

BookBub

The Ultimate Collection of Audiobook Marketing Examples

Showcasing 50+ marketing examples from
authors and publishers



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How to Use This Book

The audiobook market is one of the fastest-growing segments of the publishing industry. According to the [Audio Publishers Association](#), it grew an estimated 24.5% from 2017 to 2018. And Findaway Voices [recently shared](#) that the growth they've seen from self-published authors and small publishers has outpaced the broader industry. To capitalize on this opportunity, authors and publishers have been using a wide variety of tactics to promote their audiobooks and reach new listeners.

To provide you with inspiration, we compiled more than 50 real-world examples of authors and publishers marketing their audiobooks. While not all the examples will be directly applicable to you, we think this collection is a great starting point for anybody developing an audiobook marketing plan.

Also, sometimes there's only so much a screenshot can capture. We encourage you to click on each image to explore the content each author or publisher has created in more depth.

A top-down view of a desk with a wooden grain texture. In the top left, a portion of a white keyboard is visible. In the top center, a small green cactus in a brown pot sits on a wooden coaster. In the bottom left, a white smartphone and a pair of white earbuds are visible. In the bottom right, a spiral-bound notebook is open, showing a handwritten 'To do List' with four numbered items.

Pre-Release Promotions

To do List

1.

2.

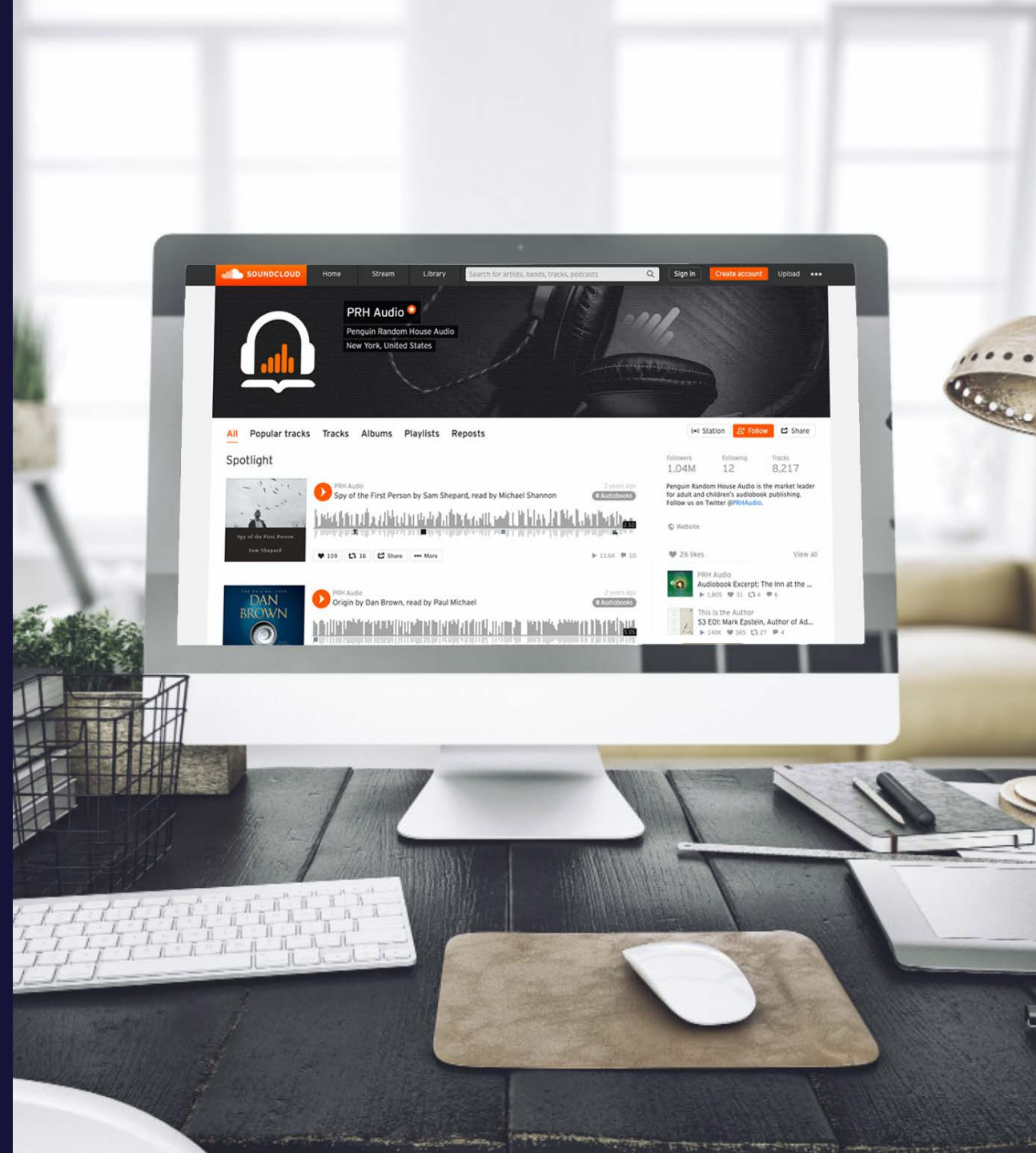
3.

4.

Pre-Release Promotions

Just as you'd want to build buzz and preorders for hardcovers or ebooks, it's also important to spread awareness of an audiobook before its launch. This way, readers who prefer audio will know they can preorder in their favorite format, too.

There are many ways to build anticipation of an audiobook launch, and we've highlighted a few approaches we've seen authors and publishers take — from uploading free audiobook samples to providing behind-the-scenes looks at the production process.



Audio Samples

Penguin Random House

Penguin Random House hosts many samples of their audiobooks on their SoundCloud account, PRH Audio, and they upload each clip prior to the audiobook launch. Each clip is under five minutes long and gives readers an easy and free way to sample an audiobook before buying.

The screenshot displays the PRH Audio SoundCloud profile, which includes three audio samples. Each sample consists of a book cover on the left, a play button icon, the title and author information, a waveform visualization, and engagement metrics (likes, reposts, shares, and more options) at the bottom. The samples are:

- Praying for Sleep** by Jeffery Deaver, read by Nicol Zanzarella. Duration: 4:45. 2 likes, 1 repost, 1 share.
- The Deep** by Alma Katsu, read by Jane Collingwood. Duration: 4:32. 5 likes, 1 repost, 1 share, 1 comment.
- The Keeper** by Jessica Moor. Duration: 4:49. 3 likes, 1 repost, 1 share.

Behind-the-Scenes Look

Jessica Pearce Rotondi



After finishing the final reading for her audiobook *What We Inherit*, author Jessica Pearce Rotondi shared a message on Instagram about how it felt to record her audiobook, along with a picture of her in the recording studio.

Behind-the-Scenes Look

Elizabeth Acevedo & HarperCollins



To build buzz for the audiobook *Clap When You Land* by Elizabeth Acevedo, HarperAudio shared a behind-the-scenes look on Instagram via a collage of Elizabeth and poet Melania-Luisa Marte during the audio production process. The caption included a call-to-action to preorder the audiobook.



Narrator Cast Reveal

Taylor Jenkins Reid

Taylor Jenkins Reid announced the audiobook for *Daisy Jones & The Six* on her Facebook page along with a cast reveal. She also posted a short video reel matching the narrators with their characters.

Pinned Tweet



Phil Williams @fantasticphil · Mar 11

Here's something special to share! As *Under Ordshaw* is coming to audio this April, here's a snippet so you can see what to expect - with thanks to the wonderful reviewers quoted and the very talented @franburgoyne #urbanfantasy #audiobook #audible

AVAILABLE ON AUDIO APRIL 2020

"I was hooked from start to finish." LYNN'S BOOKS

"fun, thrill-a-minute urban fantasy" PHIL PARKER

"absolute page turner" BABYDOLLS & RAZORBLADES

"masterfully written" RACHEL BARNARD

"difficult to put down" BRAINFLUFF

"[not] quite like anything I've read before ...a unique story" WAY TOO FANTASY

"the urban fantasy thing I didn't realise I needed" SEAN CUNNINGHAM

"a nice balance of whimsy and arsekicking; humour and horror; strong language and

2:06 188 views <SHINE & READBOWS

1 13 15

Audio Sample as a Pinned Tweet

Phil Williams

About six weeks prior to launch, Phil Williams made his pinned tweet on Twitter an audio excerpt of his upcoming audiobook, *Under Ordshaw*. His accompanying graphic included the release month, blurbs and reviews, and the audiobook cover.

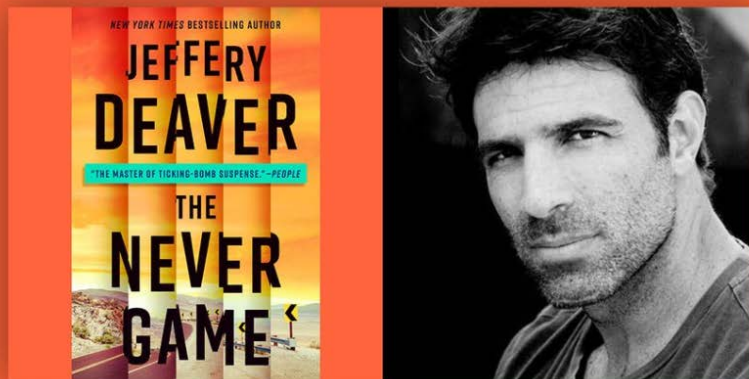


Penguin Random House Audio  
@PRHAudio

Announcing: [@JefferyDeaver](#)'s *The Never Game* (on sale 5/14) will be read by [@KaleoGriffith](#)!

You may recognize Griffith's voice from *Decisive* by Chip & Dan Heath, *Dataclysm* by Christian Rudder, and Jeffrey Deaver's latest book, *Captivated*!

[#Audiobook](#) [#Suspense](#) [@PutnamBooks](#)



NARRATED BY
KALEO GRIFFITH

Twitter Announcement

Penguin Random House

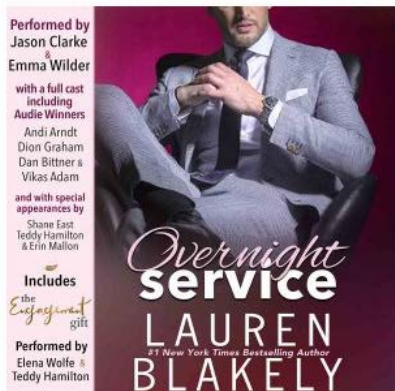
About two months before the launch of the audiobook for *The Never Game* by Jeffrey Deaver, Penguin Random House made an announcement highlighting the narrator, the audiobook cover, and the release date.

LAUREN BLAKELY

#1 NEW YORK TIMES BESTSELLING AUTHOR

READING ORDER

All About the Overnight Service Audiobook



A LETTER TO MY LISTENERS!

I'm so thrilled to reveal the cast for OVERNIGHT SERVICE and bring nine rock star narrators together to tell the fiery, passionate, and witty enemies-to-lovers romance of two rivals (and once upon a time lovers) who fall in love while competing for the same client.

OVERNIGHT SERVICE will be performed by Jason Clarke and Emma Wilder with a full cast including Audie winners Andi Arndt, Dion Graham, Vikas Adam and Dan Bittner, and with special performances by Shane East, Teddy Hamilton and Erin Mallon.

Jason Clarke has quickly risen up as a star in his own right, and listeners have embraced his varied and nuanced performances, along with his wit

and vulnerability, as well as that sexy alpha voice. Emma Wilder has a natural sultriness to her voice, and a depth of emotions that's perfect for this heroine, created with her in mind.

In addition to the two talented leads, this audiobook includes the voice of my frequent collaborator Andi Arndt, who will be playing six different characters, flexing her acting and vocal muscles!

I'm delighted, too, for the return of Dion Graham, who starred in my first multicast — BIRTHDAY SUIT. In OVERNIGHT SERVICE, he plays two main supporting characters who both have romantic subplots, so listeners will get to hear this sexy-voiced man in romantic roles! And I can't wait for my listeners to hear Dan Bittner for the first time on one of my books. I was so blown away by his Audie-winning performance as a reporter in Courtney Summers' SADIE, as well as his passionate performance in Gayle Forman's utterly fantastic WHERE SHE WENT, that I knew I simply had to have him in one of my books. His character also has a romantic subplot, so get ready to hear another sexy guy!

Letter to Listeners

Lauren Blakely

On her author website, Lauren Blakely published a “letter to her listeners” in which she revealed the cast for her upcoming audiobook, *Overnight Service*.

Launch Announcements



Launch Announcements

Many authors and publishers post an announcement on an audiobook's launch day, whether it's been released on the same day as its other formats or not. This way, after building anticipation for an audiobook, they remind readers that the audiobook is available for download.

In this section, we've included several creative ways we've seen authors and publishers announce an audiobook launch to existing readers and potential new fans.

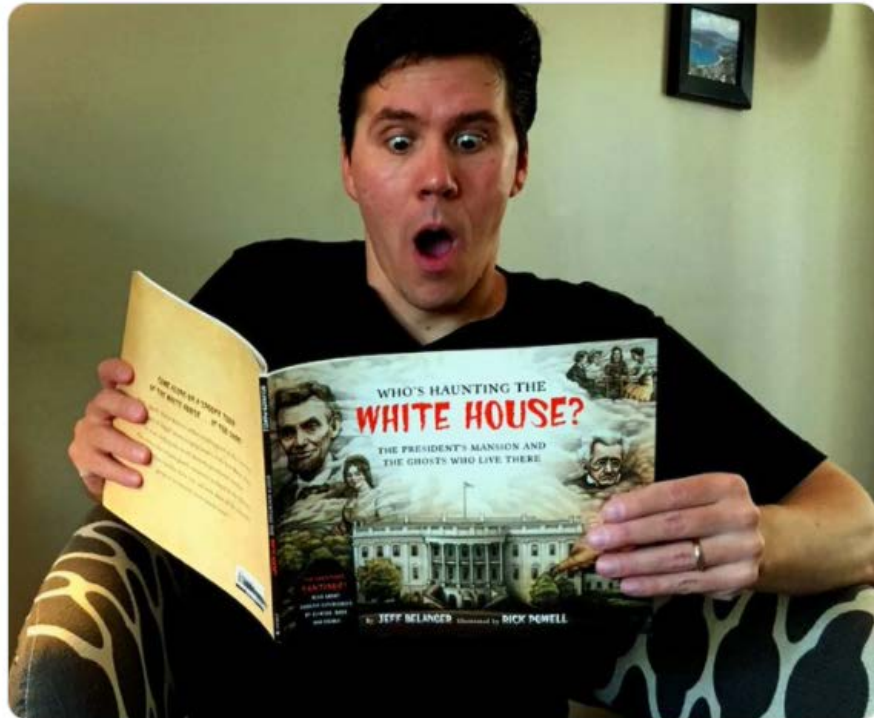
AVAILABLE
AS AN
AUDIOBOOK





Jeff Belanger 
@THEJeffBelanger

Announcing my first-ever [#audiobook](#)! Who's Haunting the White House? narrated by yours truly. You can download the book from Audible, Amazon, and iTunes for about \$5. Pop on some headphones and let me in your head! audible.com/pd/B07CH189YS



12:02 PM · Apr 22, 2018 · [Twitter Web Client](#)

29 Retweets 111 Likes

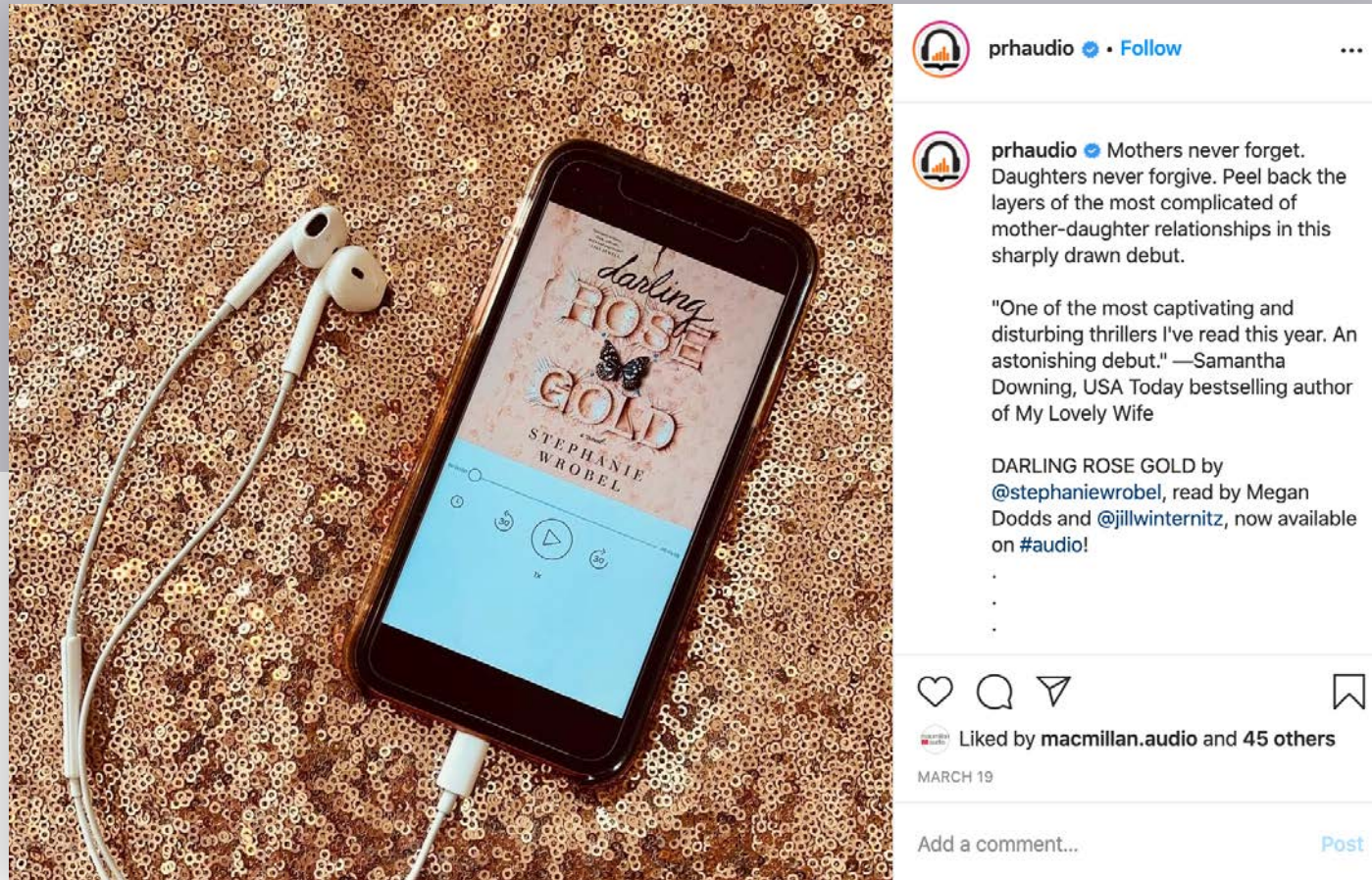
Twitter Announcement

Jeff Belanger

On Twitter, Jeff Belanger announced his first-ever audiobook, including retailer and pricing information, a link to a retailer page, and a lighthearted photo.

Instagram Announcement

PRH Audio



Penguin Random House's dedicated audio Instagram, @praudio, regularly shares beautiful images to promote their audiobook launches, such as this sparkly tribute to *Darling Rose Gold* by Stephanie Wrobel. The caption includes a brief synopsis, a promotional quote, and links to the author and narrator.

Instagram Announcement

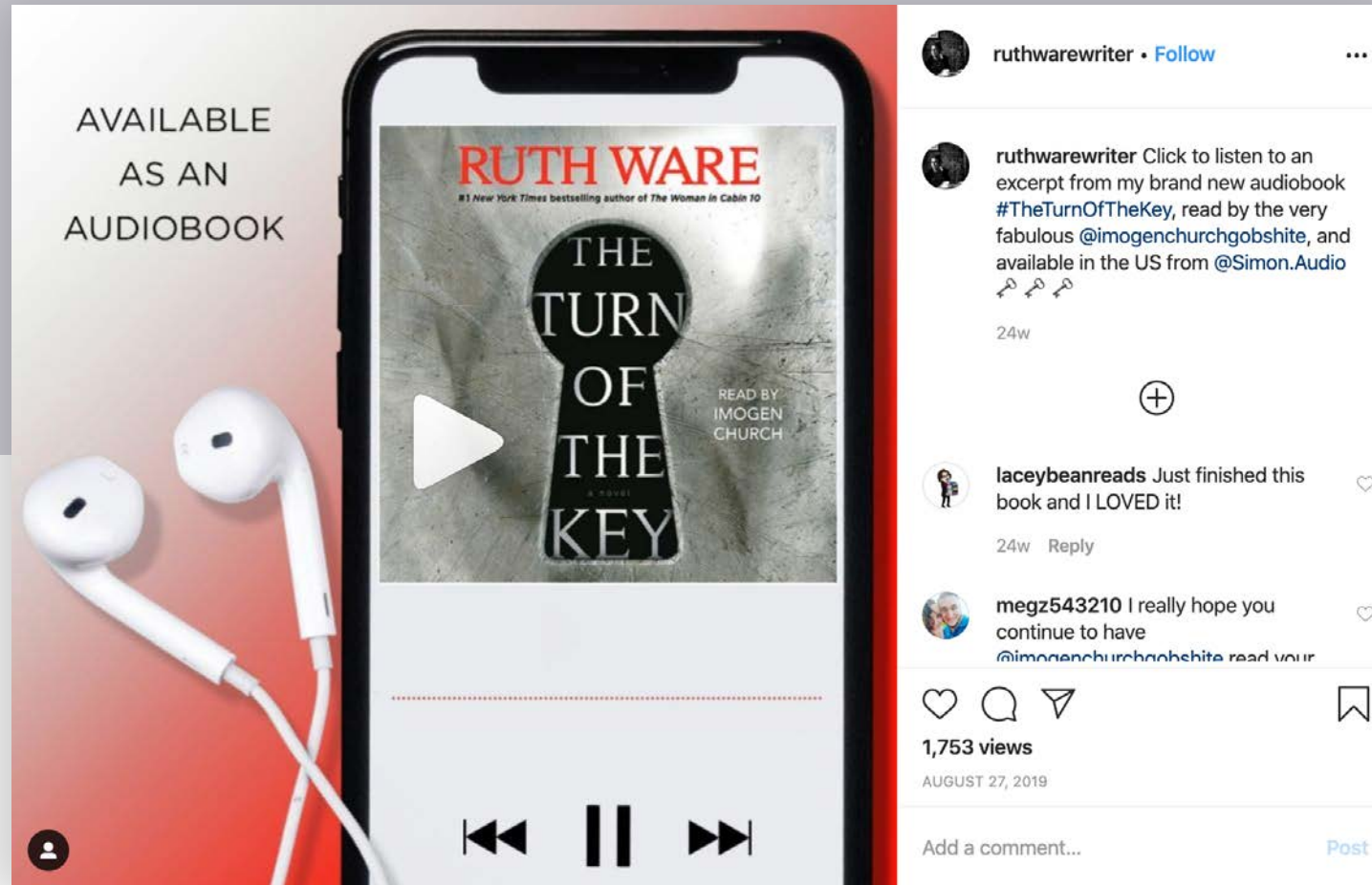
Kishan Paul



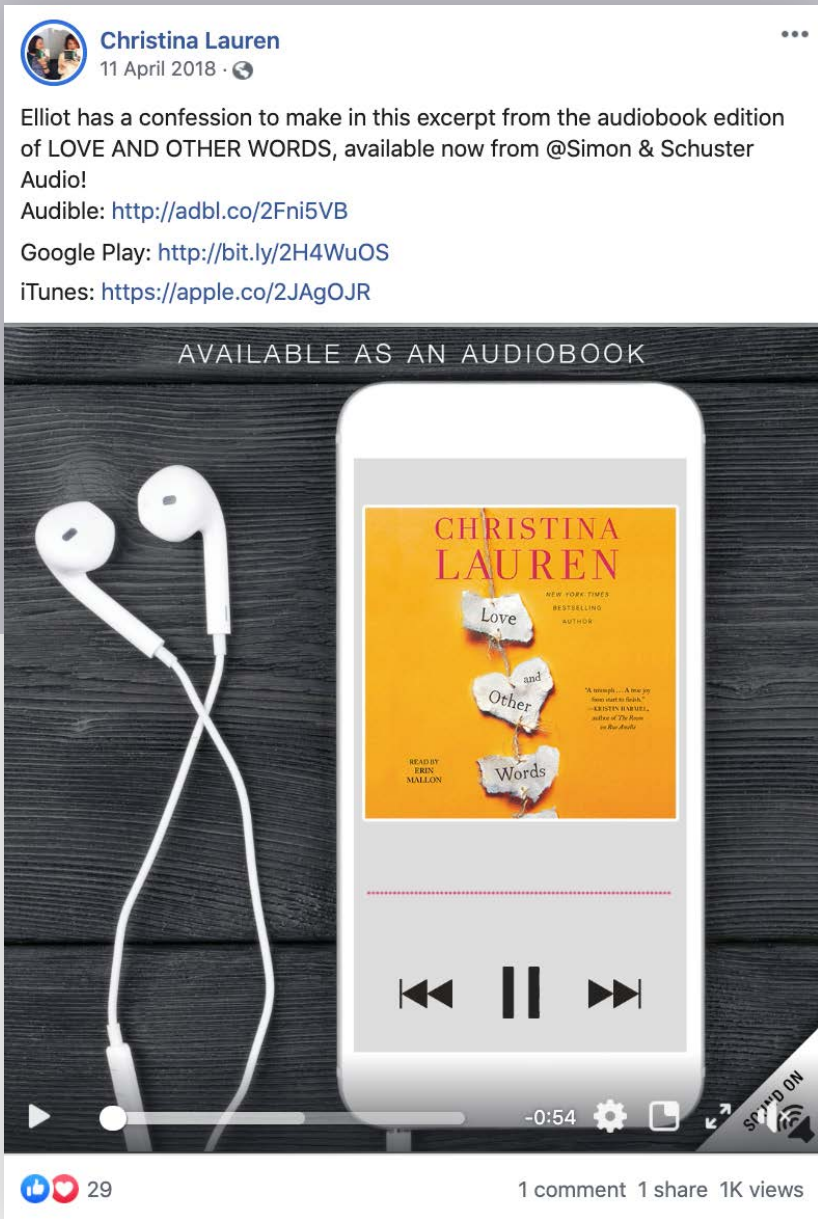
On Instagram, Kishan Paul announced the availability of the audiobook *The Deadly Match* one day prior to launch, including retailer options and a visually compelling image.

Instagram Audio Sample

Ruth Ware



On Instagram, Ruth Ware announced her newest audiobook release, *The Turn of the Key* along with an excerpt — she uploaded a video with the audio sample and a still image.



Facebook Page Announcement

Christina Lauren

Christina Lauren promoted the launch of the audiobook *Love and Other Words* by posting an audio clip on Facebook, listing the available retailers, tagging the book's publisher, and including "Sound On" in the graphic to make sure readers knew to listen.

Facebook Page Cover Image

Julia Kent

The image shows a Facebook profile header for Julia Kent. On the left is a circular profile picture of a muscular man with a beard, wearing a blue towel, with the text 'RANDOM acts of crazy' overlaid. Below the profile picture, the name 'Julia Kent' is displayed with a verified badge, followed by the handle '@jkentauthor'. A navigation menu on the left includes 'Home', 'About', and 'Photos'. The main cover image features the title 'Darla, Trevor & Joe' in large blue font, with 'Narrated by Andi Arndt, Sebastian York & Tad Branson' below it. At the bottom of the cover image is a pair of black headphones. On the right side of the cover is a tilted image of the audiobook cover for 'RANDOM acts of crazy' by Julia Kent, featuring the same muscular man and the text 'NARRATED BY SEBASTIAN YORK, ANDI ARNDT, AND TAD BRANSON'. At the bottom of the cover image are two buttons: 'Sign Up' and 'Send Message'. Below the cover image is a row of interaction buttons: 'Like', 'Follow', 'Share', and a three-dot menu icon.

As part of her audiobook release announcement, Julia Kent used a graphic for *Random Acts of Crazy* as her Facebook author profile header image. She calls attention to fan-favorite characters in the story and their narrators, and features the book cover and headphones.

Did you know all of the Heroes for Hire are in Audio books?

Levi's Legend

Nothing stays the same...

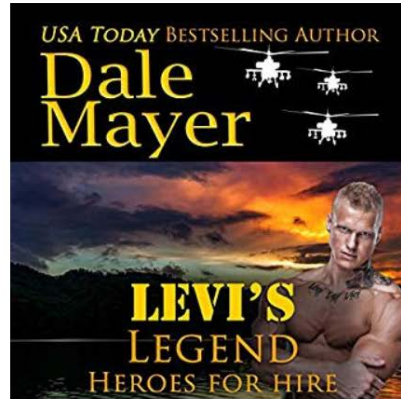
Since his accident Levi has been driven to find the men who betrayed him. Everything else is secondary. Now he's recovered, started his own company, and he's caught the scent of the last man on his list. Only to find the same man intends to finish the job he originally started – and kill Levi once and for all.

Ice has been at Levi's side every step of his new journey – well almost. It's the places where she hasn't been that are the hardest. Her relationship with Levi is at a critical point. One wrong word and her hopes and dreams will be gone. They almost are now.

But she can't resolve her love life until the man who forced change into their world is taken care of. Only he's on the attack, and his target is right at the heart of everything that's important to her, and to Levi.

They'll have to move fast to stop the man who wants them both dead or they won't have a future at all...

Click here to listen to the first chapter of Levi's Legend below.



[Listen here](#)

Newsletter Announcement

Dale Mayer

Dale Mayer sent out an audiobook-focused newsletter to her subscribers to remind them that her *Heroes for Hire* series is available in audiobook format. She included one of the audiobook covers and a link to listen to an excerpt of the first chapter of the series.

Hey guys!



I'm SO EXCITED to announce that the audiobook for [The Faerie Pawn](#), the second book in The Faerie Games series, is OUT NOW!



Grab The Faerie Pawn audiobook on:

Amazon → [CLICK HERE](#)

Audible → [CLICK HERE](#)

iTunes → [CLICK HERE](#)



Newsletter Announcement

Michelle Madow

In an email newsletter, Michelle Madow announced the audiobook for *The Faerie Pawn*. She included retailer links and the audiobook cover.

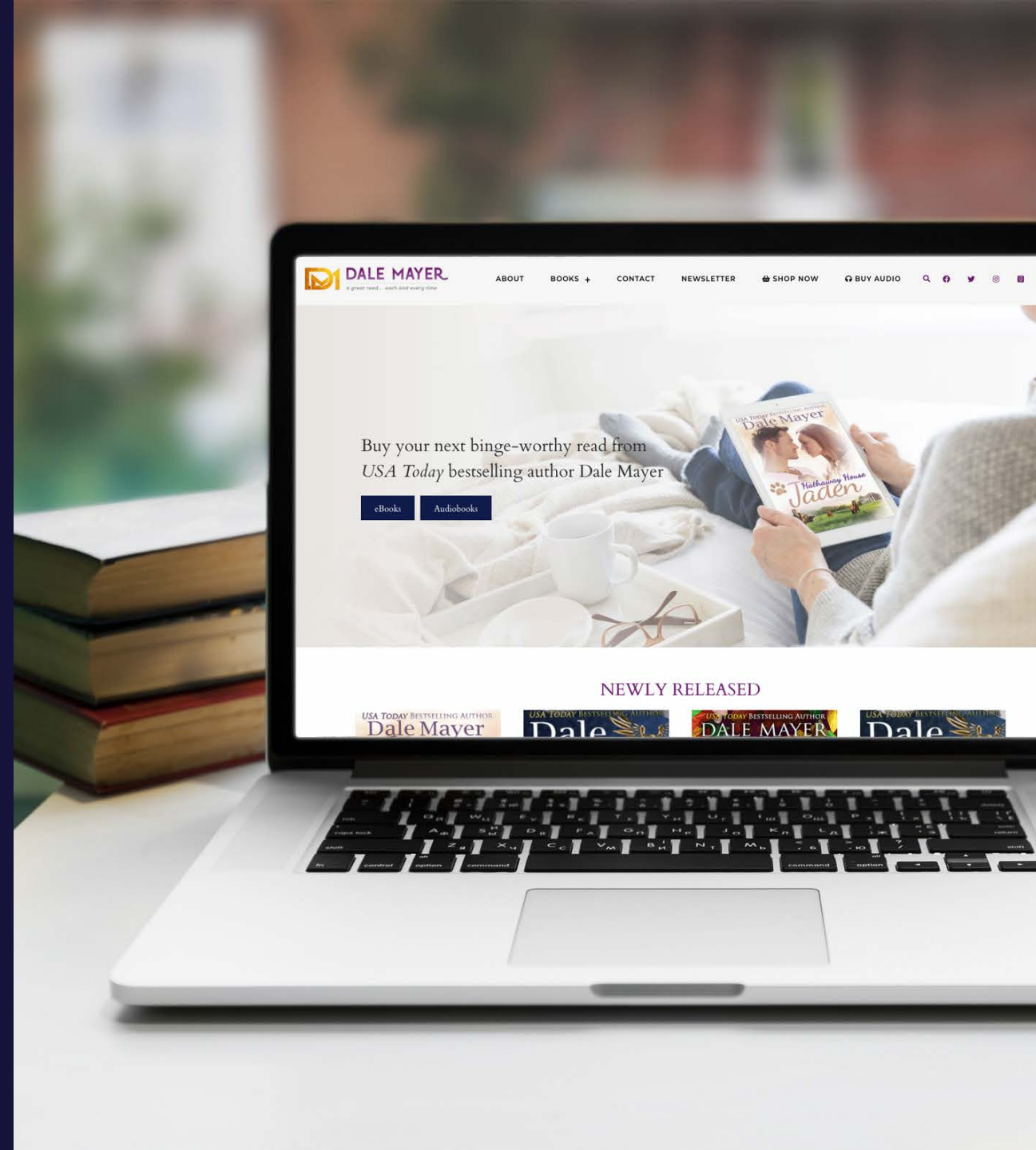
Author Websites



Author Websites

If you have an author website, you'll want to keep it updated with the latest information about your new and upcoming releases. This way readers can easily find the information they're looking for — including your audiobooks.

Some authors have entire landing pages on their websites dedicated to audiobooks, while others include the audiobook format as a purchase option on a book's page. The following examples highlight the various ways authors may incorporate audiobooks into their websites.



NOW ON AUDIO



When Deputy Lucky Dey discovers his little brother has been murdered, he'll stop at nothing until he takes down the cop-killer.

Hell-bent on getting answers, he disobeys his superiors and follows the trail of a killer, who's driving a hijacked truck full of illegal contraband. Lucky finds himself in L.A., trapped in a storm of media and political interference. The entire city is whirling in the wake of a major star's fatal accident and people want a story—a story that might be more tangled than anyone ever imagined. With peril and mayhem around every corner, the risk-addicted cop might not be so lucky this time around.

“Both author Doug Richardson and narrator Tim DeKay are in top shape with *Blood Money* and I will be keeping an eye for all upcoming audiobooks in this series.”

—*The Audiobook Blog*

PURCHASE LINKS

[Audible](#) | [Apple Books](#) | [Kobo](#)
| [Playster](#)

Audiobook Landing Page

Doug Richardson

On Doug Richardson's audiobook landing page, he includes a graphic for each audiobook, a synopsis, an enticing blurb, and purchase links.

MICHELLE M. PILLOW

NY Times & USA TODAY Bestselling Author of Romance, Cozy Mystery, and Women's Fiction

BOOKS QURILIXEN WORLD SERIES MORE SERIES **AUDIO** COMING SOON READING GUIDES BLOG ABOUT 

Audio Books by Michelle M. Pillow



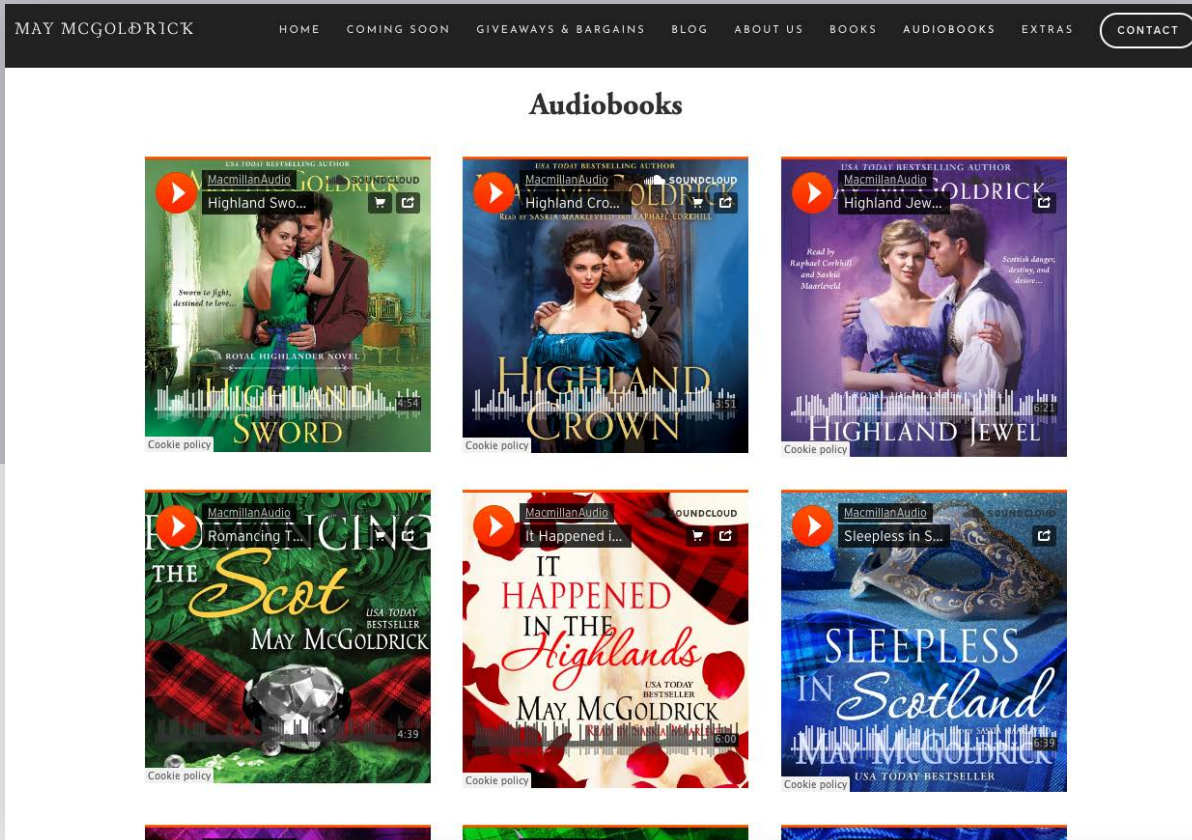
GET TO THE BOOKS FASTER!
GO TO MICHELLE'S AUDIO BOOKS ON:

- [Audible US](#)
- [Audible UK](#)
- [Audible DE](#)
- [Audible FR](#)
- [iTunes](#)
- [Amazon US](#)
- [Amazon UK](#)
- [Amazon \(All Countries\)](#)
- [Authors Direct](#)

Audiobook Landing Page with Embedded Clips

Michelle M. Pillow

On the audiobook landing page of her author website, Michelle M. Pillow includes an embedded YouTube audiobook excerpt and links for each region and retailer where her audiobooks are available. She links to this page in the top navigation, so it's easy for readers to find.




Audiobook Landing Page with Embedded Clips

May McGoldrick

On her website, May McGoldrick shares a SoundCloud excerpt from each of her audiobooks, with a clickable shopping cart icon to purchase the audiobook. She links to this page in the top navigation, so it's easy for readers to find.

Home About Books Audiobooks Blog News & Events Shop Contact Me Subscribe Privacy Policy




Stories with heart, soul, and bite

KRISTIE COOK

Audiobooks

Do you like to listen to your books? The Soul Savers Series is on audio! Narrated by Erin Mallon, a New York-based actor, director, and narrator, who has narrated numerous books, performed on stage, written and directed plays, and appeared on television's *Guiding Light*, *As the World Turns*, and others. Learn more about Erin at her website. Check out the samples below, then download the full books at Audible (where you can get your first book free), iTunes, or Amazon.



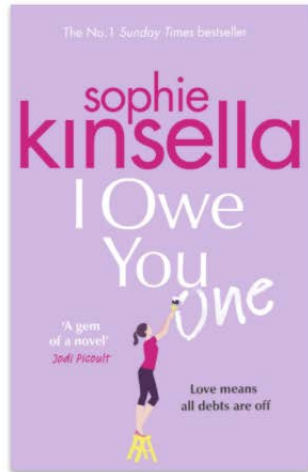
Buy *Promise* at Audible | iTunes | Amazon

Audiobook Landing Page with Embedded Clips

Kristie Cook

Kristie Cook's author website includes a dedicated audiobooks landing page that features a blurb about the narrator, retailer links, and a SoundCloud audio excerpt of the first book in her *Soul Savers* series.

I Owe You One



share: [f](#) [t](#) [@](#) [G+](#) [✉](#)

sophie's introduction

I Owe You One is a story of two complete strangers, Fixie and Seb, who meet in a coffee shop and do a series of favours for each other: big, small, life-saving and life-changing. I'd been thinking about the idea for a while but I didn't know quite how my two strangers should meet... till one day an American man in a coffee shop asked me to mind his laptop. I had my answer! (American Man: I owe you one.)

I love to write flawed heroines and Fixie is a girl who can't stop 'fixing' things – sometimes with disastrous results. But as the book goes on, she starts to see how she might fix things for herself, not just others...

I hope you enjoy it!

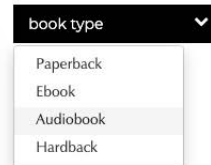
Sophie x

buy the book now

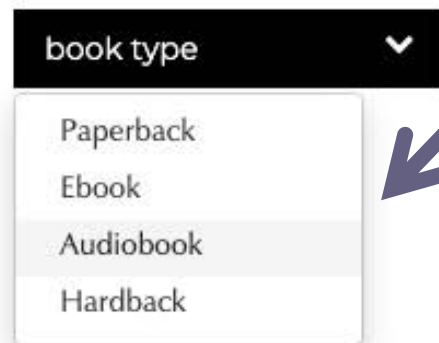
your country:



choose format:



choose format:



Audiobook Retailer Links

Sophie Kinsella

Sophie Kinsella included an audiobook purchase option as part of a drop-down menu when readers are choosing their preferred book format.

[About](#)
[Books](#)
[Events & Press](#)
[Contact](#)
[Newsletter](#)
[Blog](#)

A Crash of Fate

Izzy and Jules were childhood friends, climbing the spires of Batuu, inventing silly games, and dreaming of adventures they would share one day. Then, Izzy's family left abruptly, without even a chance to say goodbye. Izzy's life became one of constant motion, traveling from one world to the next, until her parents were killed and she became a low-level smuggler to make ends meet. Jules remained on Batuu, eventually becoming a farmer like his father, but always yearning for something more.

Now, thirteen years after she left, Izzy is returning to Batuu. She's been hired to deliver a mysterious parcel, and she just wants to finish the job and get gone. But upon arrival at Black Spire Outpost she runs smack into the one person who still means something to her after all this time: Jules.

The attraction between them is immediate, yet despite Jules seeming to be everything she's ever needed, Izzy hesitates. How can she drag this good-hearted man into the perilous life she's chosen?

Jules has been trying to figure out his future, but now all he knows for certain is that he wants to be with Izzy. How can he convince her to take a chance on someone who's never left the safety of his homeworld?

When Izzy's job goes wrong, the two childhood friends find themselves on the run. And all their secrets will be revealed as they fight to stay alive?

Buy Now

[INDIEBOUND](#)
[BARNES & NOBLE](#)
[BAM!](#)
[Kobo](#)

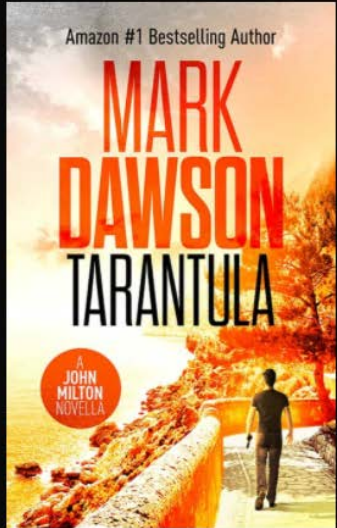
[Google Play](#)
[iBooks](#)
[amazon.com](#)
[audible](#)

[Podcasts](#)
[Interviews](#)

Audiobook Retailer Links

Zoraida Córdova

Zoraida Córdova has an individual page on her website for each book. On the page dedicated to *Labyrinth Lost*, she included a link to its audiobook retailer.



TARANTULA

Meet John Milton. He considers himself an artisan. A craftsman. His trade is murder. Milton is the man the government sends after you when everything else has failed. You wouldn't pick him out of a crowd but you wouldn't want to be on his list.

In this second dip into his case files, Milton is sent to Italy to investigate the death of a colleague from Group 15, the secret assassination squad that liquidates those considered to be impediments to the furtherance of British interests. Milton discovers that the agent was involved with the Camorra, the powerful Mafia clan that controls the territory from Naples to the tip of the Italian boot. He identifies the assassin as a man nicknamed Tarantula. Now Tarantula, and his boss, are entries in Milton's ledger. And all debts need to be paid.

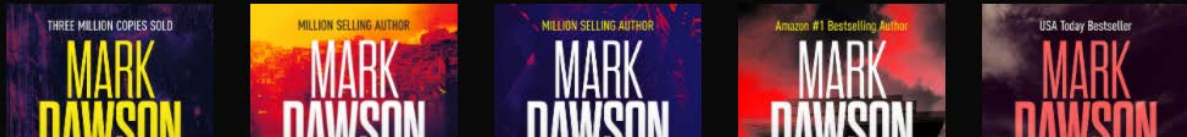
Also included: the first chapter of the first full-length Milton novel, THE CLEANER.

EBOOKS ▾

AUDIO BOOKS ▾



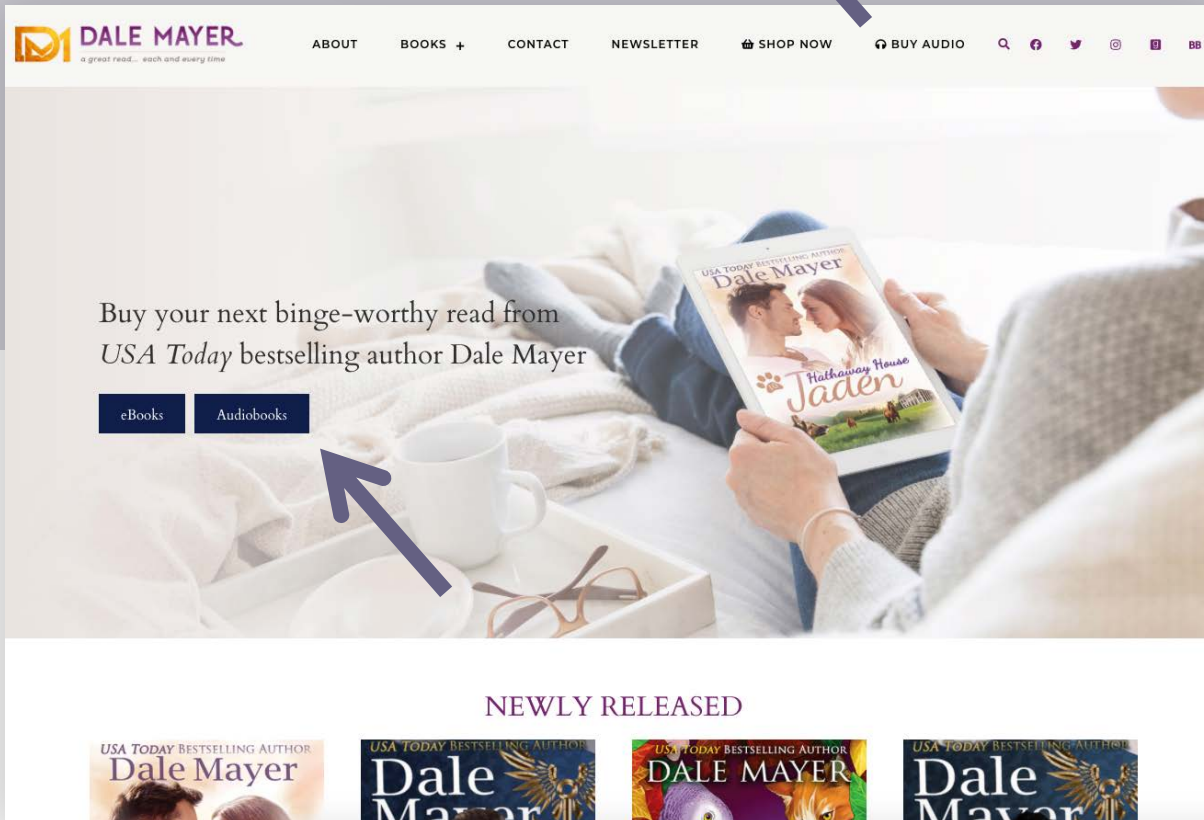
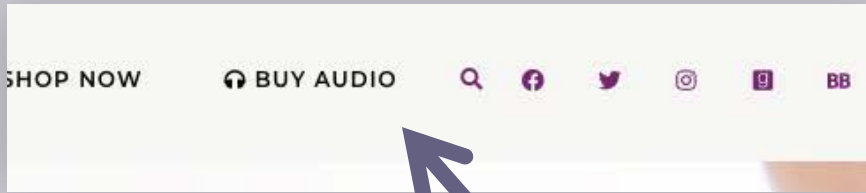
OTHER BOOKS IN THE JOHN MILTON SERIES



Audiobook Retailer Links

Mark Dawson

For every one of his books that has an audiobook available, Mark Dawson includes an audiobook drop-down menu so readers can easily navigate to the correct retailer page.



Homepage Links

Dale Mayer

Dale Mayer also has a dedicated audiobook landing page on her website, but she optimized the homepage to surface a link to this page. She also includes a link in the top navigation with a headset icon.

A person is sitting at a desk, using a laptop. On the desk, there is a book and a card. The person's hand is on the laptop keyboard. The background is blurred, showing a potted plant. The text "Audiobook Discounts" is overlaid in the center in a yellow, serif font.

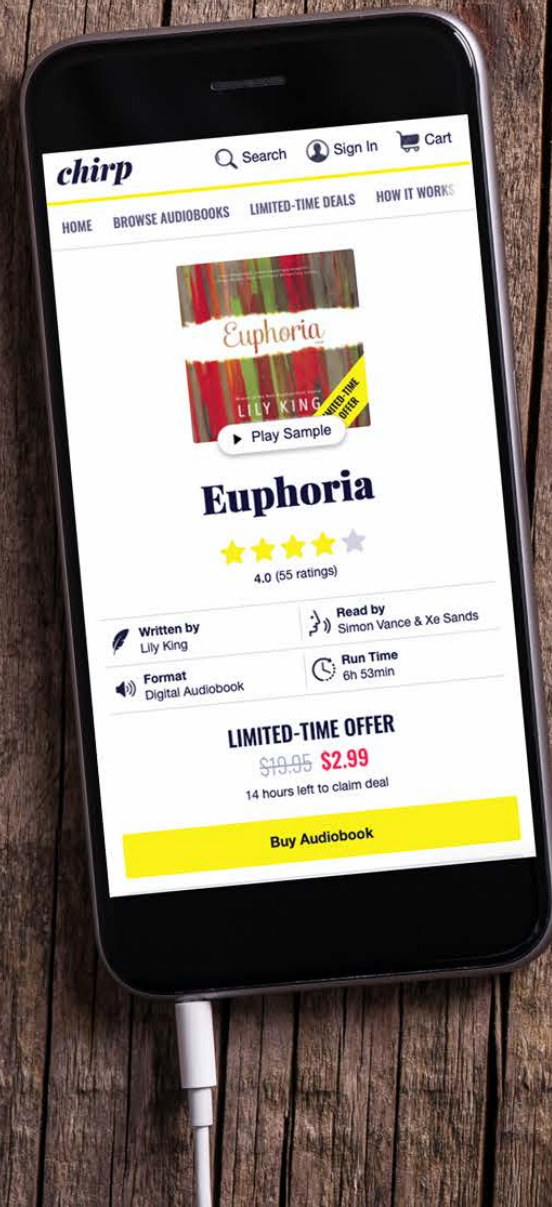
Audiobook Discounts

Audiobook Discounts

Discounting audiobooks can be an effective way to drive downloads, increase revenue, boost a book up the retailer rankings, and entice listeners to check out your other full-price books and audiobooks.

You can promote audiobook discounts using a variety of channels, including Chirp, our audiobook retailer, which offers consumers a fresh selection of limited-time audiobook deals every day that they can purchase à la carte directly from the site. Authors and publishers can also promote their audiobook discounts via social media, newsletters, and BookBub Ads.

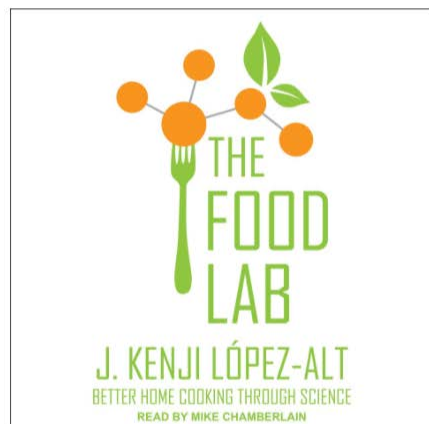
In this section, we've collected examples of Chirp deals as well as social media posts and newsletters promoting audiobook discounts. In the following section, you'll find examples of BookBub Ads promoting discounts, too!



Limited-Time Audiobook Deals

Filter

Sort



Editor's Pick, Nonfiction

The Food Lab

Written by: J. Kenji López-Alt**Narrated by:** Mike Chamberlain

A *New York Times* bestseller: In this “indispensable” listen (*Chicago Tribune*), J. Kenji López-Alt (of *Serious Eats!*) offers expert advice, techniques, and step-by-step explanations to get the cooking results you want. It’s “the one book you must have, no matter what you’re planning to cook or where your skill level falls” (*The New York Times Book Review*).

~~\$49.99~~ **\$3.99**

Get Deal

Learn More

13 days left to claim deal

Chirp Deal

J. Kenji López-Alt

For this 14-day Chirp deal, J. Kenji López-Alt’s audiobook *The Food Lab* was discounted from \$49.99 to \$3.99. The deal ran in an email promotion, and was an “Editor’s Pick” for the duration of the discount.

USA TODAY BESTSELLING AUTHOR
NANA MALONE

Tempting
IN
Stilettos

When *sexy* isn't enough...

LIMITED-TIME OFFER

▶ Play Sample

LIMITED-TIME OFFER

~~\$6.99~~ **\$0.99**

25 days left to claim deal

Buy Now

Chirp Deal

Nana Malone

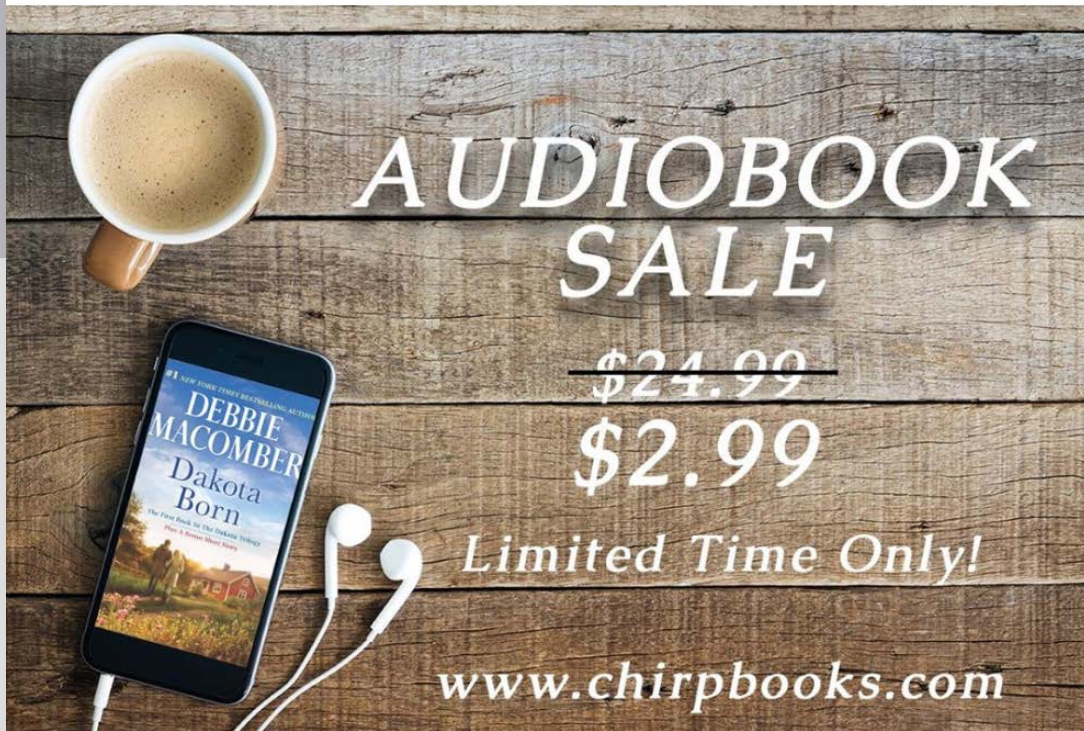
Nana Malone ran her audiobook, *Tempting in Stilettos*, as a Chirp deal. For a limited time, the book was discounted from \$6.99 to \$0.99 in Chirp's romance category, and was featured in an email promotion.



Debbie Macomber

18 April 2019 · 🌐

There's an audiobook deal on DAKOTA HOME on [Chirp](#), which is owned and operated by the same people who started [BookBub](#)! Listening to books allows me the pleasure of multitasking. I can devour a wide variety of novels while knitting, cooking, gardening, or driving. Click the link to learn more!
<https://hubs.ly/H0hwyNT0>



👍❤️ 80

14 comments 7 shares

Facebook Post

Debbie Macomber

On her Facebook page, Debbie Macomber promoted an audiobook sale she ran with Chirp. She included the reduced price, audiobook cover, and website link where readers could buy the discounted audiobook.



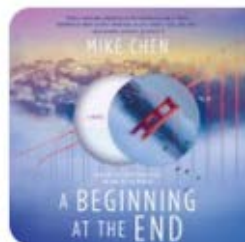
Mike Chen - A BEGINNING AT THE...

@mikechenwriter

Following



If you use [@ChirpBooks](#) to listen to audiobooks, then I have a fan-freaking-tastic deal for you! **A BEGINNING AT THE END** is only \$4.99 right now, so you can get all your optimistic post-apocalyptic goodness for cheap right now!



A Beginning at the End

Fans of *Station Eleven* will enjoy this “refreshingly nondystopian end-of-the-world story” (Kirkus Reviews). In the wake of a catastrophe, the humans who remain attempt to pick up the pi...

chirpbooks.com

2:14 PM - 5 May 2020

Twitter Tweet

Mike Chen

When Mike Chen’s publisher ran a Chirp deal for his audiobook *A Beginning at the End*, he tweeted about the discount and linked to the deal on Chirp.



Therese Walsh

@ThereseWalsh

Following

Announcing an #Audiobook Memorial Day sale of *The Moon Sisters*, read by the fabulous @justjuliawhelan. Grab it for \$3.99 on @ChirpBooks: chirpbooks.com/audiobooks/377...



11:09 AM - 27 May 2019

Twitter Tweet

Therese Walsh

When Therese Walsh discounted her audiobook *The Moon Sisters* to \$3.99, she tweeted about the sale and linked to it on Chirp. She also included eye-catching images of the audiobook cover, as well as screenshots of the discount on Chirp.

Instagram Post

Janae Marks



The image shows a screenshot of an Instagram post. On the left, a smartphone displays the audiobook cover for 'From the Desk of Zoe Washington' by Janae Marks. The cover features an illustration of a young girl sitting at a desk reading a book. To the right of the phone, the text reads: 'AUDIOBOOK DEAL! Snag From the Desk of Zoe Washington for \$3.99 Limited Time Only on Apple Books'. Below the price is an Apple Books logo. The Instagram post interface shows the user 'janaemarksbooks' with a bio that says 'Following'. The caption reads: 'The audiobook for FROM THE DESK OF ZOE WASHINGTON is on sale on @applebooks - only \$3.99 for the next week! Bahni Turpin narrates and she did an incredible job. ❤️ If you're an audiobook fan, the link is in my bio! 🎧'. The post includes several hashtags: #fromthedeskofzoewashington, #roaring20sdebut, #class2k20books, #katherinetegenbooks, #harperaudio, #audiobooks, #audiobookstagram, #audiobooklove, #bahniturpin, #middlegrade, #middlegradebooks, #middlegradereads, #mlit. The post has 63 likes and was posted 4 hours ago.

When Janae Marks's middle grade debut *From the Desk of Zoe Washington* was discounted to \$3.99 on Apple, she shared a graphic promoting the discount on Instagram. As mentioned in the caption, she also linked to the retailer page in her bio.



hachetteaudio



Senlin Ascends

by Josiah Bancroft

~~\$24.98~~ \$4.99 80% OFF

Buy Now

Add to Cart

▶ Play Sample

Thomas takes his wife, Marya, to the Tower of Babel for their honeymoon – but when they're separated, he'll have to trek through the Tower's countless ringdoms, outwit assassins, and risk betrayal and death to find her again... "One of the best reads I've had in ages" (Mark Lawrence, author of *Red Sister*).

Narrated by John Banks
Categories: Science Fiction & Fantasy
🕒 9 days left to claim deal



24 likes

hachetteaudio 📢 Deal Alert! 📢 Don't forget about these titles for deals for some Hachette Audio productions with our friends @ChirpBooks – if you've been waiting to check out any of these listens...now's the time! #loveaudiobooks

View all 2 comments

January 16

Instagram Post

Hachette

Hachette's audio-dedicated Instagram profile promoted the Chirp deal for Josiah Bancroft's *Senlin Ascends* by posting a screenshot of the discount on Chirp's website.

What does it take to survive aboard a spaceship fueled by lies?

ACROSS THE UNIVERSE

BETH REVIS

"A horrifying and deliciously claustrophobic masterpiece that's part sci-fi, part dystopian, and entirely brilliant."
— KIERSTEN WHITE, New York Times bestselling author of *Paragrain*

LIMITED-TIME OFFER

LIST PRICE: ~~\$20.00~~ | SAVE 75%

OUR PRICE: \$4.99

2 days left to claim deal

FOR A LIMITED TIME, get the audiobook of *Across the Universe* for just \$4.99!

Newsletter

Beth Revis

When Beth Revis ran a price promotion for *Across the Universe*, she sent an email newsletter to subscribers and included a clickable screenshot of her discounted audiobook on Chirp.

A group of people is waiting on a train platform. They are standing in a line, looking at their smartphones. The scene is dimly lit, suggesting an evening or indoor setting. The text 'BookBub Ads' is overlaid in the center in a yellow, serif font.

BookBub Ads

BookBub Ads

As with print or ebooks, many authors and publishers run BookBub Ads to drive sales and exposure for their audiobooks. With BookBub Ads, advertisers can directly target Chirp members and other audiobook listeners with their ad campaigns.

In this section, we've compiled examples of audiobook-focused creative they've designed to run on the BookBub Ads platform. Common design elements include graphics of headphones or earbuds, the call-to-action "Listen Now," and references to "audio" or "audiobook" in the copy.





Ad Using Chirp Branding

Sarah Woodbury

In Sarah Woodbury's ad for *The Good Knight*, she highlighted Chirp as the retailer. She also included details about the limited-time discount, audiobook imagery, and a line letting readers know there's a mystery in store.



Ad Using Chirp Branding

Luke R. Mitchell

In his ad for *Red Gambit*, Luke R. Mitchell created a graphic featuring the book cover, a quote from a reviewer, and the Chirp sale incentive. The simple addition of headphones makes it clear that this is an audiobook.



Ad Using Chirp Branding

Kacey Shea

In Kacey Shea's ad for *Caught in the Flames*, she showcases the cover on a phone with earbuds to make it clear to viewers that this is an audiobook. She also includes the Chirp sale, and her call-to-action is "Get Deal Now."



Ad Using Chirp Branding

Ernie Lindsey

Ernie Lindsey's Ad for *Sky Noise* includes the phone and earbuds denoting that this ad is for an audiobook, the reduced deal price of \$1.99, the inclusion of Chirp as a retailer, and the call-to-action "Listen Now."



Ad Promoting a Discount

Jay J. Falconer

For his ad promoting a discount for *Bunker: Book 1*, Jay J. Falconer included the audiobook cover, a headphones icon, the price, the copy “Audio,” and five stars.



Ad Promoting a Discount

Adam Croft

Adam Croft's ad for a three-book bundle clearly states "audiobooks" in the copy, and also includes the genre, the reduced price of the deal, and a cover for the bundled books. The contrasting colors also make this ad stand out.



Ad Promoting a Discount

M.L. Banner

M.L. Banner created a graphic of his audiobook *Madness* displayed on a phone with headphones for his ad, and included the reduced price and the book's bestseller status.



Ad Promoting a Discount

Jen Herne

Jen Herne's ad for *Fires of the Dead* features earbuds, the book cover, and the copy "Fantasy Audiobook Deal" over a bright yellow ribbon.



Ad Promoting a Series

Rebecca Hefner

Rebecca Hefner displayed three book covers, a graphic of headphones, a mention of the genre, and the call-to-action "Listen Now!" to advertise her full-priced audiobooks.



Ad Promoting a Series After a Chirp Deal

Judith Deborah

This simple yet effective ad design from Judith Deborah for *Soup to Nuts* includes the book cover, the genre of the book, "Audio" clearly stated, and the call-to-action "Listen Now."



Ad Promoting a Full-Priced Audiobook

Linda Coles

While running a Chirp deal for *Tin Men*, the first audiobook in the *Chrissy Livingstone* series, Linda Coles ran a BookBub Ad for the next audiobook in the series, *Walk Like You*, which was discounted as well.

A woman with dark hair and bangs is smiling and taking a selfie with her smartphone. She is wearing a light-colored, short-sleeved top. The background is a blurred indoor setting with a bookshelf. The entire image has a dark blue overlay.

Maintaining Buzz

Maintaining Buzz

There are many other marketing tactics authors and publishers use to continue reaching new listeners well after an audiobook's release day, aside from using price promotions.

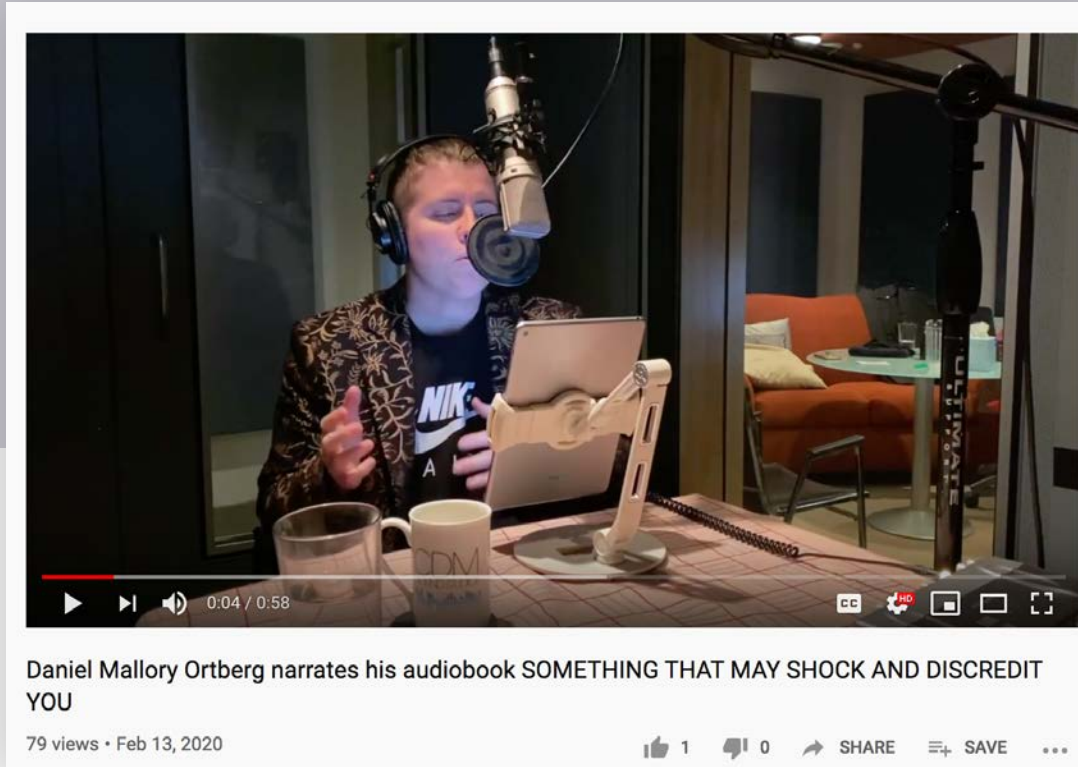
In this section, we've included some ideas for keeping your audiobooks top-of-mind, such as sharing behind-the-scenes looks at production, continuing to share audiobook excerpts, sharing news of awards and accolades, and running giveaways.




Behind-the-Scenes Look on YouTube


Daniel Mallory Ortberg

On Simon & Schuster's audio YouTube channel, Daniel Mallory Ortberg shared a one-minute behind-the-scenes look at the making of his audiobook, *Something That May Shock and Discredit You*.



S&S Audio 
@SimonAudio Follow

.@JasonReynolds83 is reading from his award-winning masterpiece #LookBothWays every day this week on his Instagram at 10:30am EST! Get a glimpse of his incredible narration by listening to this excerpt from the #audiobook edition.
bit.ly/2V3j1W0



7:44 AM - 16 Apr 2020

Audio Clip on Twitter

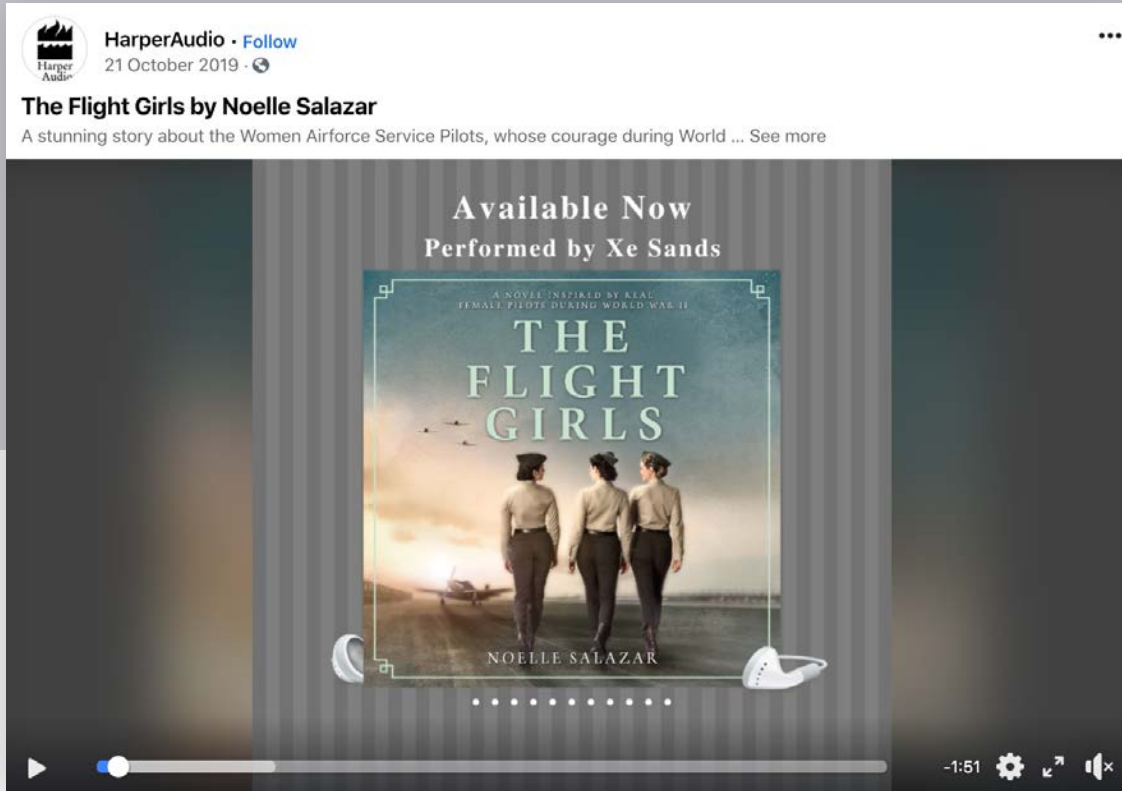
Simon & Schuster

On Simon & Schuster's dedicated audio Twitter account, they shared a clip of Jason Reynolds's *Look Both Ways*, including a call-to-action link.

Audio Clip on Facebook

HarperCollins

On their Facebook page, the audiobook branch of HarperCollins, HarperAudio, shared a two-minute audiobook excerpt of *The Flight Girls* by Noelle Salazar, featuring the cover, headphones, and the narrator.



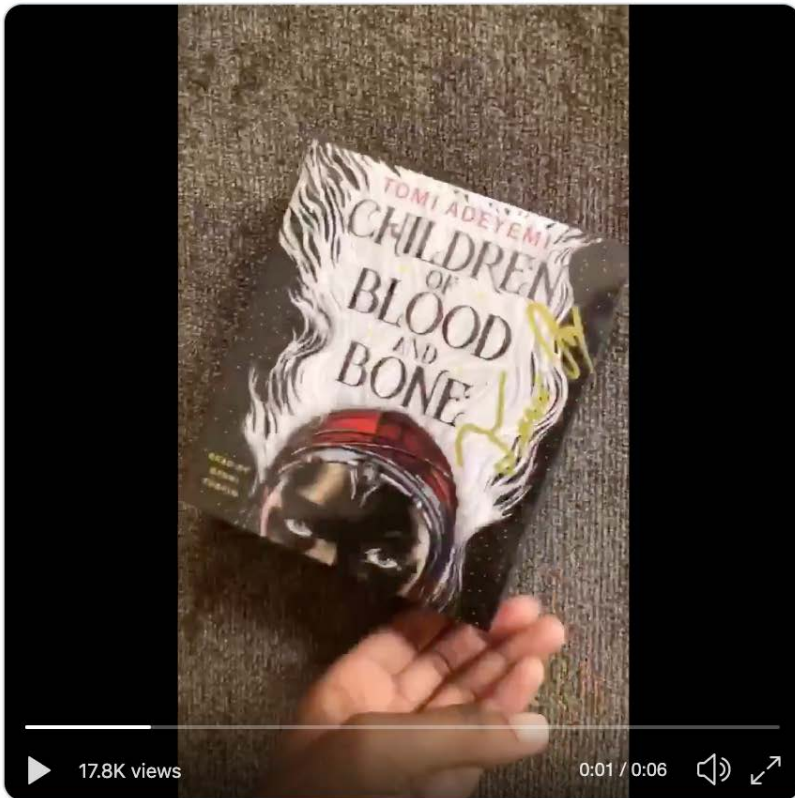


Tomi Adeyemi ✓
@tomi_adeyemi

been getting a lot of love for the [#childrenofbloodandbone](#) audiobook, so wanted to celebrate [@TheRealBahniT](#)'s incredible narration with a signed giveaway!

RT to enter! International is ok!

I'll pick a winner tonight!



Audiobook Giveaway on Twitter

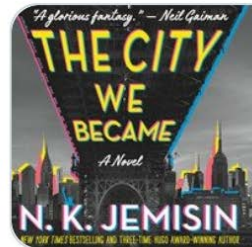
Tomi Adeyemi

On Twitter, Tomi Adeyemi ran a giveaway for signed copies of the *Children of Blood and Bone* audiobook. To accompany the copy, Tomi posted a short video clip of her flipping the audiobook back and forth.



N. K. Jemisin 
@nkjemisin

I've been raving about the audiobook of THE CITY WE BECAME since I started listening to it, but here are the actual experts at Audiofile giving [@rmilesvox](#) and the Hachette Audio team a great review!



THE CITY WE BECAME by NK Jemisin Read by Robin Miles |...
AudioFile Audiobook Review: Robin Miles gives voice to everything New York in this fantastical celebration of the ...
[audiofilemagazine.com](#)

3:15 PM · Apr 3, 2020 · [Twitter Web App](#)

Sharing Trade Reviews on Twitter

N. K. Jemisin

On Twitter, N. K. Jemisin shared a shining review from *AudioFile* for the audiobook of *The City We Became*, expressing appreciation for the narrator and the production team.



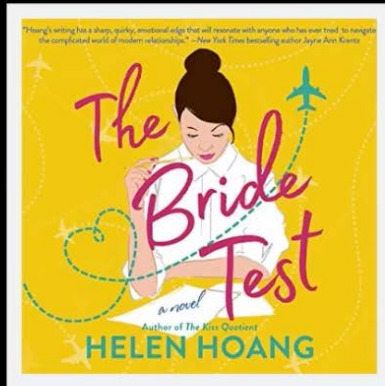
Helen Hoang

5 February at 21:40 · 🌐

Love seeing THE BRIDE TEST audiobook included here! Emily Woo Zeller did an amazing narration. ❤️❤️❤️

2020 Romance Finalist

Narrator:
Emily Woo
Zeller



Author:
Helen
Hoang

#Audies2020



Sharing Awards on Facebook

Helen Hoang

Helen Hoang's audiobook *The Bride Test* was a Romance Finalist at the 2020 Audie Awards. She shared the exciting news on her Facebook page, giving a shout out to the narrator.



Sharing Accolades on Facebook

Mary Beth Keane

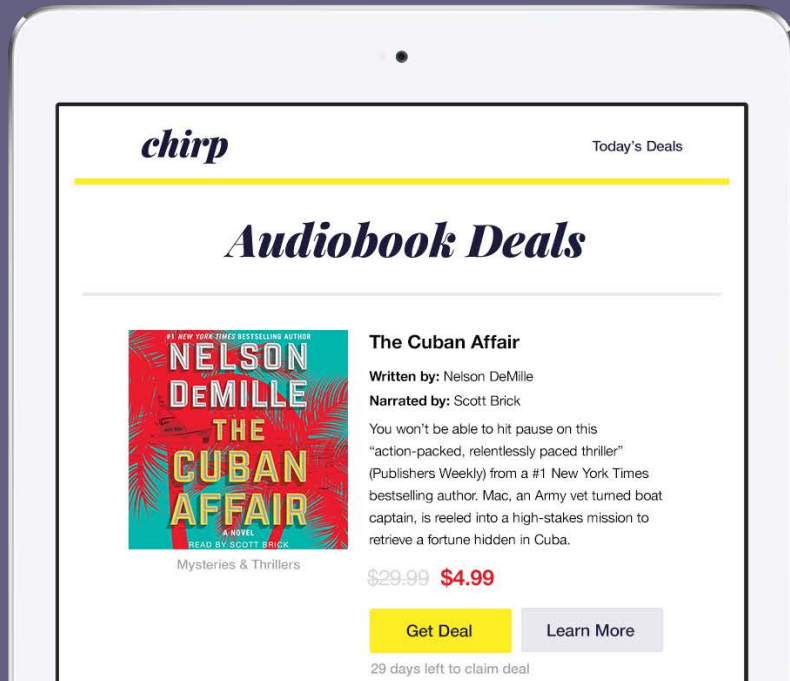
When *Ask Again, Yes* was named a Best Audiobook of 2019 by Google Play, Mary Beth Keane shared the news on her Facebook page, including a link to the accolade and a comment that her book was on sale for the holidays!

Sharing Awards on Instagram

Macmillan



Macmillan Audio's Instagram account celebrated Louise Penny's award-winning audiobook *Kingdom of the Blind* for winning "Best Male Narrator" at the Audie Awards. The post featured a video of a sound clip with a still image of the audiobook cover, the narrator's name, and the award.



Have you run a Chirp promotion for your audiobook?

Drive significant increases in sales and boost visibility for your audio titles.

Here are some of the ways BookBub helps you reach new listeners:



CHIRP RETAILER

Chirp offers listeners access to a full catalog of audiobooks they can purchase à la carte with no subscription fees.



CHIRP DEALS

Similar to BookBub Featured Deals, our team works with publishers and authors to curate new audiobook deals every day.



AUDIO BOOKBUB ADS

Use BookBub's flexible self-serve advertising platform to promote your audiobook with powerful targeting options.

LEARN MORE NOW: [CHIRPBOOKS.COM/PARTNER](https://chirpbooks.com/partner)