

How to Promote
New Releases
with **BookBub**

What we'll cover today

- 1 BookBub reader behavior
- 2 Promoting preorders
- 3 Promoting new books
- 4 Maximizing exposure after release
- 5 Questions

Noteworthy Picks

IN YOUR CATEGORIES



Free & Under \$1

IN YOUR CATEGORIES



Explore All Deals

VIEW ALL LATEST DISCOUNTS



MOST POPULAR DEALS IN

Your Categories

Romance

Nonfiction

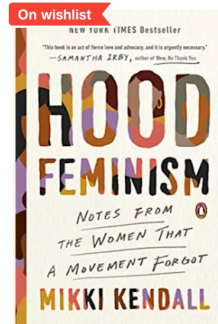
Fiction

Mysteries, Thrillers, Action

Fantasy, Science



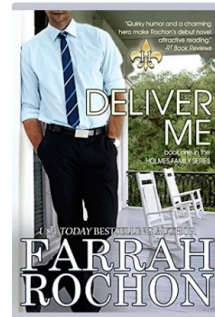
Just Haven't Met You Yet
Sophie Cousens
Contemporary Romance
\$2.99 ~~\$11.99~~
[Get Deal](#)



Hood Feminism
Mikki Kendall
General Nonfiction
\$1.99 ~~\$8.99~~
[Get Deal](#)



The Best American
Science Fiction and...
Collected Authors
Fantasy
\$1.99 ~~\$9.99~~
[Get Deal](#)



Deliver Me
Farrah Rochon
Contemporary Romance
Free! ~~\$2.99~~
[Get Deal](#)

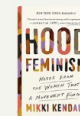
WISHLIST

● 2 new deals

[+ Add Book](#)



Just Haven't Met You Yet
Sophie Cousens
\$2.99 ~~\$11.99~~
[Get Deal](#)



Hood Feminism
Mikki Kendall
\$1.99 ~~\$8.99~~
[Get Deal](#)



View All 217

Suggestions for Your Wishlist

MY AUTHORS

● 12 new deals

BookBub

Your Ebook Deals



Before Sunrise

By Rick Mofina

After his plane crashes, officer Will Fortin's as an incarcerated man becomes an unforgettable read in the business" (*Library Journal*)

Thrillers

\$1.99 ~~\$3.99~~

Apple Books



Can't Take My Eyes Off You

By Kait Nolan

When Dr. Miranda Casanova faces serious threats, the love of her life is determined to protect her. Will he succeed and prove what she really is? A gripping small-town thriller.

Romantic Suspense

Free! ~~\$4.99~~

Apple Books

BookBub

New Release from Erica Ridley

New release alerts from your favorite authors!



Nobody's Prince

Erica Ridley

A fun and feminist Regency genre hailed as "a delightful read" by *Quinn*.

Nothing happens in London. He's a man of knowledge. His massive collection of books is invaluable to his family's need. So when he deciphers the scandal sheets, Graham's royal ... [Read More](#)

Save to Wishlist

or buy from...

Amazon

Apple Books

Kobo

Inbox

An internationally bestselling author delivers "a cerebral puzzler's delight" (*Booklist*): Tokyo police detective Kaga must unravel a complex web of secrets to solve the murder of a complicated woman. "Part Sherlock Holmes, part Harry Bosch, Higashino's hero is a quietly majestic force to be reckoned with" (*Kirkus Reviews*).

Crime Fiction

\$2.99 ~~\$14.99~~

Kobo



AD FEEDBACK

Inbox

BookBub

New Releases for Less



All the Pretty People

Barbara Freethy

Release Date: February 8th, 2022

From a #1 *New York Times* bestselling author: A decade after her best friend disappeared from Hawk Island, Willow must return for her sister's wedding — and history repeats itself when the bride goes missing. "Barbara Freethy delivers riveting, plot-twisting suspense... Every book is a thrilling ride" (*USA Today* bestselling author Rachel Grant). Psychological Thrillers

\$6.99

Barnes & Noble

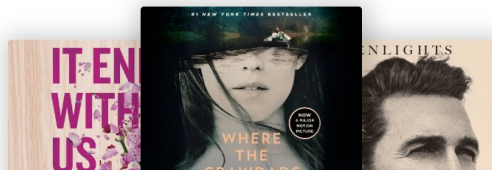
Soak Up Summer
WITH THESE HOT DEALS

[See Deals](#)

The banner features a light blue background with a sunburst effect on the left. It displays several book covers: 'Porch Lights' by Dorothea Benton Frank, 'My Killer Vacation' by Tessa Bailey, and 'The Hunt' by Lisa Thompson. A yellow button with the text 'See Deals' is centered below the main text.

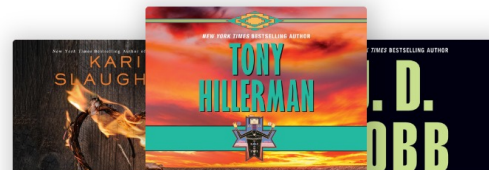
New York Times Bestsellers

Updated every week



Top Deals in Crime Fiction

All Under \$5!



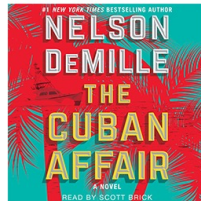
DEALS IN YOUR CATEGORIES [View All](#)



chirp

Today's Deals

Audiobook Deals



The Cuban Affair

Written by: Nelson DeMille

Narrated by: Scott Brick

You won't be able to hit pause on this "action-packed, relentlessly paced thriller" (Publishers Weekly) from a #1 New York Times bestselling author. Mac, an Army vet turned big game hunter, is reeled into a high-stakes mission to retrieve a fortune hidden in Cuba.

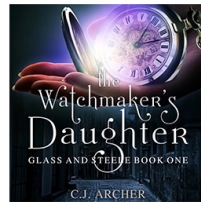
Mysteries & Thrillers

~~\$29.99~~ **\$4.99**

Get Deal

Learn More

29 days left to claim deal



The Watchmaker's Daughter

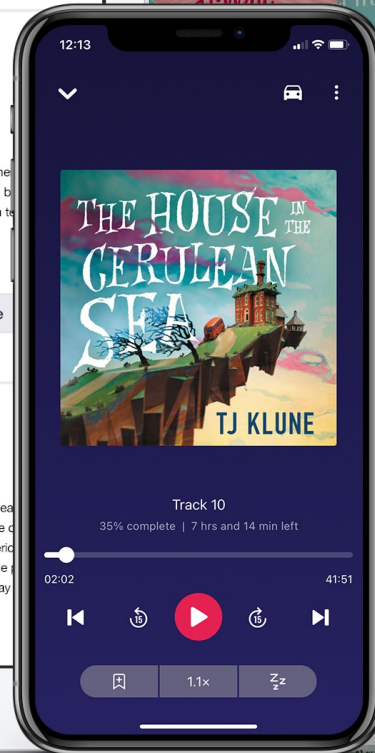
Written by: C.J. Archer

Narrated by: Emma Powell

Shunned and desperate after her father's death, watchmaker India Steele finds work with the daughter of a person who will take her, a mysterious American who possesses a strange timepiece with the power to heal (Rolex, take note). From a USA Today bestselling author.

Science Fiction & Fantasy

~~\$4.99~~ **\$0.99**



12:13



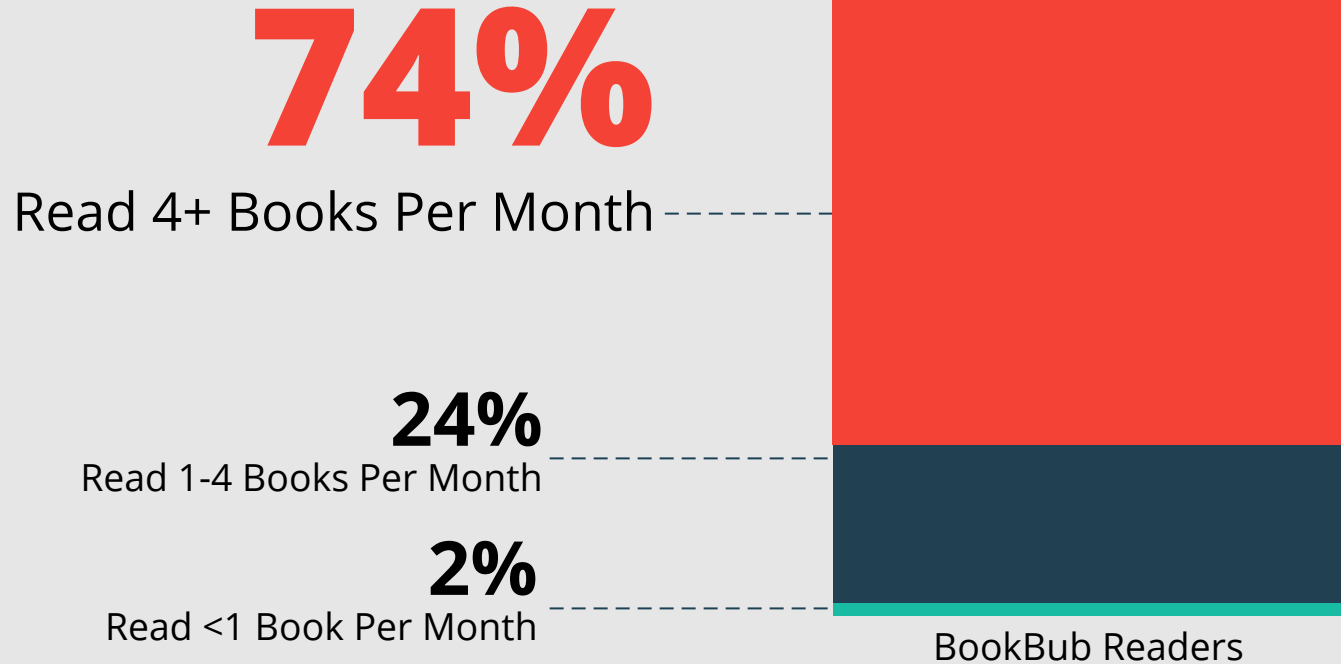
Track 10

35% complete | 7 hrs and 14 min left



BookBub Reader Habits

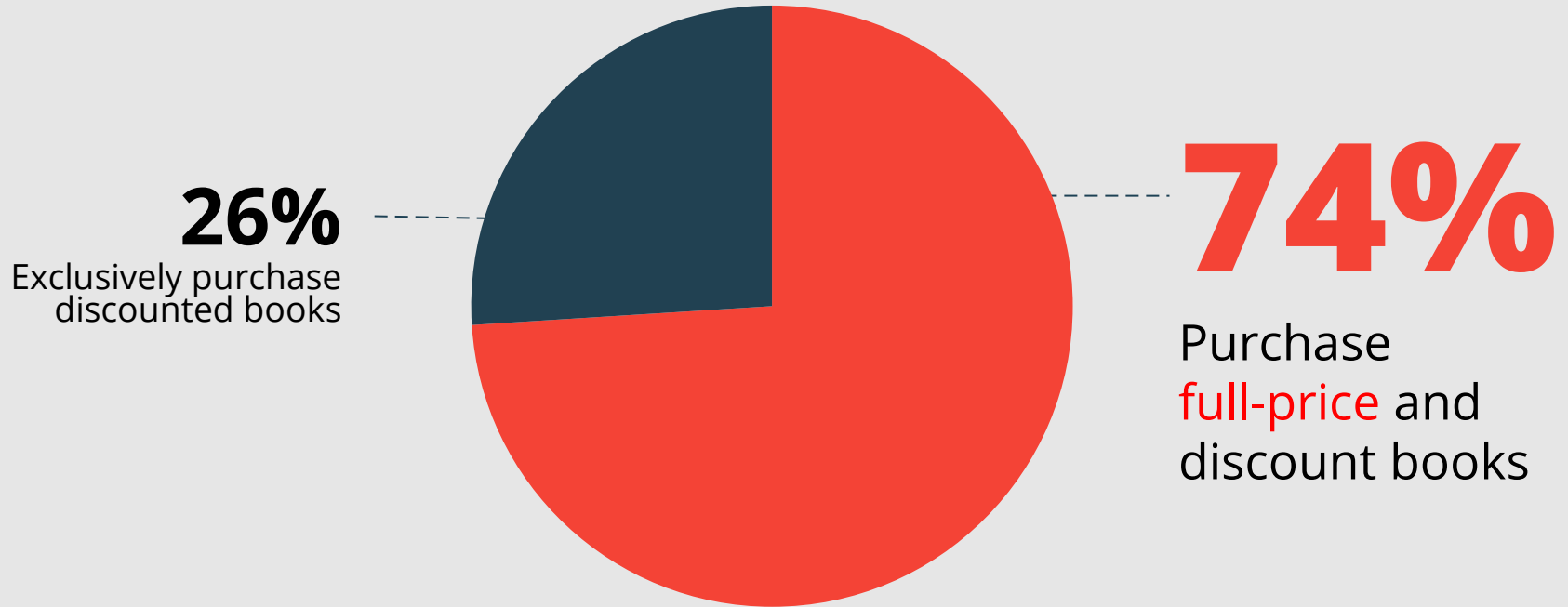
BookBub readers are power readers



While they are price sensitive...



...they also buy full-priced ebooks



They use deals to discover new authors

95%

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



They become loyal fans



63%

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

They become loyal fans

84%

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



BookBub readers buy books early



75%

have bought a book during the preorder period or within one month after launch

Promote a Preorder

Preorder Alerts

BookBub

Preorder from Brandon Sanderson

Preorder alerts from your favorite authors!



Cytonic

Brandon Sanderson

Release Date: November 23rd, 2021

[Save to Wishlist](#)

From the #1 *New York Times* bestselling author of the *Reckoners* series, the *Mistborn* trilogy, and the *Stormlight Archive* comes the third book in an epic series about a girl who will travel beyond the stars to save the world she loves from destruction.

Spensa's life as a Defiant Defense Force pilot has been far from ordinary. She proved herself one of the best starfighters in the human enclave of Detritus *and* she saved... [Read More](#)

Amazon

Barnes & Noble

Apple Books

Google Play

Kobo

Why send a Preorder Alert?

- ✓ Remind your followers of upcoming releases
- ✓ Drive early sales and visibility for new books
- ✓ Promote books that aren't eligible for our other tools

Scheduling Preorder Alerts



Requested Alert Date

Select a date to send this Preorder Alert.

Alert Date

06/06/23



< June 2023 >

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1



Send two Preorder Alerts



Requested Alert Date

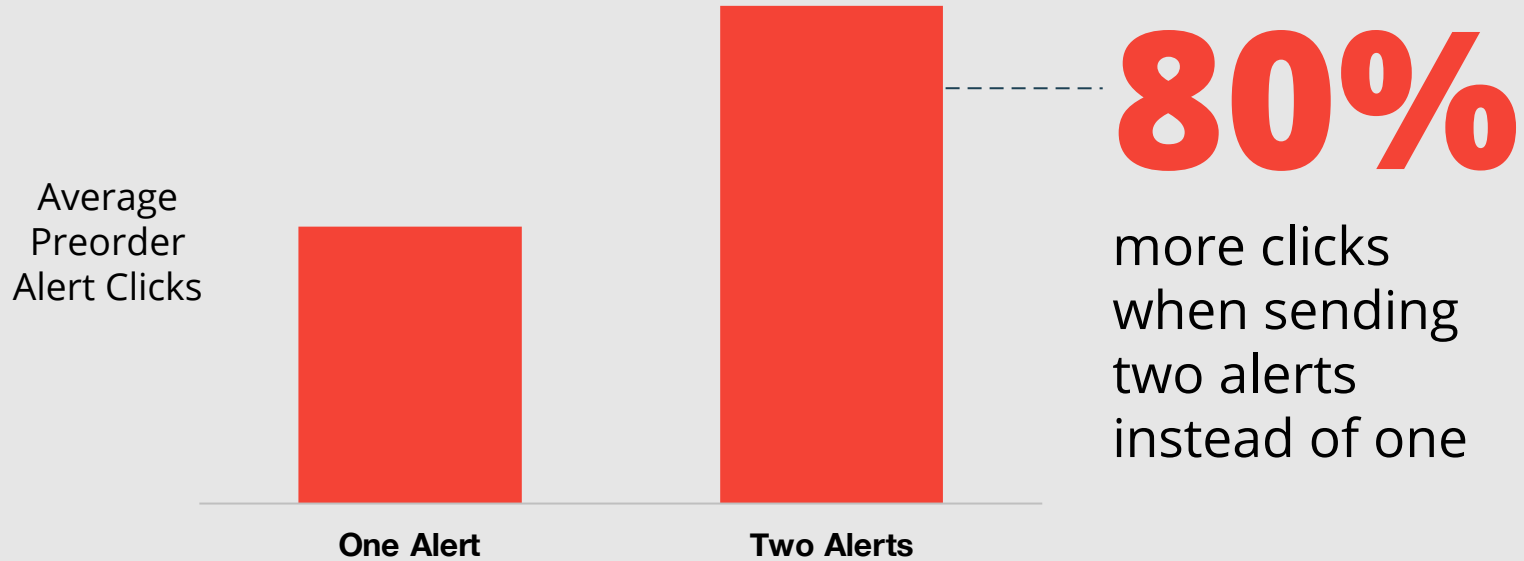
Select a date to send this Preorder Alert.

Alert Date

Additional Alert (Optional)



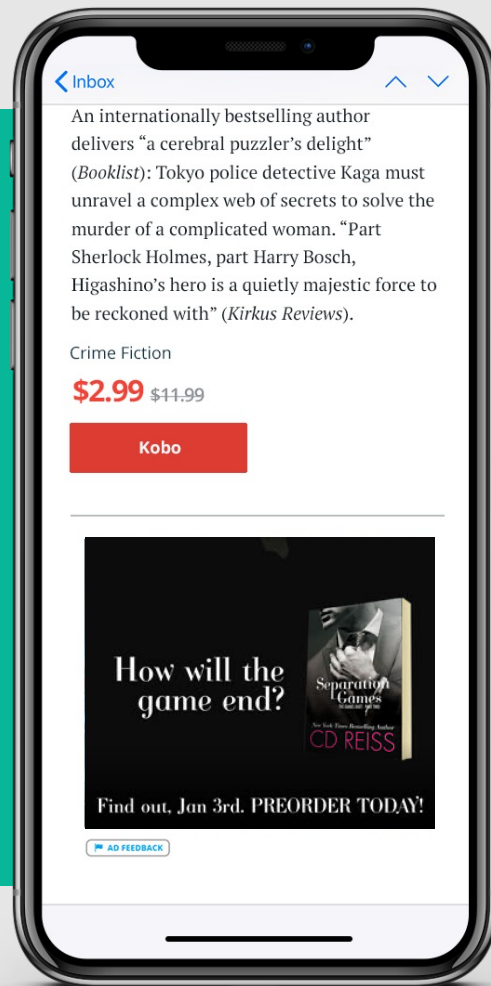
Two alerts = more engagement



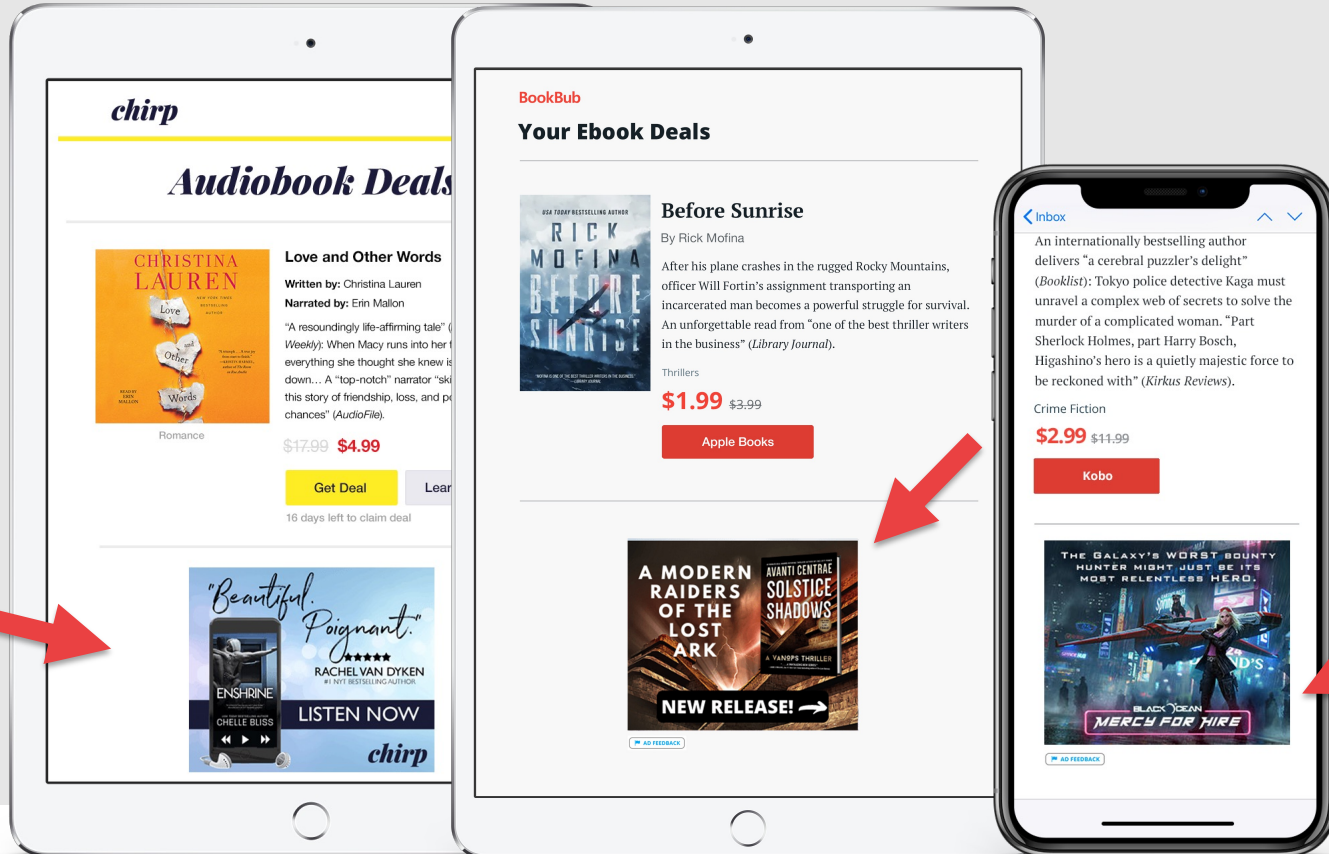
Available to authors with 1k+ followers

- ✓ Recommend books on BookBub to boost your visibility
- ✓ Encourage your newsletter subscribers and social media followers to follow you on BookBub
- ✓ Add “follow” links in the back matter of your ebooks
- ✓ Add “follow me on BookBub” buttons to your website

BookBub Ads

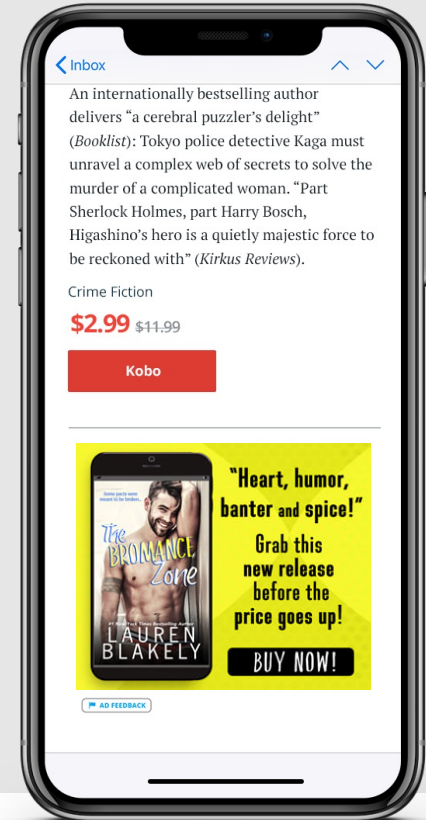


BookBub Ads platform



Why run BookBub Ads?

- ✓ Self-serve auction ad platform
- ✓ No submission & selection process
- ✓ Target BookBub or Chirp members based on interests & preferences
- ✓ Completely customizable for any budget or goal
- ✓ Simple and straightforward to set up



















Target your own fans

Select Authors for Targeting


Cancel & Close


Search by author name

Previously Used Authors Related Authors

 <p>Carly Phillips  676,375 Readers</p> <p>+</p>	 <p>Melissa Foster  746,166 Readers</p> <p>+</p>
 <p>Marie Force  733,630 Readers</p> <p>+</p>	 <p>Barbara Freethy  531,885 Readers</p> <p>+</p>
 <p>Rachel Van Dyke  345,470 Readers</p> <p>+</p>	 <p>Lisa Jackson  452,357 Readers</p> <p>+</p>
 <p>Susan Mallery  310,224 Readers</p> <p>+</p>	 <p>Lauren Blakely  579,690 Readers</p> <p>+</p>

SELECTED AUTHORS

Bella Andre 



NEW!

BELLA ANDRE

NEW YORK TIMES BESTSELLING AUTHOR

when YOU KISS ME

Add Authors to Targeting

Create images tailored to your audience



Highlight special preorder prices



Test your ads for release week

- ✓ Use the preorder window to identify top images, ad copy, or targets
- ✓ Run multiple campaigns simultaneously
- ✓ Test **just one element** at a time to isolate the results
- ✓ Start with low budgets
- ✓ Compare CTR or cost and continue refining!

Sort campaigns by top results



BookBub Ads Create an Ad

Aggregate Stats **My Ads** About Ads FAQs Ads Insights Contact Us

SEARCH [] STATUS **All** Live Draft Scheduled **Completed** Paused STATS BY DATE All Time STATS BY FORMAT **All Formats**

Name	Status	Date Range	Effective CPM	Effective CPC	Remaining Budget	Budget Spent	Impressions Served	Total Clicks	CTR	Actions
NFL Golden Boy_Couple No Cover_Amazon Authors_092018 <i>Rush Me</i> Ebook	Completed	09/20/18 - 09/21/18	\$8.64	\$0.43	\$0.00 (Total)	\$10.00	1,158	23	1.99%	Select Action
NFL Golden Boy_Amazon Authors_091618 <i>Rush Me</i> Ebook	Completed	09/17/18 - 09/18/18	\$8.81	\$0.53	\$0.00 (Total)	\$10.00	1,135	19	1.67%	Select Action
Witty Banter_Couple No Cover_Amazon Authors_091918 <i>Rush Me</i> Ebook	Completed	09/19/18 - 09/21/18	\$9.00	\$0.56	\$0.00 (Total)	\$10.00	1,111	18	1.62%	Select Action

To promote a preorder...

- ✓ Send a **Preorder Alert** (or two!) to let your followers know a new book is on the way
- ✓ Run **BookBub Ads** to boost preorder sales and test ad copy, images, and targeting to prep for launch day

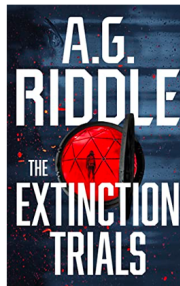
Promote a New Book

New Release Alerts

BookBub

New Release from A.G. Riddle

New release alerts from your favorite authors!



The Extinction Trials

A.G. Riddle

THE END... IS ONLY THE BEGINNING.

After a mysterious global event known only as “The Change,” six strangers wake up in an underground research facility where they learn that they’re part of the Extinction Trials—a scientific experiment to restart the human race.

But the Extinction Trials hides a very big secret.

And so does the world outside.

From A.G. Riddle, the Amazon Charts and *Wall Street Journal*... [Read More](#)

Save to Wishlist

or buy from...

Amazon

Chirp new release alerts

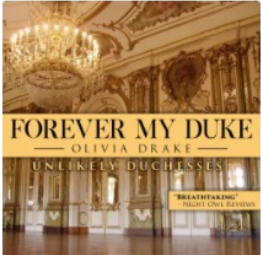
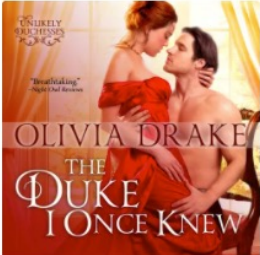
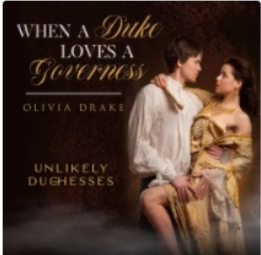


chirp search...

BROWSE ▾ DEALS

AUTHOR
Olivia Drake + Follow

Showing: 3 of 3


 <p>Forever My Duke by Olivia Drake ★ ★ ★ ★ ☆ (163) \$24.99 \$21.99</p>	 <p>The Duke I Once Knew by Olivia Drake ★ ★ ★ ★ ☆ (70) \$24.99 \$21.99</p>	 <p>When a Duke Loves a... by Olivia Drake \$24.99 \$21.99</p>
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chirp

New on Chirp from Olivia Drake

Because you're interested in [Olivia Drake](#)



When a Duke Loves a Governess
Written by Olivia Drake
Narrated by Helen Lloyd
~~\$24.99~~ **\$21.99**

Buy Now

Learn More

New Releases For Less

BookBub

New Releases for Less



Simon Says...Hide

Dale Mayer

Release Date: October 5th, 2021

First in a series from a *USA Today* bestselling author: When a disturbing connection is discovered between several cold cases and an endangered child, detective Kate Morgan and psychic Simon St. Laurant are forced to work together to uncover the truth.

Crime Fiction

\$5.99

Apple Books



Battleship: Leviathan

Craig Martelle

Release Date: October 5th, 2021

A gripping sci-fi tale that's first in a series: Long after the

Why run New Releases for Less?

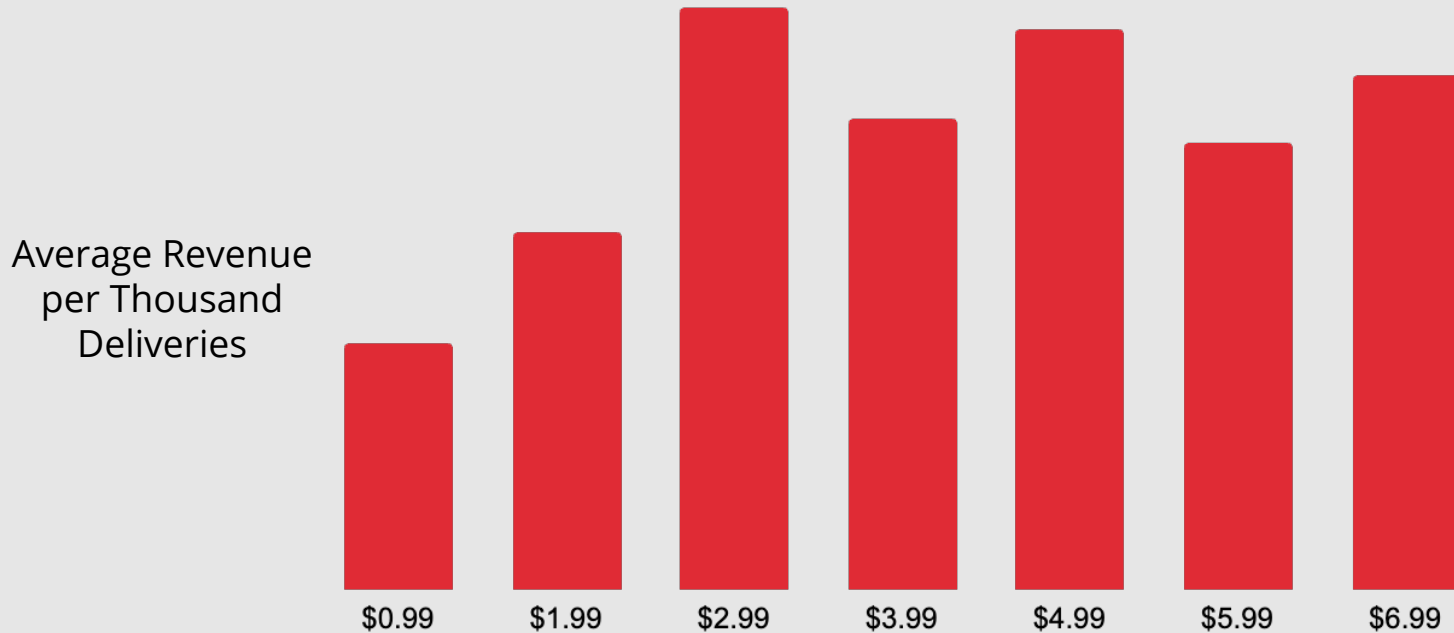
- ✓ Get exposure beyond your existing fanbase
- ✓ Highlight the great price of a new book
- ✓ Boost visibility and sales during launch month



Book price impacts conversions



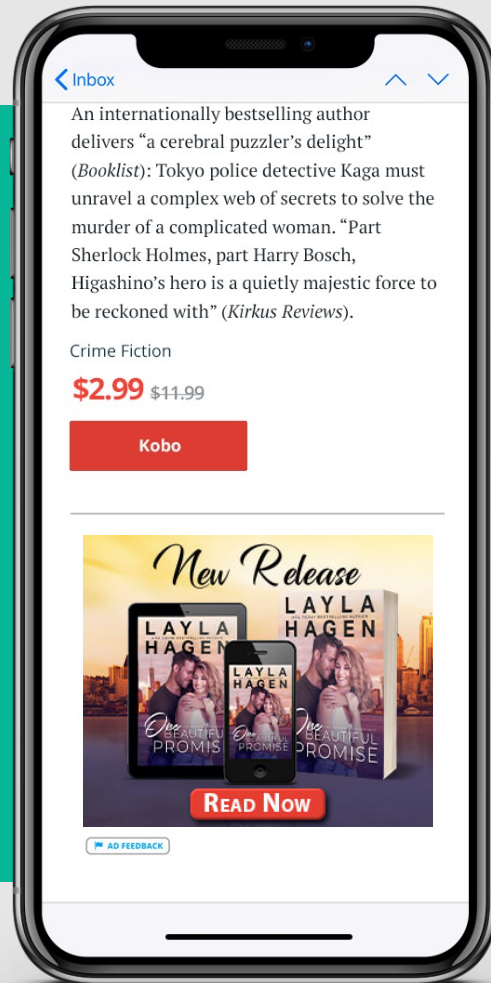
Revenue and ROI is more variable



Submitting for New Releases for Less

- ✓ Submit up to 6 months in advance of release date
- ✓ Editorial review and selection process similar to Featured Deals
- ✓ Currently accepting books priced around \$7 or less

BookBub Ads



Reach new readers

Audience Targeting

[VIEW HELP & TIPS](#)

Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. [Learn more](#)

Naomi Novik ✕

Katherine Arden ✕

Madeline Miller ✕

Laini Taylor ✕

Leigh Bardugo ✕

Julie C. Dao ✕

S. A. Chakraborty ✕

Sarah J. Maas ✕

Readers must match at least one author and category to be targeted.

Fantasy ✕

[+ Add Authors](#)

[+ Add Categories](#)

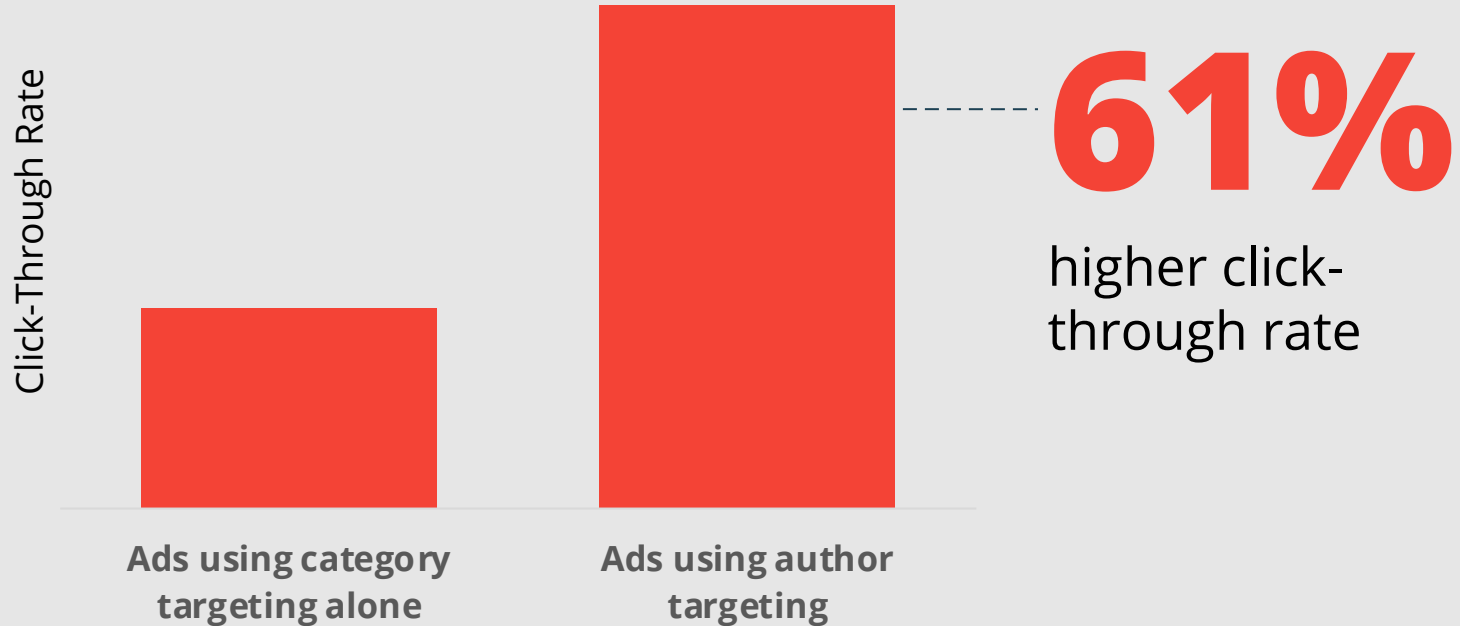


Audience: Fairly Broad

Max Daily Reach: 50k to 100k impressions

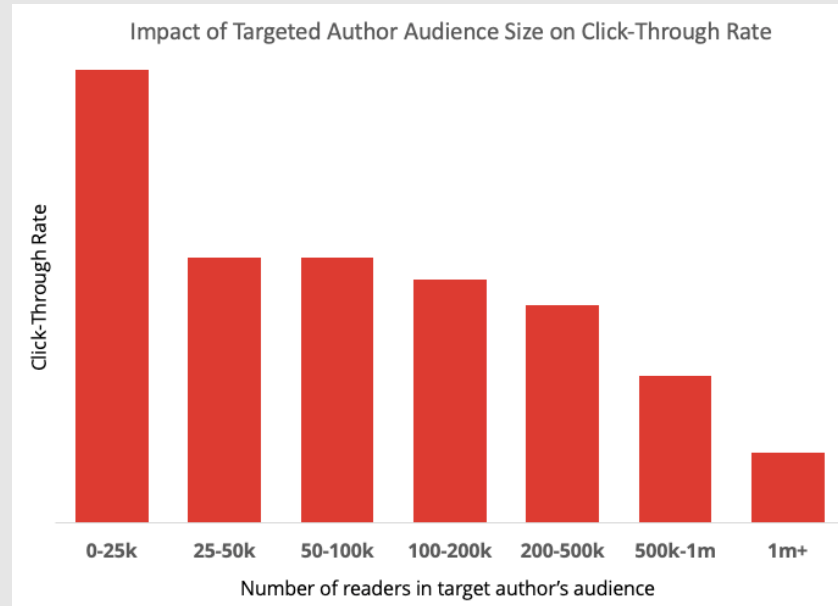
Broad targeting enables you to reach more readers, but could lead to lower engagement. If ROI is your primary goal, try including options like author and retailer targeting to narrow your audience.

Reach new readers



Target fans of similar authors

- ✓ Avoid the biggest names in your genre



Target fans of similar authors

- ✓ Avoid the biggest names in your genre
- ✓ Look for similar tropes or themes
- ✓ Look for similar cover branding
- ✓ Check for compatible distribution
- ✓ Re-test your targets from other ad platforms

Where to discover new author targets

















- ✓ Look at also-boughts on retailers
- ✓ Browse popular authors in your genre on retailers
- ✓ Ask your readers!
- ✓ Keep an eye out for similar books featured on BookBub or Chirp
- ✓ Use our “Related Authors” tool in the ad form

Discover “Related Authors”


Select Authors for Targeting Cancel & Close

Search by author name

Previously Used Authors Related Authors

 Cora Seton  621,274 Readers +	 Melissa Foster  259,747 Readers +
 J.H. Croix  439,999 Readers +	 Maya Banks  211,298 Readers +
 Julia Kent  179,742 Readers +	 Laurelin Paige  141,460 Readers +
 Adrienne Bell  397,796 Readers +	 Marie Force  201,713 Readers +

SELECTED AUTHORS

Lauren Blakely 

Add Authors to Targeting

Save Author Target Groups



Select Authors for Targeting

Cancel & Close

Search by author name

Related Authors **Saved Groups**

Fantasy Romance + 0 of 11 Added

Jennifer Estep, Jeffe Kennedy and 9 others

Fantasy Group 2 ✓ 17 of 17 Added

Naomi Novik, Melissa Wright and 15 others

Fantasy Group 1 ✓ 6 of 6 Added

Zen Cho, Fonda Lee and 4 others

SELECTED AUTHORS

Naomi Novik × Melissa Wright ×

Samantha Shannon × V. E. Schwab ×

Katherine Arden × S. Jae-Jones ×

Tricia Levenseller × Alix E. Harrow ×

Melissa Albert × Margaret Rogerson ×

Sarah Gailey × Rebecca Roanhorse ×

C. M. Waggoner × A. K. Larkwood ×

_____ × _____ ×

Add Authors to Targeting

Create New Target Group

Use a strong hook in the image

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



To promote a new book...

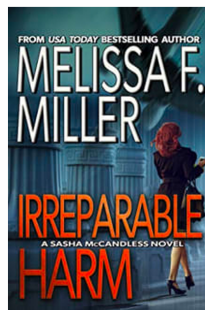
- ✓ Send a **New Release Alert** (for free!) to let your followers know a new book is available
- ✓ Submit books \$7 and under for **New Releases for Less** to get exposure to readers in your genre
- ✓ Run **BookBub Ads** to target existing fans and relevant readers throughout your launch

Maximize Exposure

Featured Deals

BookBub

Your Ebook Deals



Irreparable Harm

By Melissa F. Miller

With over 2,600 five-star Amazon reviews! Attorney Sasha McCandless braces for lawsuits when her client's plane crashes into a mountain. Little does she know, the disaster was intentional — and more supposed accidents are just around the corner... From a *USA Today* bestselling author.

Thrillers

Free! \$4.99

Kobo



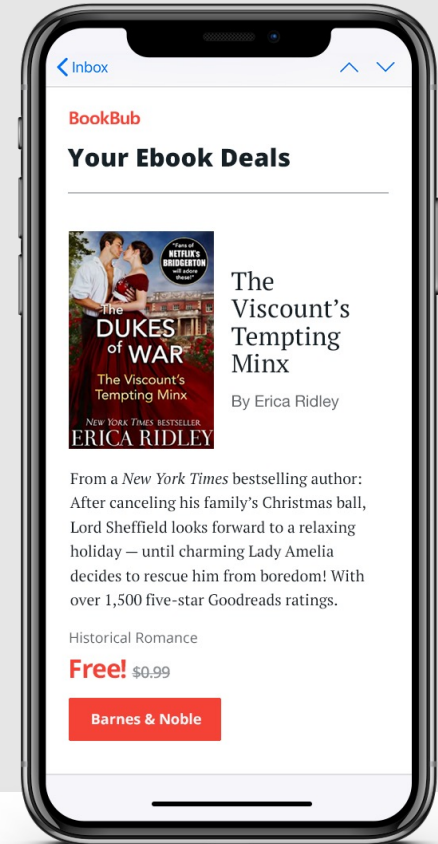
Evidence Series Box Set: Volume 3

By Rachel Grant

Heart-pumping action combines with sizzling romance in these unputdownable adventures about whip-smart heroines

Why run a Featured Deal?

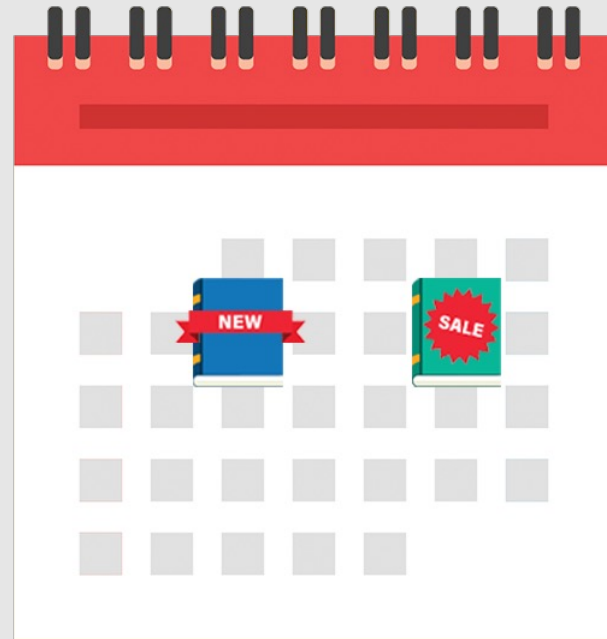
- ✓ Reach an entire category of readers
- ✓ Send a dedicated deal alert to your followers
- ✓ Generate thousands of sales or tens of thousands of free downloads
- ✓ Drive sales of other books



Discount when the new book is live

22x

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



Discount backlist book to free or \$0.99

11x

more downloads of free books than \$0.99 books



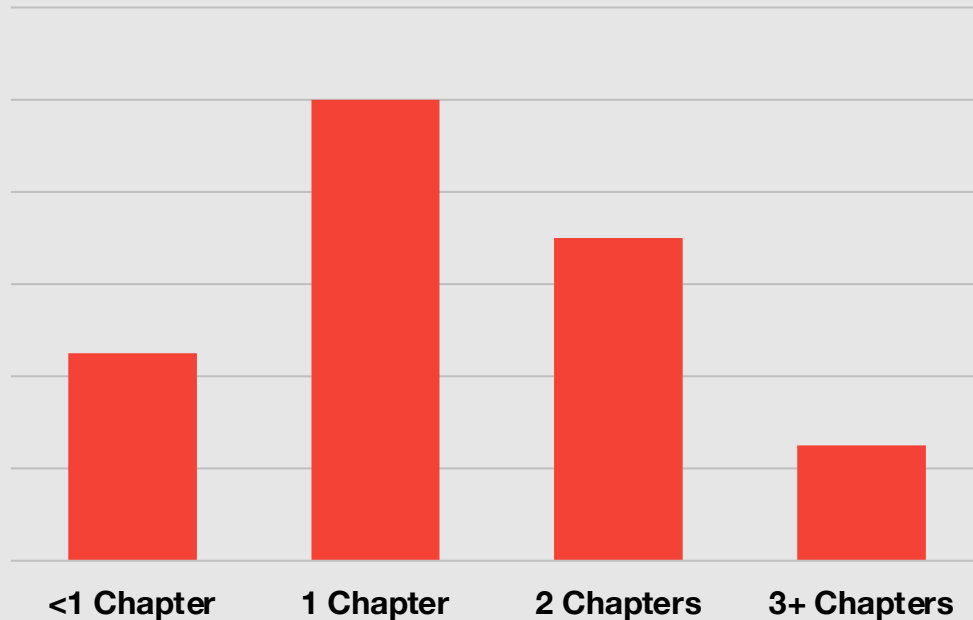
Include links in the back matter



200%

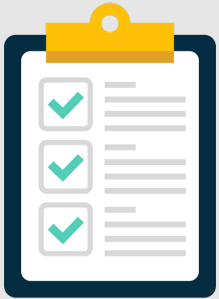
increase in sales of other books in the series if **links** are included in back matter

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

Selection process



Minimum requirements



Book and author platform



Reader reviews



Content fit



Schedule space and other submissions

How to improve your chances

- ✓ Submit again in 30 days
- ✓ Include as many regions and retailers as possible
- ✓ Gain more reviews
- ✓ Assess how your book compares to the books we're featuring

Recommendations



Skye Warren Author

@SkyeWarren



Recommended and rated this book ★★★★★



Secrets

Aleatha Romig

Save to Wishlist



Free!

[Book Details](#)

Oh my God, Aleatha Romig is BACK in a huge way with this new dark, mind-bending, super twisty book. Love her!

Reasons I enjoyed this book:

Original

Page-turner

Unpredictable

3 years ago



Like

17 likes



Share

Write a comment...

Readers trust their favorite authors

77%

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

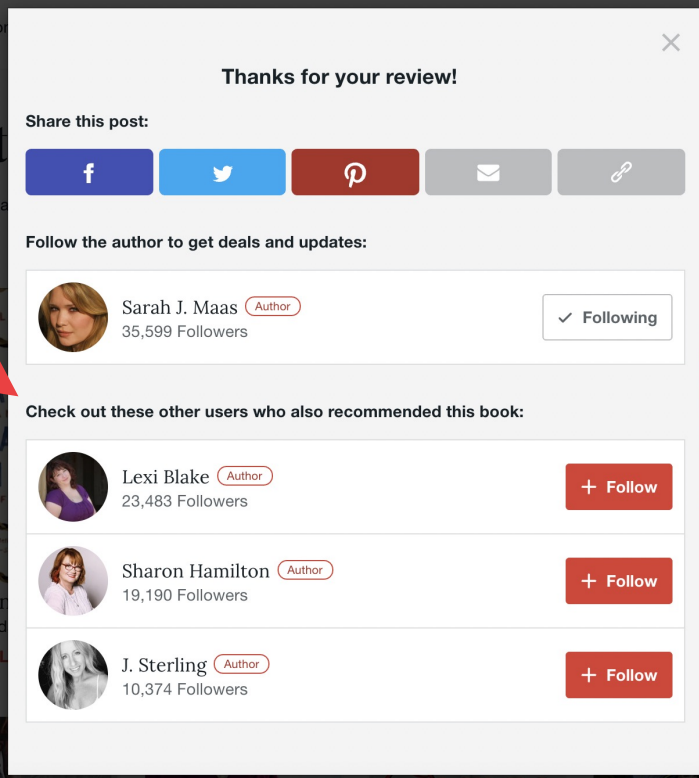


Why post Recommendations?

- ✓ Share your favorite books with your fans
- ✓ Increase visibility on BookBub
- ✓ Get exposure to new readers



How Recommendations boost exposure



A screenshot of a 'Thanks for your review!' dialog box. The dialog has a close button in the top right corner. Below the title, there is a section 'Share this post:' with five social media sharing buttons: Facebook, Twitter, Pinterest, Email, and a generic link icon. Below that is a section 'Follow the author to get deals and updates:' featuring a profile card for Sarah J. Maas, an author with 35,599 followers, who is already being followed. A red arrow points to the 'Check out these other users who also recommended this book:' section, which lists three other authors: Lexi Blake (23,483 followers), Sharon Hamilton (19,190 followers), and J. Sterling (10,374 followers), each with a '+ Follow' button.

Thanks for your review!

Share this post:

Follow the author to get deals and updates:

Sarah J. Maas Author 35,599 Followers ✓ Following

Check out these other users who also recommended this book:

Lexi Blake Author 23,483 Followers + Follow

Sharon Hamilton Author 19,190 Followers + Follow

J. Sterling Author 10,374 Followers + Follow

How Recommendations boost exposure

BookBub Home Browse Search Caryn Robertson

Real Men Knit

Kwana Jackson

★★★★☆ 95

FROM THE AUTHOR

Named one of *O, The Oprah Magazine's* Best Romances of 2020. When his adoptive mother passes away, Jesse is determined to keep her Harlem knitting shop open with the help of employee Kerry. An "absolute winner" (*New York Times* bestselling author Kristan Higgins with over 500 five-star Goodreads ratings)

Featured on BookBub on April 04, 2021

PUBLISHER DESCRIPTION

"If you're looking for an easy character, this is the novel for you." —*Shantandel*

When their father-killed adoptive mother suddenly dies, four brothers struggle to keep open the doors of her beloved Harlem knitting shop.

Jason Strong is excited for new things to do in his adoptive town, Mama Joy, and his reputation for breaking hearts. When Mama Joy unexpectedly passes away, he and his ... [More](#)

Release Date: May 19th, 2020

Chick Lit Contemporary Romance Fiction Romance Romantic Comedy

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Farrah Rochon (Author) @FarrahRochon

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Recommended and rated this book ★★★★★

Kristan Higgins (Author) @KristanHiggins

This is so much more than a romance—it's the story of an unusual family made up of four foster brothers, all eventually adopted by one remarkable woman, brought together by her sudden death. It's the story of community and belonging and being seen, finding your voice and making your mark. Kerry Fuller, who worked in Mama Joy's knitting shop, has ... [Full Review](#)

Reasons I enjoyed this book:

- Inspirational
- Original
- Romantic
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2 years ago

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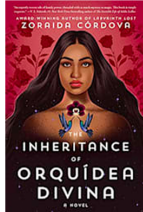
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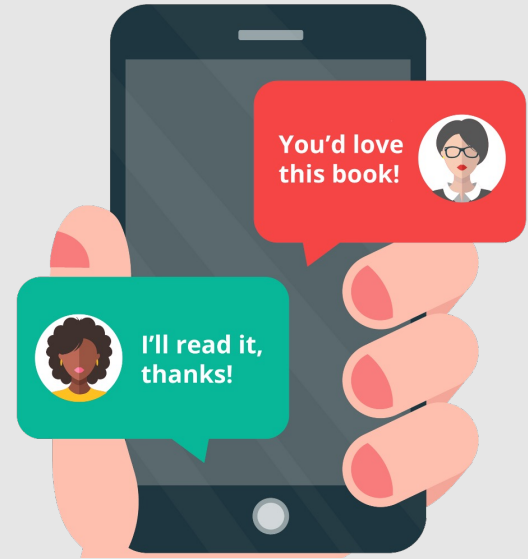
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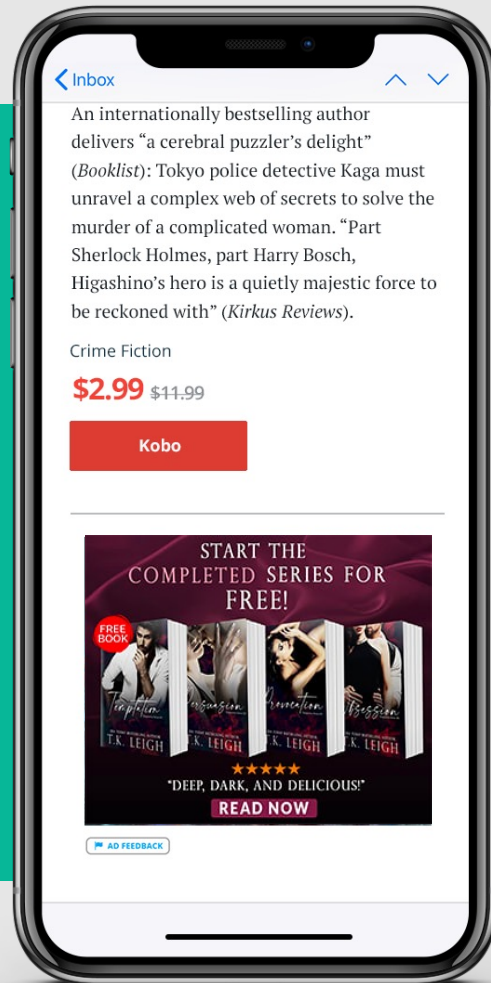
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FREE

FINISH THE DUET!



Two book covers are shown. The top cover is 'The Royal Arrangement' by Jeanne E. Mann, priced at 99 CENTS. The bottom cover is 'The Rebel Queen' by Jeanne E. Mann, priced at \$2.99. A white banner across the covers says 'DUET COMPLETE!'. To the right, a purple box contains the text 'LIMITED OFFER!' followed by five stars and the text 'THIS STORY WILL GIVE YOU MILD WHIPLASH WITH ALL THE TWISTS AND TURNS.'

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LIMITED OFFER!

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Two book covers are shown side-by-side. The left cover is 'The Exiled' by Krysten Harlow, featuring a woman with glowing powers. The right cover is 'The Hunt' by Krysten Harlow, also featuring a woman with glowing powers. Below the covers are two red buttons: 'FREE' under the first cover and 'NEW' under the second cover.

FREE

NEW

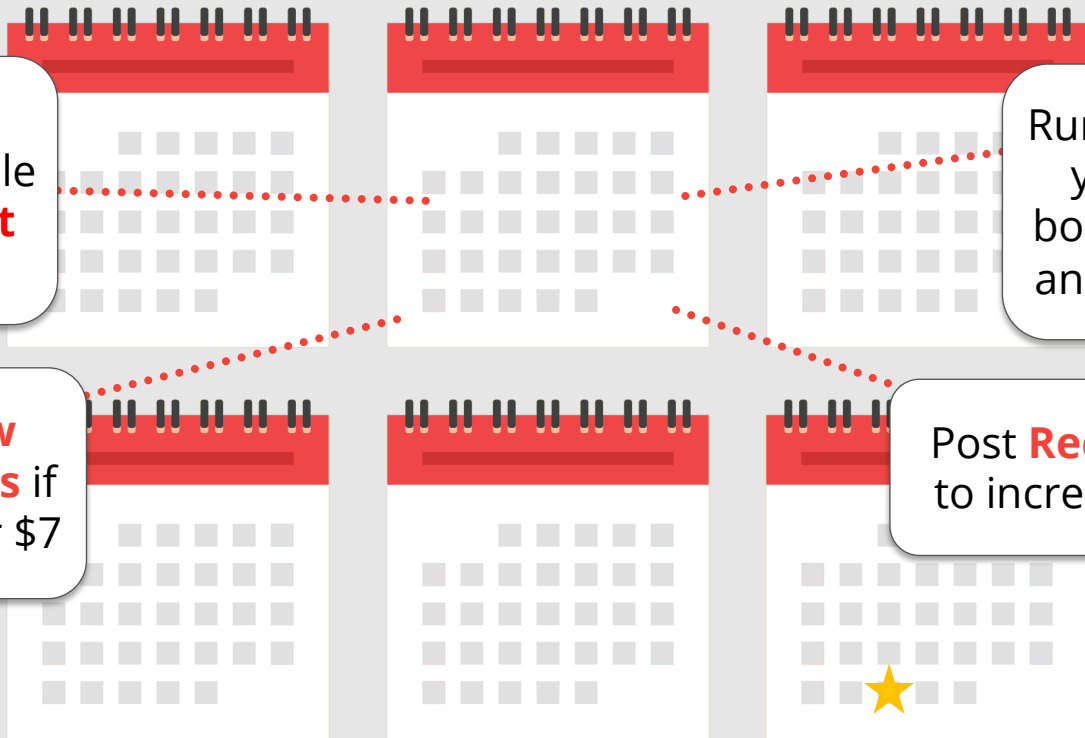
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Promotion timeline



3-6 months before launch



If you have 1k+ followers, schedule a **Preorder Alert** (or two!)

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Submit for **New Releases for Less** if the book is under \$7

Post **Recommendations** to increase your visibility

1 month before launch

Run **BookBub Ads** to test out author targets, ad images, and ad copy

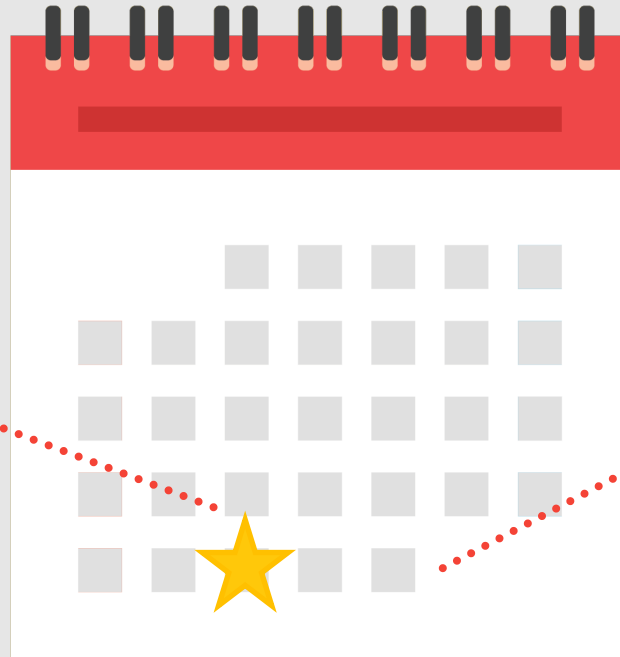
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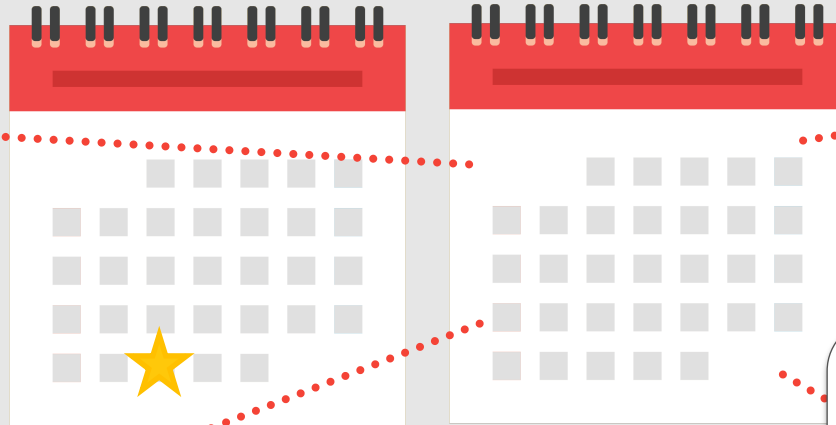


Run **BookBub Ads** targeting your own fans and fans of similar authors

In the month after launch

Continue running **BookBub Ads** to promote the new book

* If selected, we'll send a **New Releases for Less** feature within 4 weeks after launch



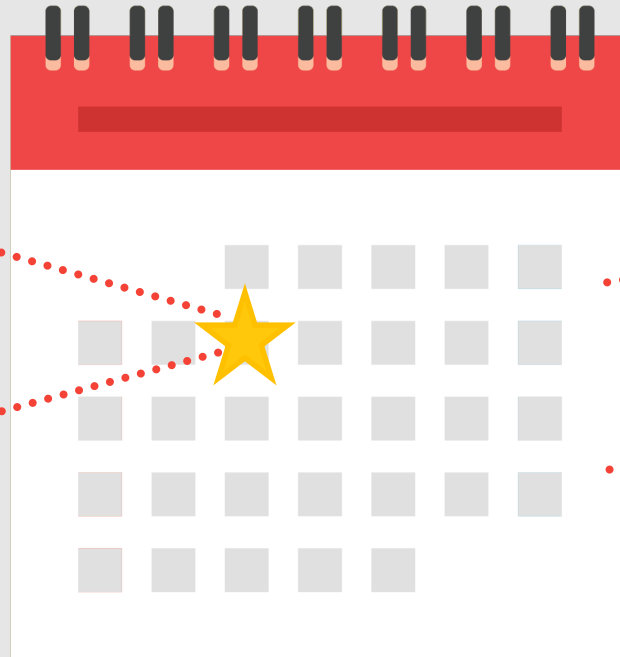
* Update the back matter of backlist books before a **Featured Deal** to drive follow-on sales

Run **BookBub Ads** to maximize exposure of a discounted book and the potential for sell-through

If you don't set up a preorder...

Add the new book to your profile within 7 days for a **New Release Alert**

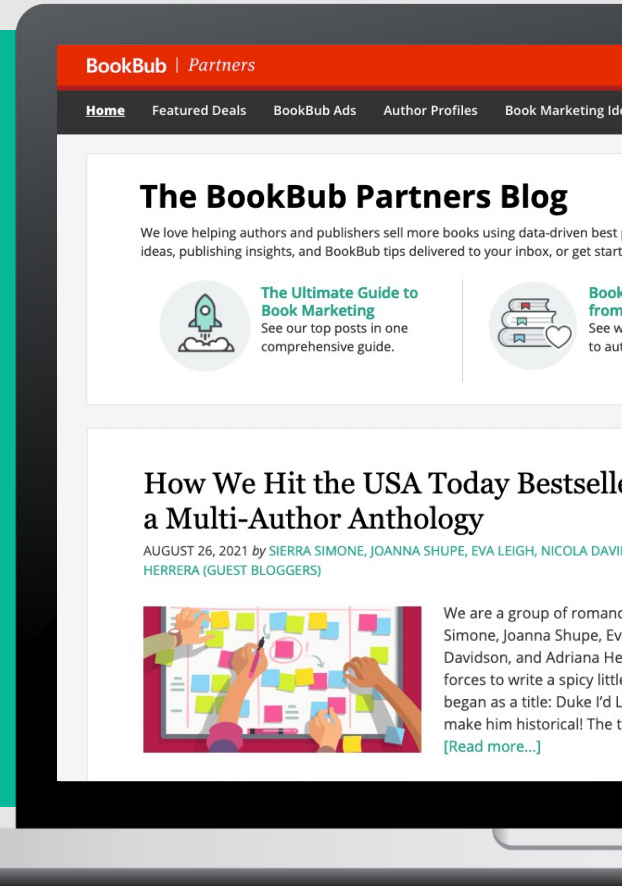
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Spend a day or two testing **BookBub Ads** before increasing your budgets

Run a **Featured Deal** to drive follow-on sales

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