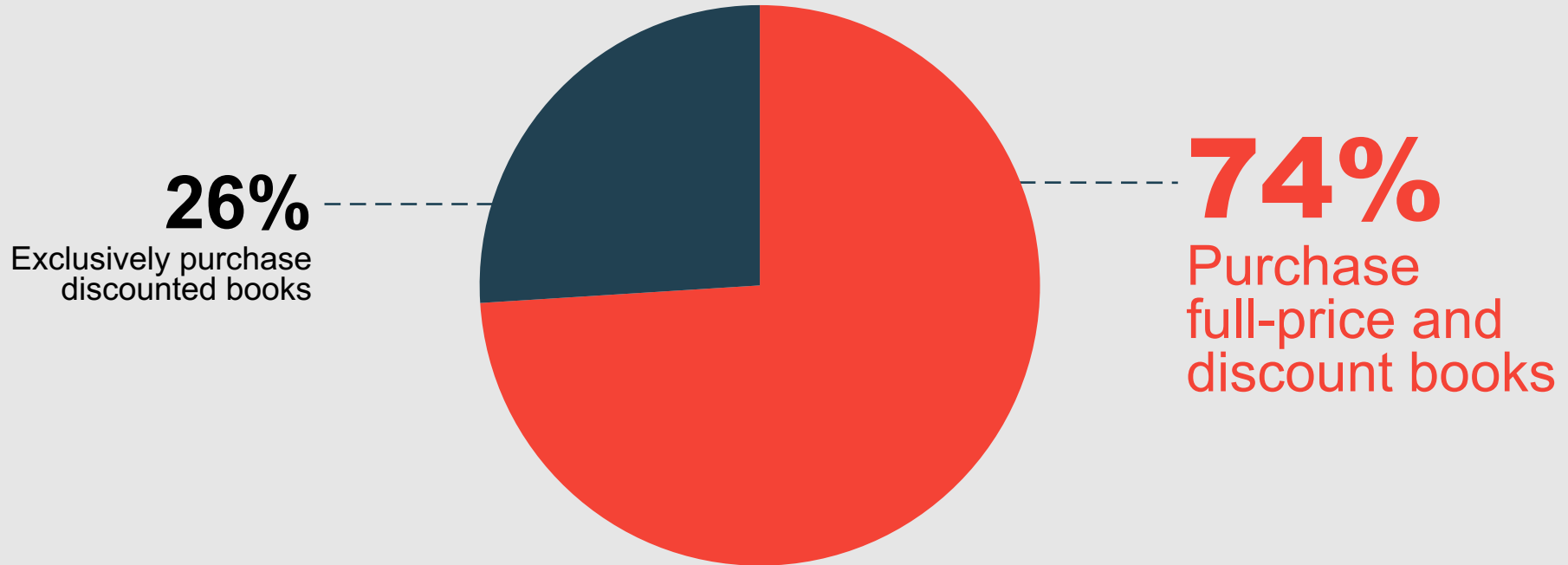
Target active book buyers



94%

of our members use
BookBub to discover
new books to buy

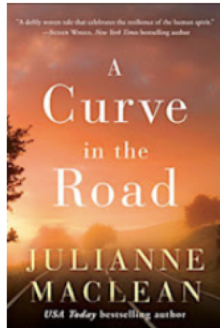
Drive full-priced sales



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



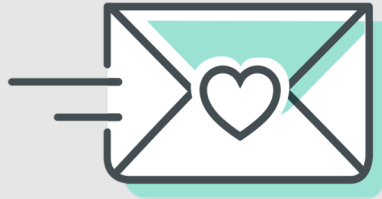
Julianne MacLean

Promote your next release

Send a
Preorder Alert



Send a New
Release Alert



Run a Featured
New Release



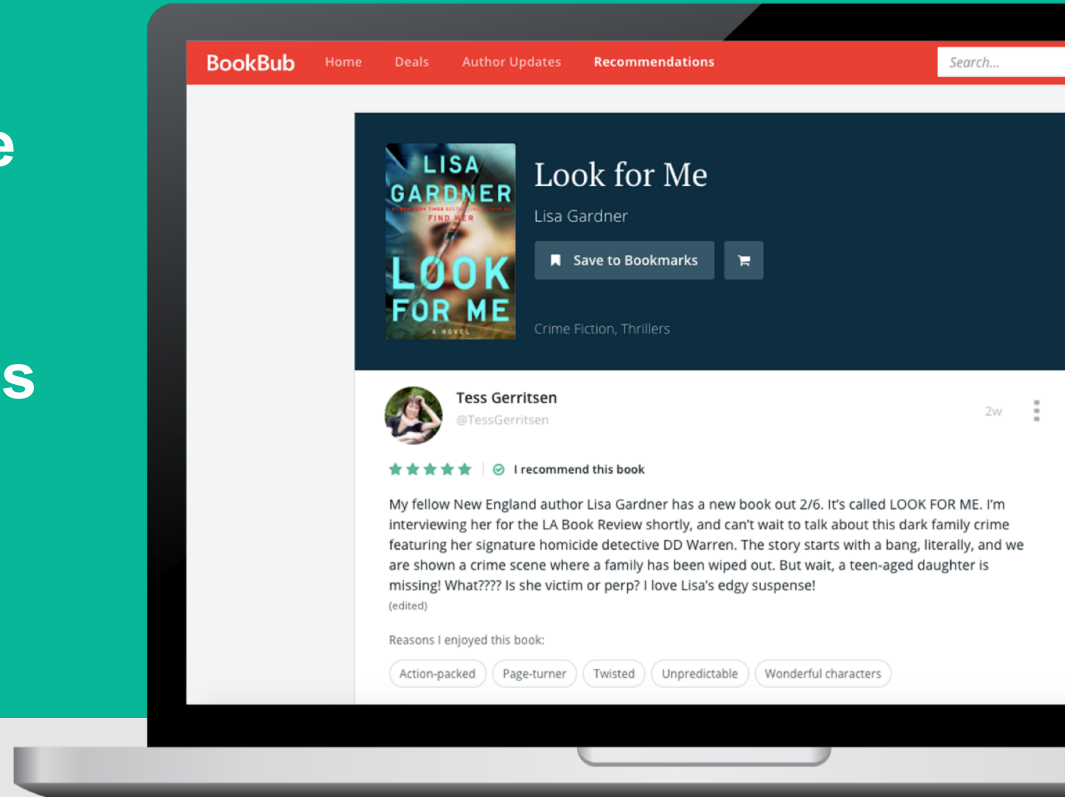
Run BookBub
Ads



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 shows 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

People You Follow Notable [Recommend a Book](#)

Author
Katherine Stone recommended:

14 New York Times bestselling author
DEBBIE MACOMBER
COTTAGE by the SEA

♥ 📖 [Details](#)

Author
J Leni Dörner recommended:

NEW YORK TIMES BESTSELLER
NEIL PATRICK HARRIS
CHOOSE YOUR OWN
AUTOBIOGRAPHY

♥ 📖 [Details](#)

Author
Kendall Ryan recommended:

BILLIONAIRE UNCHALLENGED
Carter
BY TIMES AND USA TODAY BESTSELLING AUTHOR
J.S. Scott

♥ 📖 [Details](#)

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 

Historical Fiction Historical Mysteries Thrillers



 **Christina Baker Kline**
107,585 Followers 

 **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+

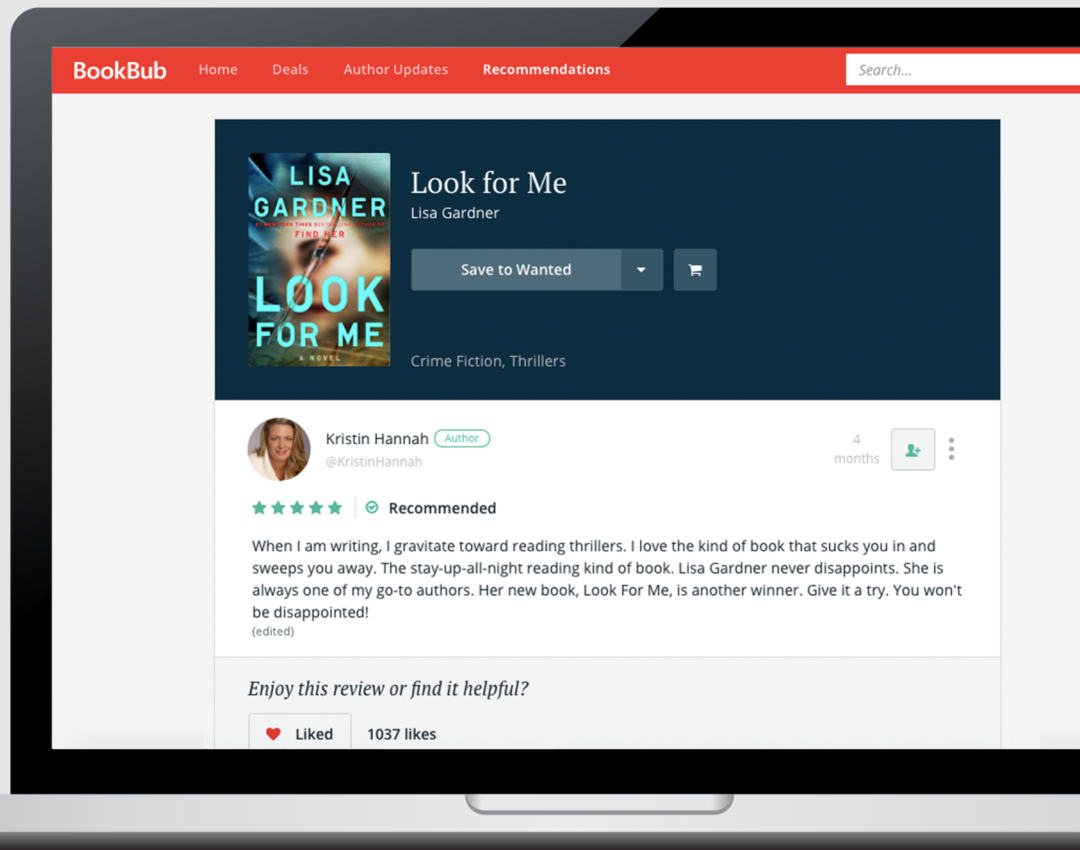
followers reached

1K+

likes

70+

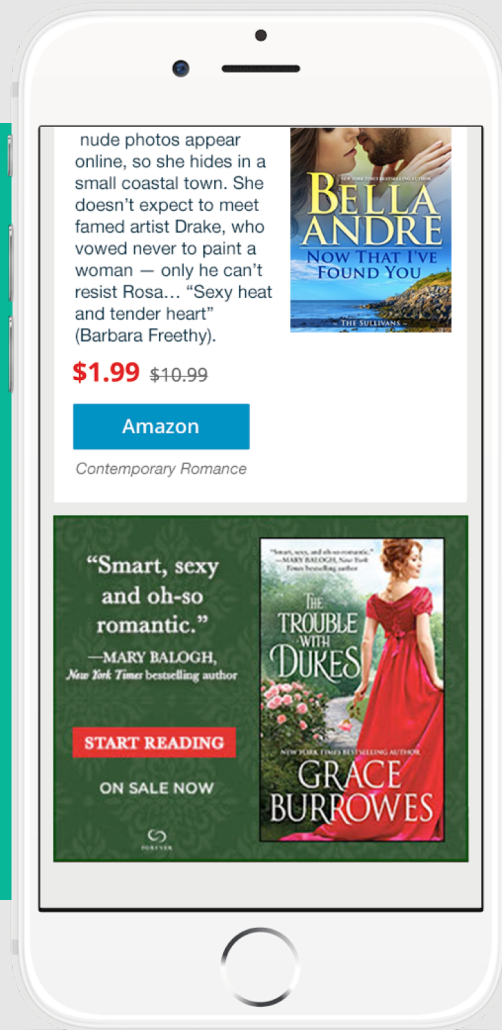
preorders



BookBub Ads

BOOKBUB ADS

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



Advertising is all about...

Content



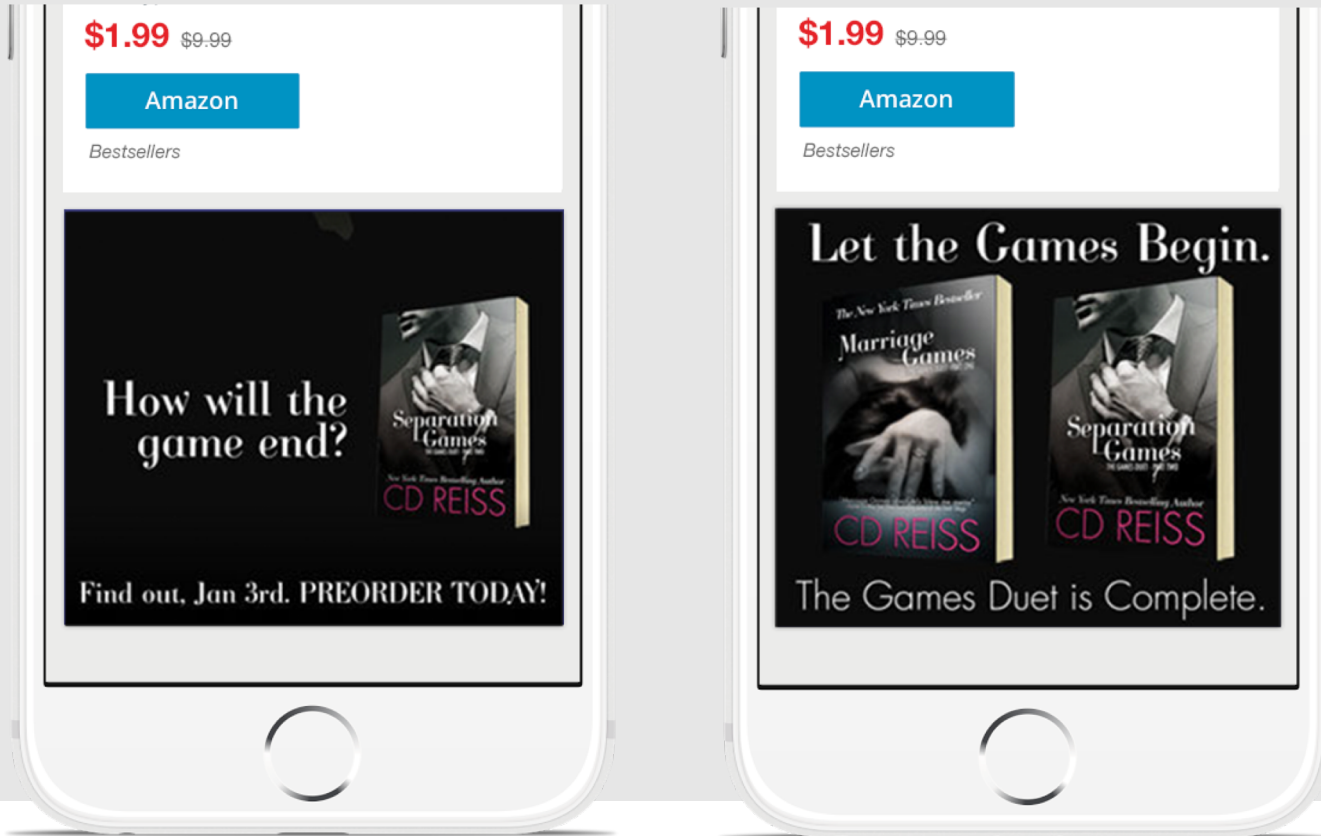
Audience



Message



Case study: Second book in a duet



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

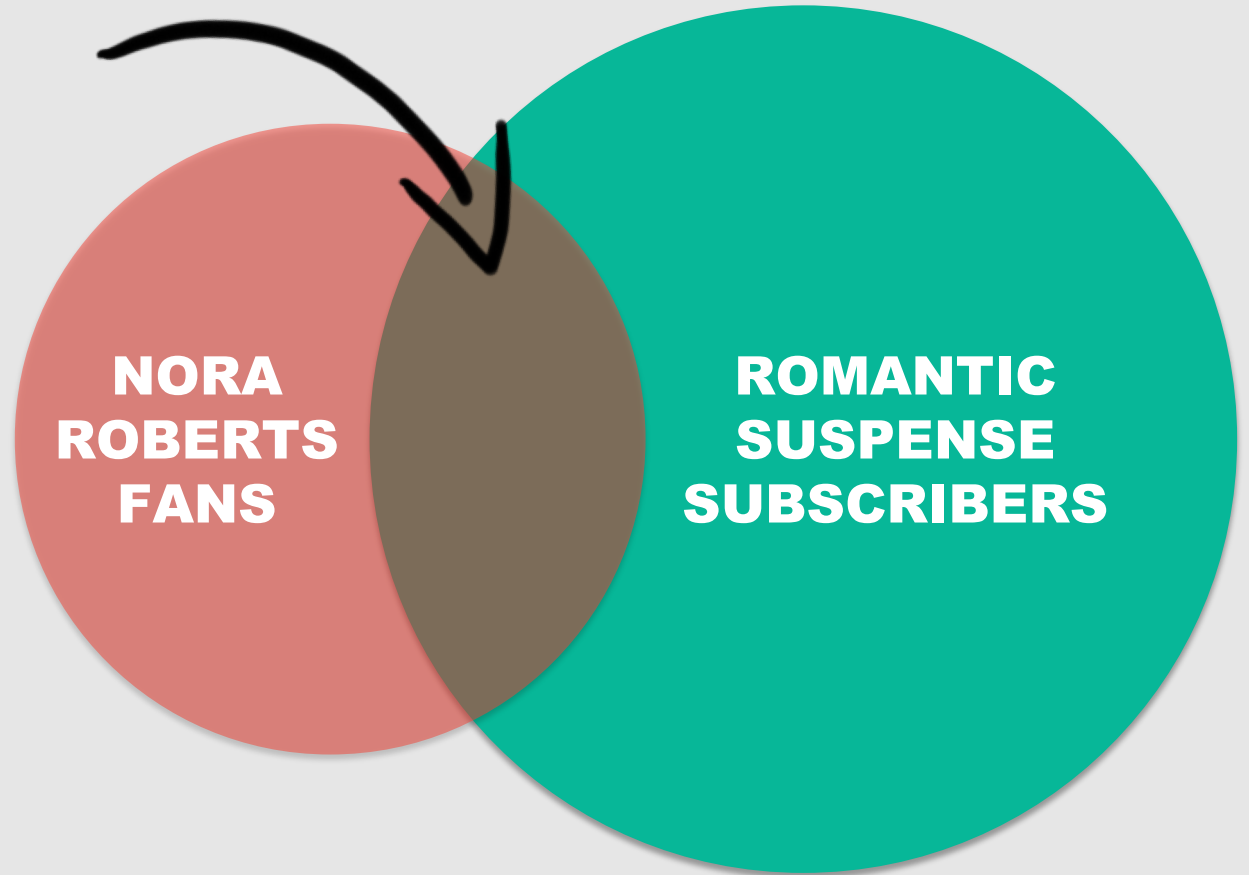


Amazon US + New
Adult Romance + 8
comp authors

1.67% CTR

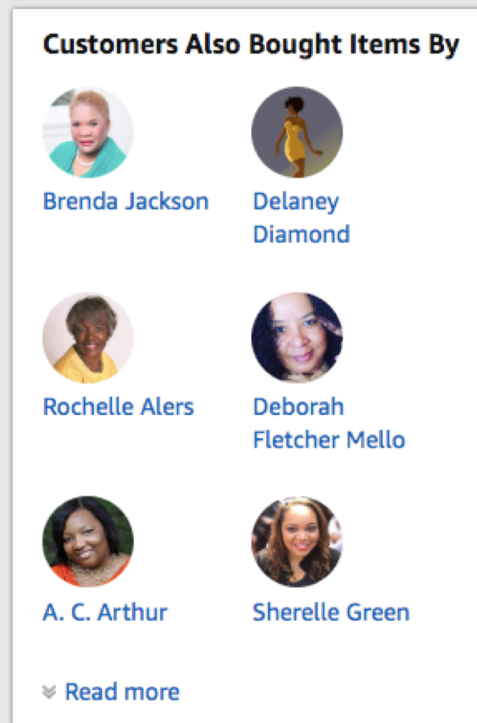
12x
HIGHER CTR

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



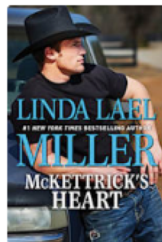
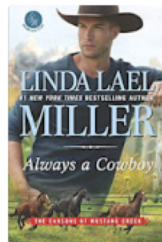
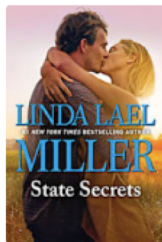


Discover Authors

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



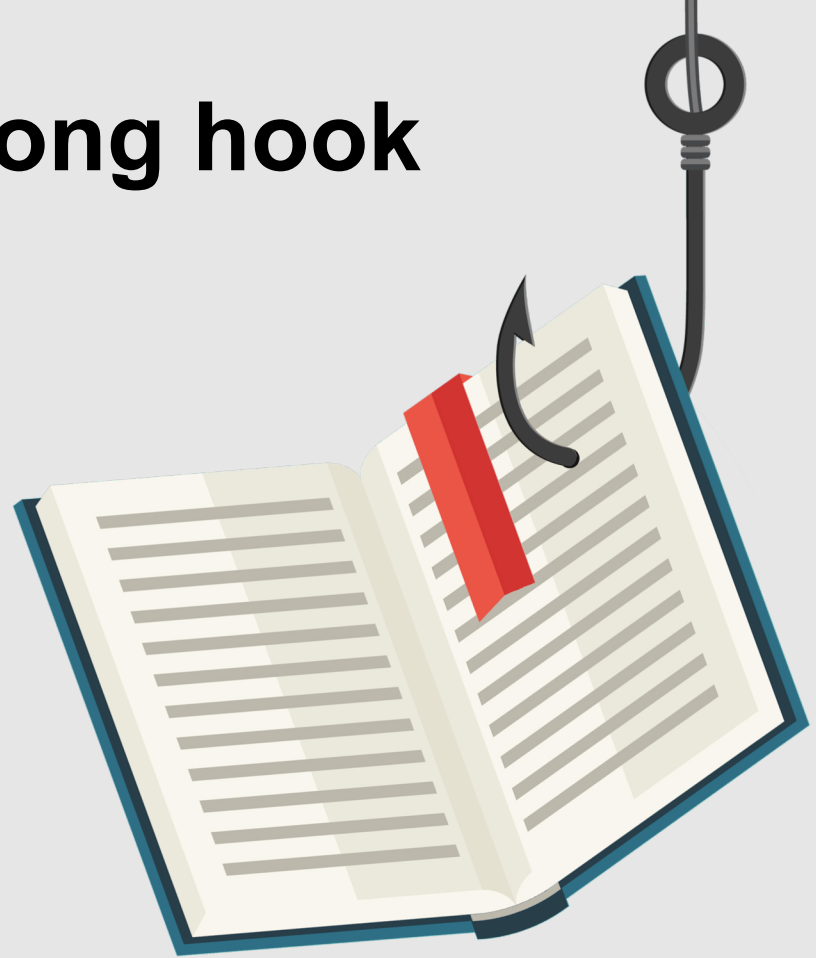
Keep your audience in mind

- ✓ 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



CANELO

Don't miss this **taut and gripping** debut from a crime writer to watch

DI KELLY PORTER BOOK ONE

WHEN THE DINNER ARE HIGH DEADLY PRICES ARE PAID

DARK GAME

RACHEL LYNCH

Only 99p!

Ebook available now



MASON

NOW FREE

GET YOUR COPY TODAY!

REMINGTON RANCH

SJ McCoy

amazon kindle google play kobo



BOX SET

BOOKS ONE & TWO

FORTUNE CHRONICLES

SERIES

KATHLEEN MCCLURE

For a Limited Time, Grab *The Fortune Chronicles* Box-Set for Only \$1.99!

Read Now!

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



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

FREE BOOK

Promise
T.K. LEIGH

A promotional graphic for the book 'Promise' by T.K. Leigh. It features a black and white photograph of a woman's face in profile on the left. On the right, there is a quote from an Amazon reviewer, a five-star rating, and a green circular badge that says 'FREE BOOK'. Below the quote is a small image of the book cover on a tablet.



MURDER AT LE BIJOU BISTRO
A KARDASHIAN COZY MYSTERY
Le Bijou Bistros

A Cozy Mystery For Readers Who Like Dogs, Food & Recipes

DIANNE HARMAN

FREE W/KU

A promotional graphic for the book 'Murder at Le Bijou Bistro' by Dianne Harman. It features the book cover on the left, which shows a red building facade. To the right of the cover is a red box with white text that reads 'A Cozy Mystery For Readers Who Like Dogs, Food & Recipes'. Below this is a red button with white text that says 'FREE W/KU'.

ONE MAN.
TWO SETS OF
MARRIAGE
VOWS.

BAD MATH.

NOW
AVAILABLE ON
amazon.



A promotional graphic for the book 'A Crown in Time' by Celine Swanson. The background is a purple and pink gradient with a film strip border. On the right is the book cover, which features a castle and the title 'A Crown in Time' by Celine Swanson. To the left of the cover is the text 'ONE MAN. TWO SETS OF MARRIAGE VOWS.' and 'BAD MATH.' Below this is the text 'NOW AVAILABLE ON amazon.' with the Amazon logo.

Include quotes

23% increase in clicks if our blurbs include quotes from authors or publications



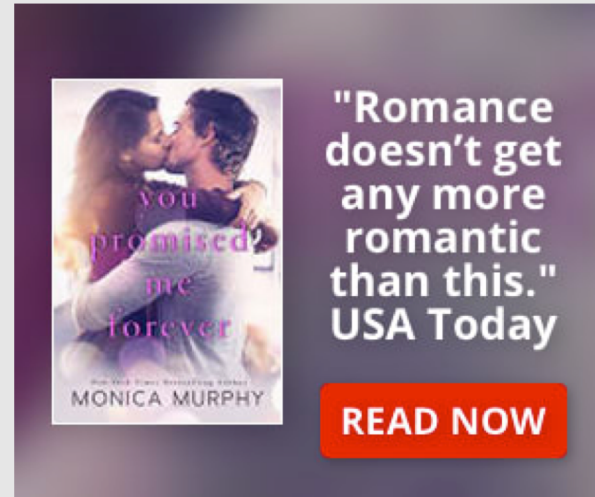
A promotional banner for Mark Dawson's 'The John Milton Series' (Books 1-3). The banner features a tablet displaying the book cover, which shows a silhouette of a man walking on a street at night with Big Ben in the background. To the right of the tablet, there is a 'LIMITED TIME OFFER' badge and promotional text.

LIMITED TIME OFFER

MARK DAWSON
THE JOHN MILTON SERIES
BOOKS 1-3

THE BOOKS THAT STARTED IT ALL.
MEET MILTON TODAY.

"Impossible not to think of Reacher."
The Times



A promotional banner for the book 'You Promised Me Forever' by Monica Murphy. The banner features a romantic image of a couple kissing, with the title overlaid in pink. To the right, there is a quote from USA Today and a 'READ NOW' button.

you promised me forever

MONICA MURPHY

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

READ NOW

Include quotes from authors

30% higher CTRs when quoting well-known authors than quoting recognizable publications



Include comparisons

26% increase in clicks when blurbs include comp titles, authors, movies, or TV shows

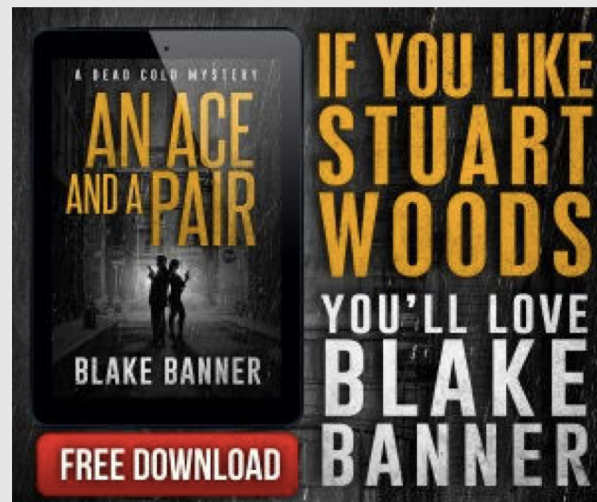


Image design

- ✓ 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!





THERE'S A
BODY
IN THE
CORNFIELD.

READ NOW

"This story started fast and never slowed down."

Only \$2.99 for a limited time.

Join the adventure.

FREE
for a limited time

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

Click Here

HELL BURN
DOWN
WORLDS
TO BE WITH
HER.

**WRONG AGE
WRONG GENDER
RIGHT JOB**

How do you know if it's working?

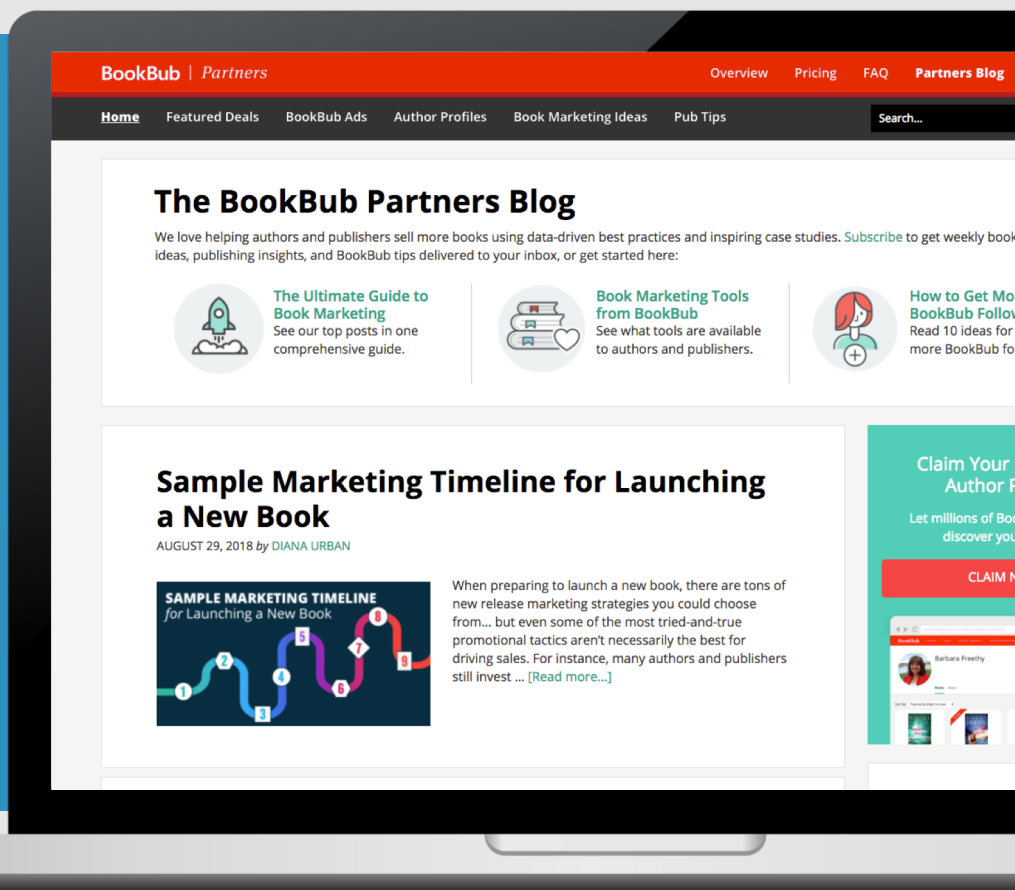
- ✓ Run tests
- ✓ Maximize CTR
- ✓ Calculate or estimate conversion rate
- ✓ Aim for a profitable CPC



We're here to help!

partners@bookbub.com

insights.bookbub.com



Questions?

Get the slides at: insights.bookbub.com/NINC18

Contact us at partners@bookbub.com

