

How to cost effectively sell books to micro-markets

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Making Information Pay 2006

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Because you read.

Outline

1. Introduction to Abebooks
2. Selling in micro-markets: Accessibility & Discovery
3. Outlook

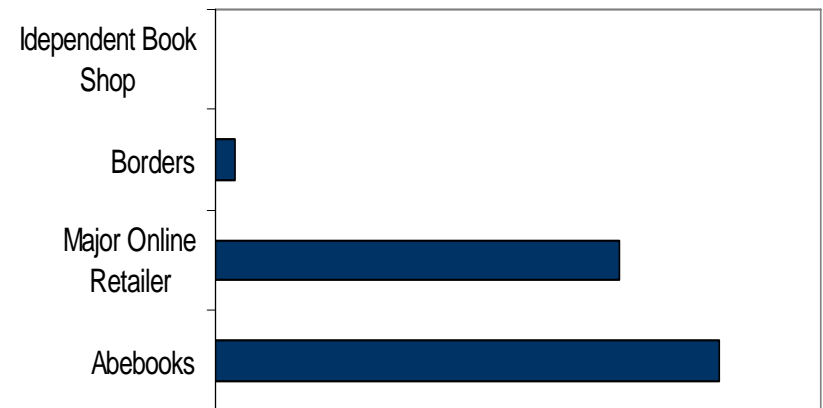
Abebooks is the world's largest marketplace for all kind of books – new, used, rare and out-of-print



Abebooks is positioned as the strongest long tail player of the online book retail industry:

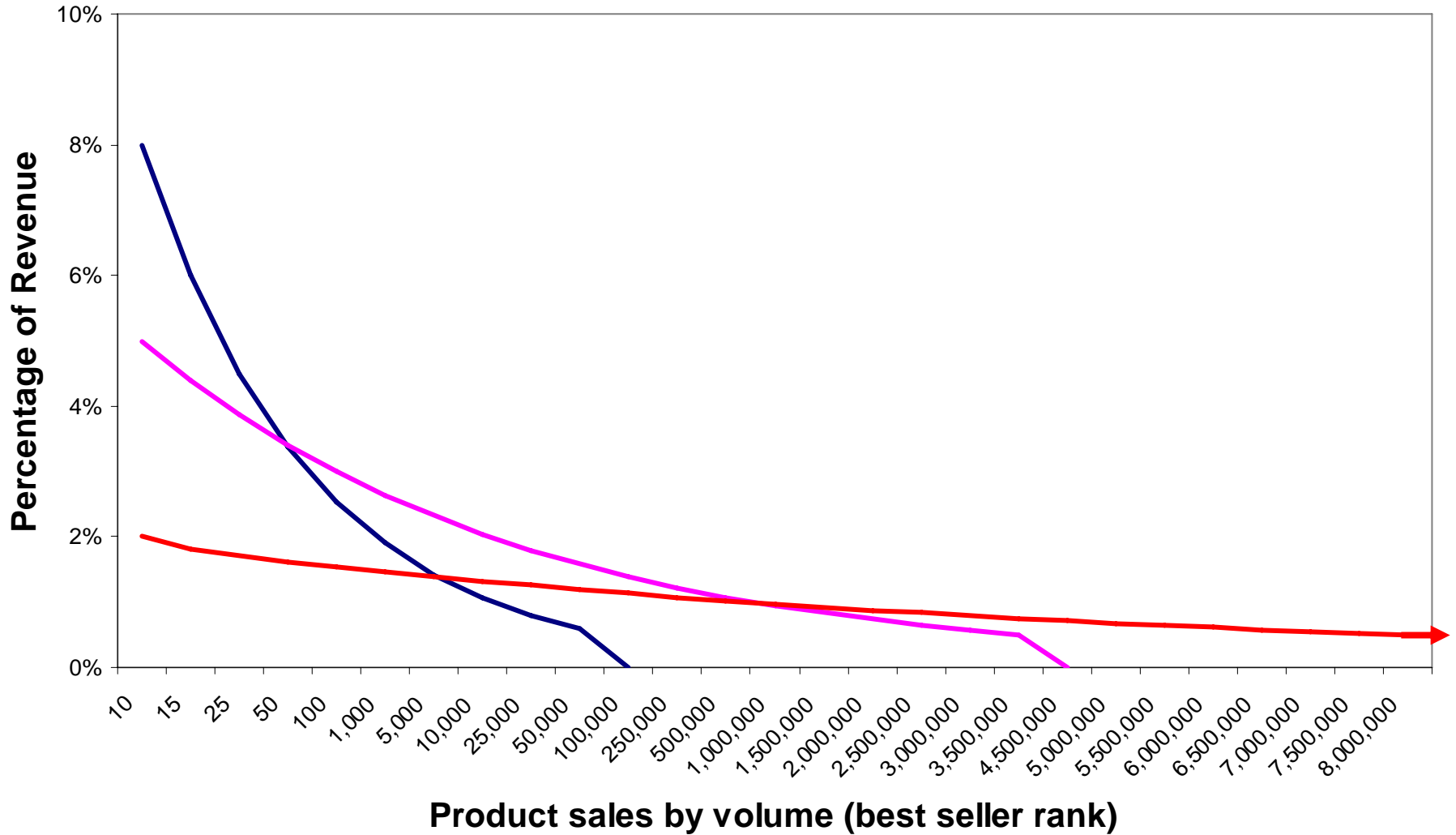
- Largest selection of unique titles, editions, and book characteristics
- Robust search tool
- Advanced marketing campaigns

Unique Book Listings

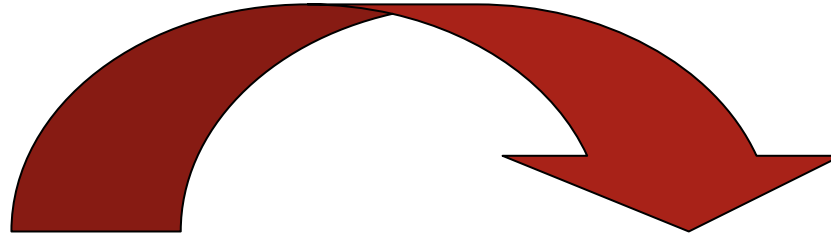


Long tail comparison between different types of bookstores

Conventional Book Store Online Book Retailer Abebooks



Selling in micro-markets: Accessibility and discovery

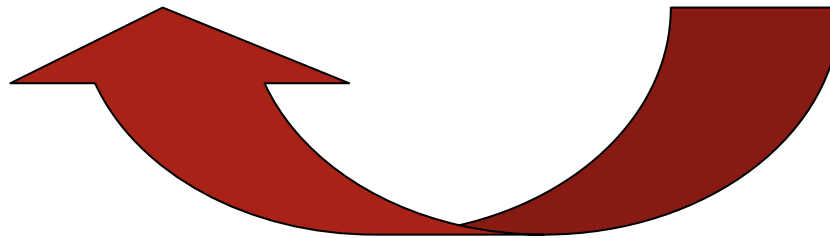


Accessibility

- How can customers find your titles?

Discovery

- How do customers know about your titles?



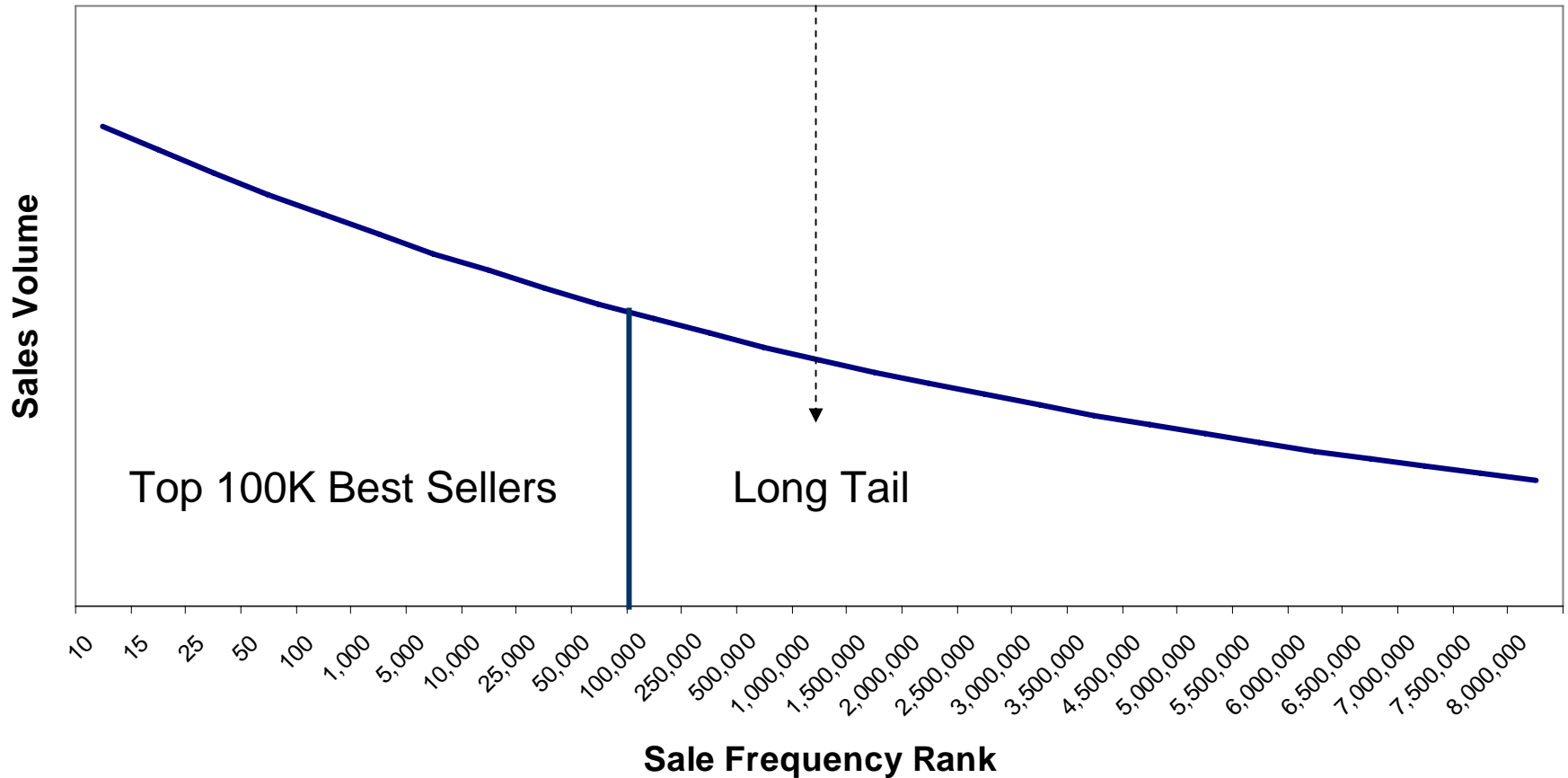
Long tail suppliers for Abebooks

Specialized Sellers

Specialized Publishers

Print-on-demand Sellers

Diverse Seller Base



Example for suppliers of Abebooks long tail

Specialized Book Seller

Dog Collector Books

- 2592 titles for dog collectors
- Example title: Genetics for Dog Breeders

Specialized Publisher

Food Heritage Press

- 530 cook book titles
- Example title: Savoring the Past : The French Kitchen & Table from 1300 to 1789

Print-on-demand Seller

Astro-Logos Books

- 242,302 titles Print on Demand available
- Example title: A Sub Generic classification of the New World bees of the genus Andrena

Diverse Seller Base

Description

- 13,500 sellers
- 41 countries
- 15+ languages
- Average seller lists 5,000 books

Vast selection of long tail suppliers lets customers find books further down the tail than ever before

Abebooks example: The Crab with a Long Tail

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Search By GO Advanced Search Browse Books

What's new in new books? Find out in the **NEW BOOK ROOM**

Search Results

Title: the crab with the long tail
Matches: 3 Displaying results 1 - 3 Sort Results By: Lowest Price Go

- 

The Crab with a Long Tail
Blyton, Enid
Bookseller: [Virgo Books](#)
(Tewkesbury, Gloucestershire, GLS, United Kingdom)
Price: **US\$ 3.58**
[\[Convert Currency\]](#)
Shipping within United Kingdom:
US\$ 4.34
[\[Rates & Speeds\]](#)
Book Description: Knight Books, Leicester, 1975. Soft Cover. Book Condition: Very Good. No Jacket. Elizabeth Haines (illustrator). 8vo - over 7¾" - 9¾" Tall. Nine illustrated stories about animals, birds, fish and plants. illustrated soft covers. 95pp. Bookseller Inventory # 000108
[\[Bookseller & Payment Information\]](#) [\[More Books from this Seller\]](#) [\[Ask Bookseller a Question\]](#)

[Add to Basket](#)
- The Crab With A Long Tail** (ISBN: 0340187433)
Blyton, Enid
Bookseller: [Bag A Book](#)
(Rooseveltown, NY, U.S.A.)
Price: **US\$ 5.00**
[\[Convert Currency\]](#)
Shipping within U.S.A.:
US\$ 2.50
[\[Rates & Speeds\]](#)
Book Description: Knight, 1975. yr., 1975. Very Good Condition, Trade Paperback 95 pp. Bookseller Inventory # 91012
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[Add to Basket](#)
- The crab with a long tail** (ISBN: 0340187433)
Blyton, Enid ; Haines, Elizabeth (illustrator)
Bookseller: [Rainy Day Books](#)
(Australia)
(The Basin, VIC, Australia)
Price: **US\$ 18.91**
[\[Convert Currency\]](#)
Shipping within Australia:
US\$ 4.76
[\[Rates & Speeds\]](#)
Book Description: Leicester, UK; Brockhampton Press, 1975. Good softcover edition. 95p. Pages aged but binding is tight. Stories include The strange bird ; The wonderful carpet ; The mistle-thrush and the mistletoe ; The very lovely pattern ; The little ploughman ; Freckles the thrush ; Old Ugly, the water grub ; The little fir-tree. Bookseller Inventory # 3960
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[Add to Basket](#)

How all e-retailers can increase accessibility

1. Focus on high numbers of low volume products previously ignored
2. Systematically source / create products out-side of top selling items
3. Create robust systems to connect buyers with long-tail products

Factors driving discovery

Attracting Buyers

Pay Per Click ad campaigns

- Running long tail ad campaigns with Google and Yahoo to maximize the exposure of products and encourage discovery of Abebooks

Affiliates

- Partnering with related websites to help their users discover Abebooks

Natural Search

- Optimizing our website so that search engine users discover Abebooks

Retaining Buyers

Product Development

- Wants
- Book sleuth
- Forums to foster community

Returning Buyer Features

- Newsletters
- Discount offers

The Role of Search Engines

- Develop ability to find more and more specific information about niche interests
- Allow buyers to search for products
- Without search engines, niche book titles would never be discovered or purchased because no one would know they exist or where to purchase them

The Google logo, featuring the word "Google" in its signature multi-colored font.The YAHOO! logo, featuring the word "YAHOO!" in a bold, red, stylized font with a white outline.The msn logo, featuring the lowercase letters "msn" in blue with a small colorful butterfly icon to the right.The Ask.com logo, featuring the word "Ask" in white inside a red oval, with ".com" below it.

Long tail PPC ad campaigns create 1:1 marketing situations with an attractive ROI

PPC example: Bourkes Parakeets

Google Web Images Groups News Froogle Local more »

Search [Advanced Search](#) [Preferences](#)

Personalized Results 1 - 10 of about 698 for **bourkes parakeets**. (0.53 seconds)

Bourkes Parakeet - Birds
 The **Bourkes Parakeet** is becoming a very popular little bird and with good reason. - **Bourkes Parakeet - Birds** is a personally written site at BellaOnline.
www.bellaonline.com/articles/art5389.asp - 19k - [Cached](#) - [Similar pages](#) - [Remove result](#)

Sponsored Links

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www.Abebooks.com

abebooks.com Because you read. sign on your account

Search By GO [Advanced Search](#)

FREE POSTAGE: Millions of books. No minimum purchase! GO

Search Results

Keywords: bourkes parakeets

Matches: 1 Displaying results 1 - 1 Sort Results By: UK booksellers first Go

1. **Bourke's Parakeets** (ISBN: 185279061X)
 Doreen Haggard
 Bookseller: [Livrenoir](#) (Brooklyn, NY, U.S.A.) Price: **£ 110.60** [\[Convert Currency\]](#) Shipping within U.S.A.: £ 1.97 [\[Rates & Speeds\]](#) [Add to Basket](#)

Book Description: Kingdom Books,Havant, 1999. BNDC|Hard Cover. Book Condition: Very Good. Op. Large quarto, 48 pp. Bookseller Inventory # D-16A9-72581
[\[Bookseller & Payment Information\]](#) [\[More Books from this Seller\]](#) [\[Ask Bookseller a Question\]](#)

Average cost / keyword	Revenue per keyword / month	ROI
\$ 0.10 – 0.20	\$ 5 - 5,000	50-100%

Relationships with affiliate sites guarantee targeted ad placements and high conversion rates

Affiliate example: Modculture.com

modculture.com

Modculture Book Guide

Cool Cats by Tony Stewart

Tony Stewart
"Cool Cats"
 Publisher: **Eel Pie**
 Category: **mod/60s reference**
 Year of publication: **1981**
 This book is currently **out of print**

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Author:

Title:

Publisher:

Keywords (instead of above)

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Search By **GO** UK first | [Advanced Search](#) | [Browse](#) | [Community](#) | [Sell Books](#)

FREE POSTAGE: Millions of books. No minimum purchase!

Search Results

Author: Tony Stewart [X], **Title:** cool cats [X]
Narrowed by: Bookseller-supplied photos [X]
 Click [X] to remove search terms.

Matches: 1 Displaying results 1 - 1 | Sort Results By: **Go**

1. **Cool Cats. 25 Years of Rock'n'Roll Style (1981)**
Stewart, Tony
 Bookseller: **Price: £ 8.55** Shipping within **Germany: £ 1.38**
[Dachboden](#) [\[Convert voller Bücher](#) [Currency\]](#) [\[Rates & Speeds\]](#)
 (München, Germany)
 Book Description: Eel Pie, London, 1981. Mit vielen Abb. 159 S., OKart, Deckel berieben + bestoßen, Besitzervermerk, wenige Textanstreichungen. Englisch. Bookseller Inventory # 2506
[\[Bookseller & Payment Information\]](#) [\[More Books from this Seller\]](#)
[\[Ask Bookseller a Question\]](#)

Add to Basket

Search Within Results
 Search All **Go**
 or refine this search using [\[Advanced Search\]](#)

Narrow Your Results
 No further refinements available

Free Postage
 Millions of books. No minimum purchase!
 Start saving now ▶

Costs per transaction	Revenue generated per site/ month	ROI
5-10% / \$1-2 lead fee	\$ 10 - \$10,000	50-200%

Site optimization will allow search engines to find the long tail titles and provide Abebooks with qualified traffic

Natural Search example: Signed first edition Parable of the Talents

The screenshot shows a Google search interface. The search bar contains the text "michael ondaatje signed cinnamon peeler". Below the search bar, there are radio buttons for "the web" (selected) and "pages from Canada". The search results section is titled "Web" and shows "Results 1 - 10 of about 195 for michael ondaatje signed cinnamon peeler. (0.31)". The first result is "Abebooks Search Results - Ondaatje and Handwriting", which is circled in red. A red arrow points from this result down to the Abebooks.com screenshot below.

The screenshot shows the Abebooks.com website. The search bar at the top contains the text "Search By" and "GO". Below the search bar, there is a banner for "What's new in new books? Find out in the NEW BOOK ROOM". The search results section is titled "Search Results" and shows "Title: cinnamon peeler". The results are narrowed by "U.S.A. [X]" and "Signed Copy [X]". The first result is "1. The Cinnamon Peeler (ISBN: 0679779132) Ondaatje, Michael". The price is listed as "US\$ 40.00" and the shipping is "within U.S.A.: US\$ 3.50". There is an "Add to Basket" button.

Cost	Revenue per search term / month	ROI
Initial Set-up	\$ 5-10,000	>200-300%

Developing tools to retain buyers who are looking for titles currently un-available

Wants example:

From: wants@abebooks.com [mailto:wants@abebooks.com]
To: Jane Doe
Subject: Abebooks has found the book you want

We're pleased to tell you that Abebooks.com has successfully found the following book you want.
Your Want: # A500297846

Title: The Rarest Book in the World

View or Order this Book at the link Below:

http://www.abebooks.com/servlet/ListingDetails?bi=703787966&cm_la=want

The screenshot shows the Abebooks.com website interface. At the top, there's a search bar with a dropdown menu for 'Search By' and a 'GO' button. To the right of the search bar are links for 'sign on' and 'your account'. Below the search bar is a red banner with the text 'FREE POSTAGE: Millions of books. No minimum purchase!' and a 'GO' button. The main content area is titled 'Search Results' and shows the title 'The Rarest Book in the World' with 'Matches: 1 Displaying results 1 - 1'. The first result is '1. The Rarest Book in the World (ISBN: 1400079179) isbn13: 9781400079179' by 'Brown, Dan'. The book is available from the 'Oaktree Bookstores' (Mastic, NY, U.S.A.) for a price of 'US\$ 4.00' (C\$ 4.56). Shipping is 'within U.S.A.: US\$ 3.00 (C\$ 3.42)'. There is an 'Add to Basket' button. Below the book details is a 'Book Description: 2006. Soft cover. Book Condition: New. Bookseller Inventory # 1400079179'. At the bottom of the result are links for '[Bookseller & Payment Information]', '[More Books from this Seller]', '[Ask Bookseller a Question]', and 'Raw Book Data'.

Cost	Revenue generated / email	ROI
Initial Set-up	\$ 0.25 - 2.00	>100%

How all e-retailers can increase discovery

1. Grow search marketing campaigns to include titles out-side of the best seller list
2. Develop affiliate relationships to gain qualified traffic
3. Optimize product pages for search engines
4. Create features / tools for buyers to improve customer retention

Key to success for all marketers

Ensure Access to the Long Tail

- Focus on high numbers of low volume products previously ignored
- Source / create products outside of top sellers
- Develop systems to connect buyers to long-tail products

Improve Discovery

- Attract buyers with 1:1 marketing through PPC, unique (partner) websites and SEO
- Retain buyers through product additions