

Book marketing: A guide to your cross-media sales campaign

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We do our best to publish your book!

- Your book can be ordered anytime and anywhere, worldwide.
- We cooperate with first-class online bookshops and intermediaries. This means that your book is available worldwide at over 80.000 bookshops and more than 3.000 online bookshops.
- We provide for a professional presentation, including an individual book cover, ISBN and barcode.
- We promote your book via our social networks.
- We supply journalists with free review copies of your book.
- Upon request, we create digital samples for your advertising material.

We pave the way for successful marketing. Additionally, you can also become active yourself. Support us in turning you into a well-known author and in optimizing your book sales.



Make your own sales – face to face with your target readership

This is how it works:

You purchase your book with your author's discount on www.morebooks.de and resell it with a profit.

Use every opportunity:

- Sell your book at talks, lectures, and workshops.
- Offer your book to your institute and different bookshops.
- Sell your book via online market places (e.g. Amazon Marketplace) or via your own homepage.
- Also consider „unconventional“ places to sell your book. Even shops that usually do not sell books are often willing to lay out some books, especially if these deal with a subject that goes well with their business. If you have written a book on successful gardening for example, why not ask a local market garden for cooperation?
A country-specific paper might be interesting for a tourism company.



Make your own sales – face to face with your target readership

Our tip:

Offer your books to shops on a commission basis (with right of return). This means that the dealer only has to pay for the products after the sale, and, after a fixed period, can return any unsold copies to you. Especially smaller shops will appreciate the advantages of this risk free sales model.

Your advantage:

If you sell your books yourself, you can personally get to know your target readership and their needs. Besides, personal contacts you make during your sales activities also offer new opportunities for networking.



Morebooks! - Marketing

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Promote the sale of your book via www.morebooks.de

Every copy of your book sold on www.morebooks.de, instead of Amazon or similar sales platforms, will pay off for you with significantly higher royalties.

Maybe we also have something for you.

Why not have a look at our extensive range of books? Our shop offers more than 1.000.000 titles of different genres and in various languages for you to discover.

More
Books!

A large, light orange circular graphic in the bottom right corner contains a stylized illustration of a stack of books with a pencil pointing towards them. The books are represented by several vertical lines of varying heights, and the pencil is a simple line drawing with a sharp tip.

Small gesture - big effect

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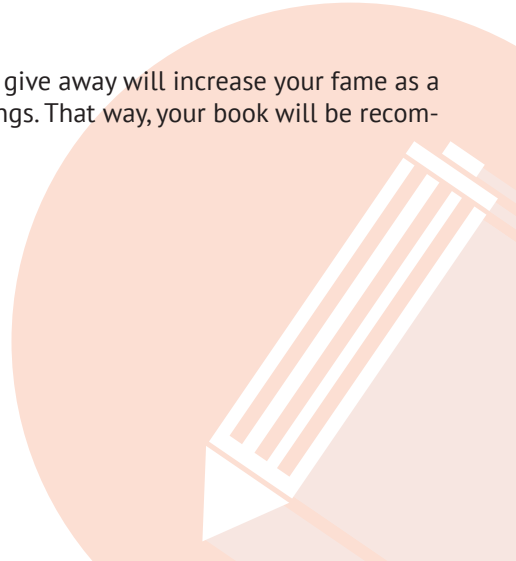


Your book as a gift for family, friends and business partners!

Make your loved ones happy! Your book makes for a personal and extraordinary gift. Your family, your friends, and everybody who supported you during the creation of your work will surely be happy and proud to hold your book in hands and tell others about it.

Your clients and business partners will receive your book as a gesture of competence and appreciation.

This will create a snowball effect: Each book you give away will increase your fame as a writer in your private and professional surroundings. That way, your book will be recommended to more potential buyers.



Book Launch Party

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Birthdays, house-warming, anniversaries - it is natural for us to celebrate the special occasions in our lives. So why not celebrate your book launch?

In the US, so called book launch parties have been common for a long while, and also in our country they offer a welcome occasion not only for a festive gathering, but also for an effective marketing event.

Our tip:

Use the subject of your book as a theme for your party, e.g. for invitations, decoration, music and entertainment. That way you can make a lasting impression and create a personal association with your book.

Take pictures! By uploading your pictures to your homepage or social networks, you can receive additional attention for your book.



Use your networks!

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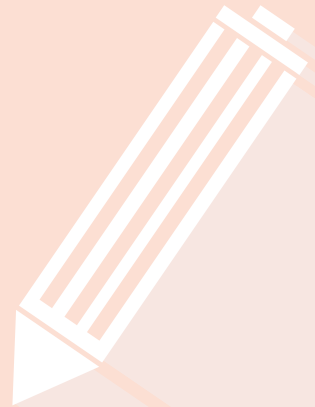


Facebook, Google+, Twitter - social networks offer an ideal advertising platform for your book. Let your friends know that you have published a book. And surely there are other (facebook-) pages that deal with a subject related to your work.

You can also present your book there, getting directly to your target readership. Our partner morebooks.de offers social plug-ins, which help you to effectively present your book on your profiles.

Our tip:

Connect with us! Become a fan of our facebook pages and profit from our modern social media marketing (> p. 19).





Homepage and blog

Do you have your own homepage or blog? Then use them to promote your book! You can also look for blogs and homepages about related subjects, take part in discussions and exchange links.

Use our special widgets, which you can integrate via the „book-sharing“ option offered by our partner morebooks.de, to present the cover of your book, as well as all relevant information directly on your blog or homepage. A direct link to the online shop will also increase your sales.

You don't have your own homepage yet?

If you strive to undertake serious book marketing, you should operate your own homepage or blog. The internet has long been one of the most important search sources for products as well as information, and the trend is rising. Do not miss out on the great opportunities the new media has to offer!

Nowadays, many internet providers give you the opportunity to create your own homepage for free. Usually, these offers are also apt for beginners, as they are uncomplicated, quick and easy to use.



If it is important, it is on Wikipedia!

Wikipedia, the biggest knowledge base on the internet, is an ideal place to present author profiles and publications.

Write your own Wikipedia entry about yourself and your book. Create a link in your entry to your book in the morebooks shop.

How to create a new Wikipedia entry? Wikipedia gives an easily understandable instruction:

<http://en.wikipedia.org>



Service for your readers - advantage for you!

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Amazon Author Central:

Register with the free author central on Amazon.com / Amazon.co.uk.

Here you can present your books, upload an author biography and, if you wish to, offer private and professional information to your readers.

<https://authorcentral.amazon.com> and <https://authorcentral.amazon.co.uk>

Customer reviews on Amazon

Many book buyers are guided by other readers' opinions. Every customer review sparks interest and especially positive feedback helps enormously to sell your book.

Talk to your friends, colleagues and acquaintances and ask them to give their feedback on your book.

You will not regret it!

Be creative!

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It does not always have to be “traditional” advertising. New and unusual advertising media generate attention and help spread your message among an even wider audience.

Email signature

We send emails everyday - to friends, acquaintances and business partners. Mention your book in your email signature. That way, you can contact potential buyers discretely and easily.

Business cards

Especially in professional life the exchange of business cards is an everyday event. Therefore, business cards are very useful to refer your book.

Our tip: Also use the reverse of your business card, for example to present the cover of your book or the link to your author's homepage.

Present extracts on video-sharing websites

Offer your readers a free extract, recorded as audio or video file, and upload it to video-sharing websites such as Youtube or Myvideo.

Poetry and science slam

Use the informal setting of poetry and science slams to present your texts or scientific works to your audience.

Online press releases



Some websites offer the possibility to issue free press releases. Such articles will help spread the word about you and your book and have a positive effect on your online search results.

Therefore, also create a link to your homepage in your press release, as well as to your book in the Morebooks shop (www.morebooks.de).





Take your marketing to the next level: The author reading

The author reading is one of the most effective means in your marketing campaign.

Here you can exhaust all possibilities of cross-media marketing.

First, you have to draw your audience's attention to the event and to your book: by means of press releases, announcements on your homepage, posts in social networks, and personal invitations. During the reading, the interest thus aroused will be established through personal contact and a shared experience.

For your reading to be a full success, you should invest sufficient time in careful planning.

Step by step towards your author reading

1: Find a venue

There are many possible venues for you to hold your reading. Libraries and bookshops, book cafés, adult education centres, cultural and social facilities, clubs, and parish rooms...

Often however, it is useful to make a considered choice.

Is your book aimed at a specific target readership? In that case you should ideally hold your reading at a venue that is matched to the audience.



Take your marketing to the next level: The author reading

2: Find the right time

When fixing a date for your reading, make sure it does not coincide with other well-attended events in your area.

Also consider at what time your target audience will be available. Working people will only have time for activities after work or at the weekend. Children and teenagers should not stay up too late in the evening, while other groups, such as students and pensioners, can dispose of their time more freely.

3: Make an announcement

At this point, you can exhaust all possibilities of strategic marketing. Offline, you can hand out leaflets, posters, and personal invitations.

Online, you can announce your reading in social networks, on your homepage, in forums, blogs and various information portals.

And don't forget: Also invite the local media! If you offer a free review copy to the journalists, your press release has good prospects of being published in the next issue. Upon request, we will provide free review copies of your book as e-book version.



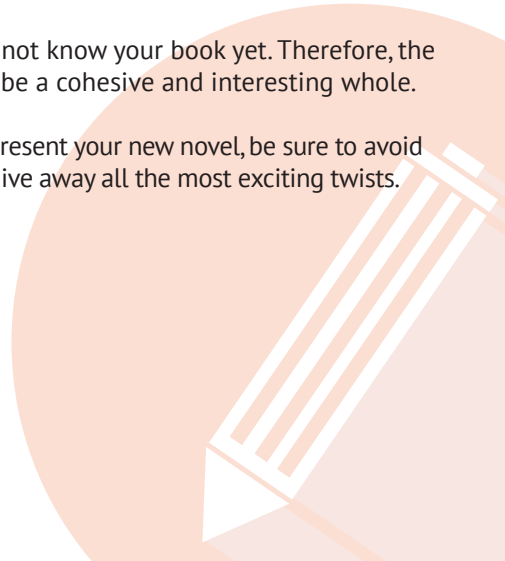
Take your marketing to the next level: The author reading

4: Make a plan

Once you have found a venue, invited the local media and handed out leaflets, posters and invitations, you should think about the content of your author reading. Two points are essential for its success:

What are you going to read?

- Bear in mind that your audience usually does not know your book yet. Therefore, the extract you are going to read should, in itself, be a cohesive and interesting whole.
- Listen up, writers of fiction: If you are going to present your new novel, be sure to avoid any spoilers! Nobody will buy your book if you give away all the most exciting twists.





Take your marketing to the next level: The author reading

For how long are you going to read?

- The golden rule is: do not overdo it. The ideal author reading should take about an hour. Therefore, choose a section that fits well into your planned reading time.
- When making your plan, you should allow for enough time after the actual reading: for questions, discussions, the signing and the sale of books.

5: Practice makes perfect

The essential part of a reading is the oral presentation of a text section. What sounds so simple at first, can in practice prove to be a real challenge for an unpractised reader. You should therefore practise your reading and try to answer the following questions beforehand: What intonation will best convey the message of your text? Which is your preferred reading tempo? Which volume is best for your audience to understand? Where can you allow for a short breather?

Our tip:

- Attend other author readings.
- Watch recordings of readings on the internet.
- Practise your programme by holding a private reading for your friends and family.



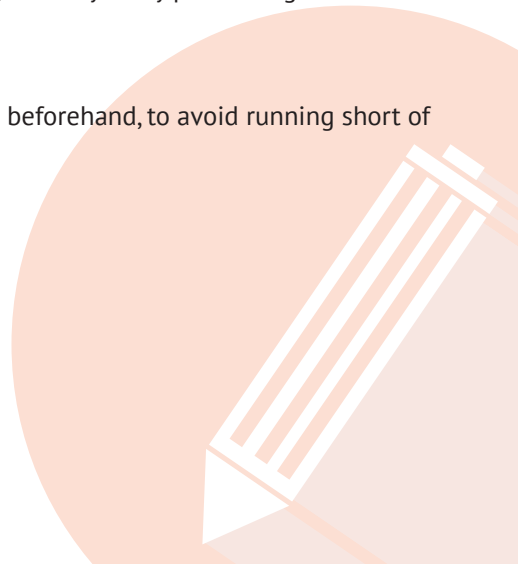
Take your marketing to the next level: The author reading

6: Sell your book

After the reading, you have the perfect opportunity to sell your books! Ideally, you should set up a table with your books before the reading is due to begin. Remember to keep pens for signing and a cash box with small change ready.

If you do the signing and selling at the same time, this may delay proceedings and have a negative effect on your sales success.

Our tip: Ask a friend to help you with the sales. Remember to order a sufficient number of copies beforehand, to avoid running short of books to sell.



Your success is important to us!

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Therefore, we created for you the free and modern marketing service NEWS SHARING.

Let us know if you plan to hold a reading, if you receive interesting feedback, or if your book has received an award.

You can contact us via marketing@omniscryptum.com.

We are happy to share your news with our readers on our homepages, Twitter, Facebook, and Google+!

We wish you every success!

