

# **Best Practices for Target Marketing on the Web**

**Carol Fitzgerald  
Co-Founder & President**



# The Book Report Network

- 7 Editorial Websites
  - Bookreporter.com
  - ReadingGroupGuides.com
  - FaithfulReader.com
  - AuthorsOnTheWeb.com
  - AuthorYellowPages.com
  - Teenreads.com
  - Kidsreads.com
- 1.3 Million Unique Visitors Each Month
- Built More than 100 Author Websites
- Completed Internet Marketing Campaigns for More than 82 Books
- Celebrating 10<sup>th</sup> Anniversary



# Publisher Clients Include

- Bantam Publishing Group
- Crown
- Hachette Book Group
- Harlequin
- HarperCollins
- Random House Children's Group
- St. Martin's Press
- Thomas Nelson
- Tokyopop
- Tor Books



# History of Internet Marketing

Viral Marketing Celebrates 10 Years in 2006



# Historical Campaign

## *Blind Man's Bluff*



by Sherry Sontag, Christopher Drew,  
and Annette Lawrence Drew

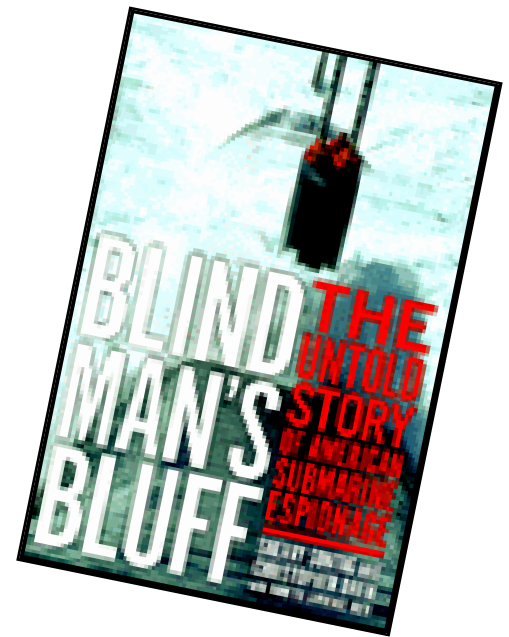
(Public Affairs, November 1998)



# Historical Campaign

## *What They Did:*

- “Early adopters” of the web were targeted through viral marketing
- Marketing to Navy submarine vets who congregated on particular websites
- Found lists via the web of submariners holding reunions and got coordinators to hand-carry fliers for us.



# Historical Campaign

## *The Results:*

Original Printing: 12,000 Books

In Print Today: 440,000



# So....

- Was this a fad, or the beginning of a long-term trend?
- Where are we today?



# Case History #1: Single Title Push

## *Gospel of The Flying Spaghetti Monster*

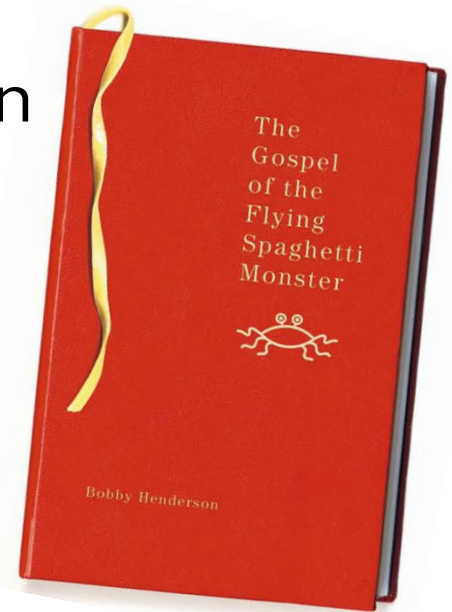
**by Bobby Henderson**  
(Villard, March 2006)



# Case History #1: Single Title Push

## *What They Did:*

- November 2005: Petition posted on author's website for email signup
- More than 12,000 names received email blast day before on sale and the book immediately moved on Amazon
- Banners on popular college websites -- facebook.com.



# Case History #1: Single Title Push

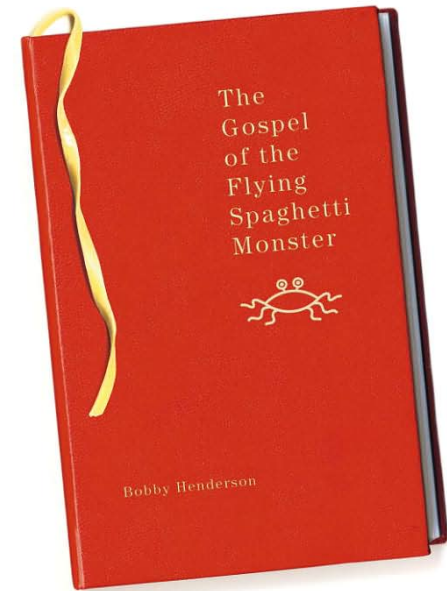
## *The Results:*

Original Print Run: 15,000

Now in Print: 40,000+

Estimated Cost:

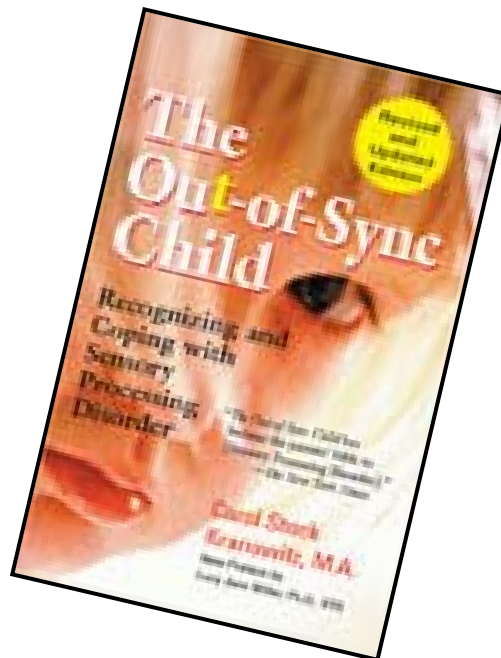
\$5,000 Online; \$5,000 Offline



# Case History #2: Special Interest

## Autism & Special Needs

- Major publishing focus for Perigee Books
- Leaders in the category, with classics like *The Out of Sync Child*, which has sold over half a million books



# Case History #2: Special Interest

## *What They Did:*

- Developed an extensive list of online contacts
- Regularly sent e-releases about new titles
- Expanded this into a full-fledged e-newsletter, beginning this month (April is Autism Awareness Month)
- Books typically start very small, but pace well month after month, to become backlist staples
- Amazon sales are typically very strong in this category, which speaks to where the audience does research and shops



# Case History #2: Special Interest

## *The Results:*

### *Adolescents on the Autism Spectrum*

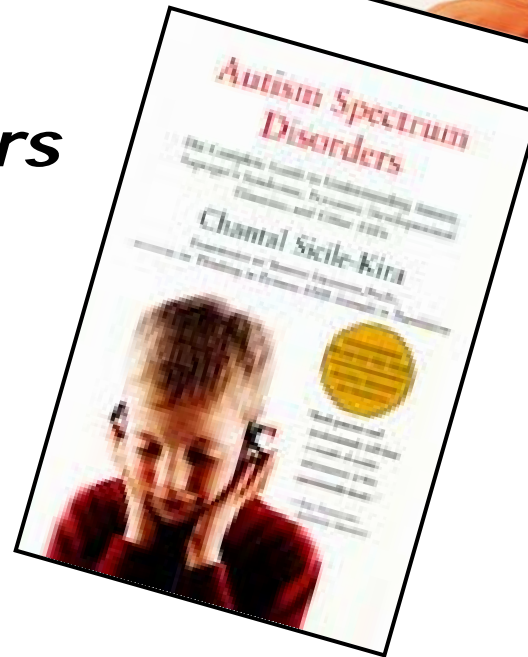
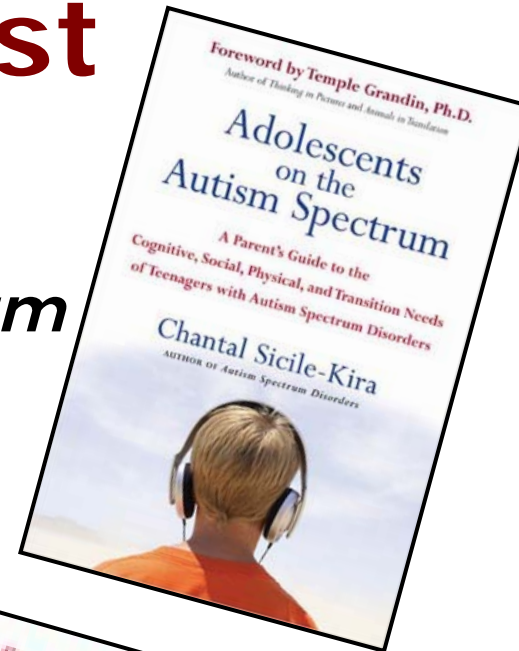
(Published February 2006)

- Original Print Run: 6,476
- Total in Print: 9,651

### *Autism Spectrum Disorders*

(Published August 2004)

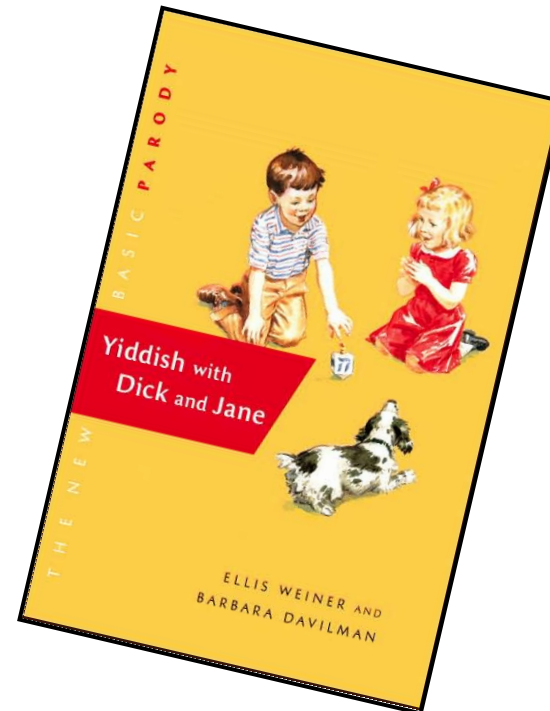
- Original Print Run: 6,633
- Total in Print: 28,212



# Case History #3: Viral Video

## *Yiddish with Dick and Jane*

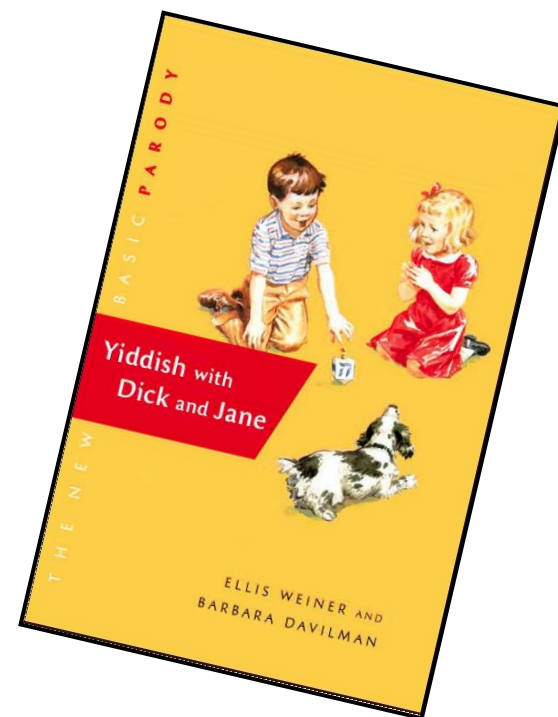
by Ellis Weiner and Barbara Davilman  
(Little Brown, September 2004)



# Case History #3: Viral Video

## *What They Did:*

- Viral Works When It's Fun
- Video Vid Lit
- Pass Along of Video Sold the Book



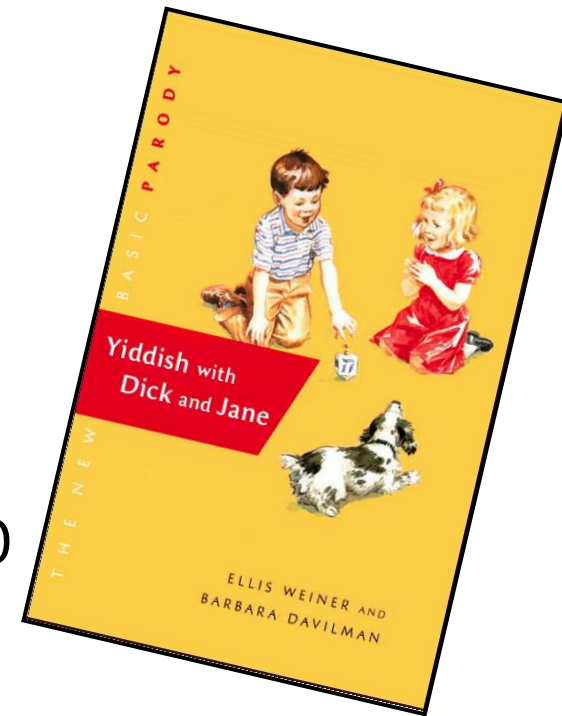
# Case History #3: Viral Video

## *The Results:*

Initial Print Run: 27,500 copies

Now in Print: 175,000

Estimated Cost for Vidlit: \$10,000

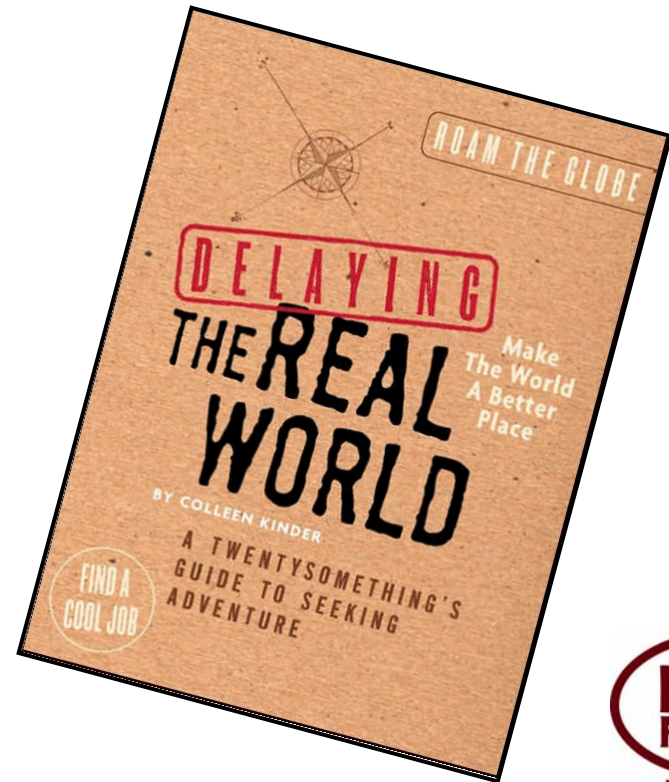


# Case History #4: Ongoing Viral Push

## *Delaying the Real World*

**By Colleen Kinder**

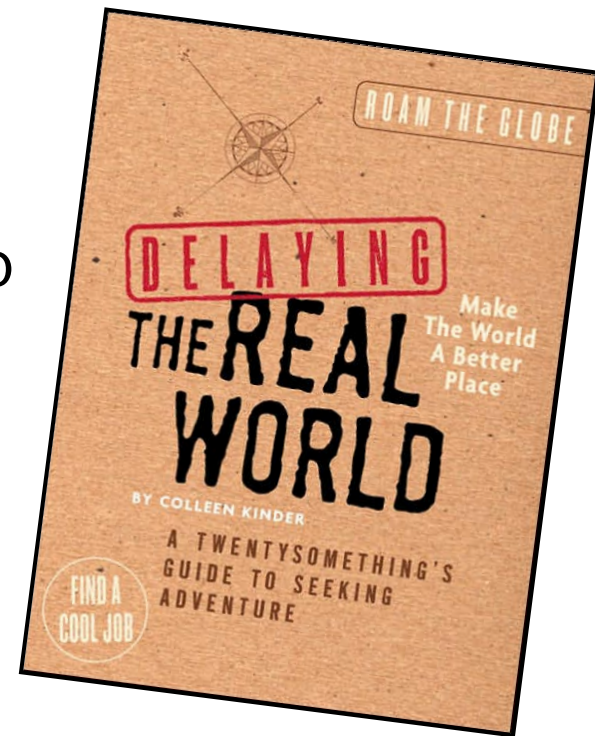
(Running Press, January 2005)



# Case History #4: Ongoing Viral Push

## *What They Did:*

- Website
- Delay the Real World Fellowship
- Google Ads
- College career centers
- College oriented online communities (i.e. Fastweb)
- e-Card
- Message Board with author participation
  - 2 years



# Case History #4: Ongoing Marketing Push

## *The Results:*

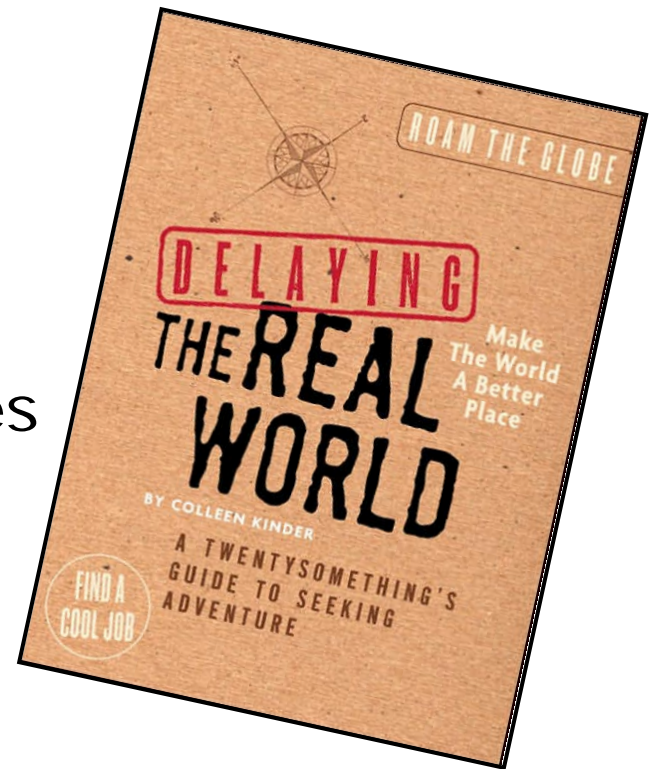
Initial Print Run: 7,000

Now In Print: 35,000

Continues to sell 75 – 100 copies  
a week.

Estimated Cost:

Website/e-Card - \$7,000



# Best Practices: Dos

- Plan your web marketing strategy along with your original marketing plan
- Read the book so you know what you are promoting
- Get organized
- Take the time to do quality research
- Think quality over quantity
- Think targeted
- Then think wide
- Then think even wider and deeper



# Best Practices: Dos

- Think about a voice, tone and attitude for the campaign
- Test your idea and see the feedback
- Keep a spreadsheet of what you do and the results
- Fulfill review copy and other requests as quickly as possible
- Be patient and realistic



# Best Practices: Don'ts

- Have all else fail and think the web will then save the book
- Hire someone and not monitor them
- Send out emails that read like SPAM
- Look for instant success



# The Potential Result

- Coverage with Reviews, Author Interviews, Excerpts and Book Commentary, etc
- Increased Sales
- A Strong Backlist Title
- Terrific Base to Build for Future Books



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