

# DISCOVERABILITY AND MARKETING 2012

A DIGITAL BOOK WORLD EVENT

## Monday, September 24th, 2012

8:00 am - 9:00 am

### Registration Opens

9:00 am - 9:30 am

### Keynote: The Next Wave of Discoverability

Rick Joyce, Chief Marketing Officer, Perseus Book Group

What does the next wave of discoverability look like? You've already converted all of your titles, your metadata is accurate and complete, the SEO on your websites is up to par, and you and all your authors are on social media. Your marketing and publicity departments are working harder than ever. What's next?

The next wave of getting books discovered has to take into account how consumers actually behave digitally, what new and different assets are needed to reach them, and what the real dynamics of searching, sharing, context and recommendation are. These need to be understood on the continuum from standalone consumer to fan to influencer to major media.

This talk will explore consumer drivers, what's working in other media, and the implications for authors, publishers and other book industry professionals.

9:30 am - 10:00 am

### Keynote: Looking Beyond the Book

Kelly Gallagher, Vice President, Publishing Services, R.R. Bowker

Stretching your marketing dollars to reach today's book buyer has never been more difficult or elusive. From the fragmentation of markets—to the multiple set of formats—knowing where to place your marketing bets is essential to assuring you make connection to your customer. This session will provide detailed information on what drives and motivates various consumer segments to become aware of and ultimately purchase your books. Based on consumer data collected from Bowker Market Research, participants will learn how book buyers are discovering and buying books (in whatever format and from whatever channel) today.

10:00 am - 10:30 am

**Authorship and SEO: search, social and tools that promote YOU and your AUTHORS**

Marshall D. Simmonds, Founder and CEO, Define Media Group, Inc.

Search Engine Optimization is far from rocket science, however learning about, understanding, and using the tools to promote the most important brand, you, does take dedication. Google more than ever is using the authority of an author as a strong signal that reinforces a brand and ultimately ranking. In this session we'll discuss the basics of SEO, tools, the new authorship markup, social utilities and other features to better identify your data for Google and your audience.

10:30 am - 10:40 am

**Author Shorts: Digital Discoverability Demands a Direct-to-Consumer Dynamic**

Rob Eagar, President, WildFire Marketing

What makes discoverability and word-of-mouth work in a digital environment? The answer has less to do with technology and more to do with psychology. Rob Eagar will explain crucial ways that all authors can encourage more readers to help market books with their mouth and their computers.

10:40 am - 11:00 am

**Coffee Break**

11:00 am - 11:10 am

**Technology Shorts: Biztegra**

In today's publishing world, making your titles easy to find and easy to buy is critical. Publishers need to work with their authors to connect with and engage with their audiences, harness the power of events both online and in the real world, create memorable and shareable content, and appropriately implement technology to combine all the old and new channels into a full lifecycle book promotional process. Biztegra's strategic approach and implementation services have been used by leading publishers to create contemporary web, mobile and social media solutions to drive discoverability, increase traffic, and enhance revenue.

11:10 am - 11:40 am

**Rising To The Top Of Search Engine Results With Strategic Link Marketing**

Debra Mastaler, President, Alliance-Link

You've written a book and want people to find it when they search online. Sounds easy enough but in reality, it's anything but. This session looks at how an author can build brand, gain search engine rankings and drive traffic to his/her website through focused link building. We'll look at using SEO, social media and grass roots marketing campaigns to build algorithmic and professional links so anyone searching for your book will find it.

11:40 am - 12:10 pm

**Creating Landing Pages that Don't Suck: Converting Click Throughs to Buyers**

Clinton Kabler, COO & Co-Founder, Book Riot

You're shifting more budget to social media and digital ads and including QR Codes and URLs on print campaigns. When a consumer clicks,

scans or keys in your landing page, are they thinking "WTF?" or do they want to buy your book? By creating landing pages that don't suck, you'll increase the likelihood of converting your visitor into a buyer. This course will introduce the components of a landing page and discuss synchronized messaging, call-to-action and choice architecting for maximum revenue. It's a crash course in converting the buzz into buyers.

Warning: There will be limes... and the beverages that go with them.

### **Technology Shorts: Shindig**

Shindig is the video chat book tour platform already embraced by over 150 authors from Joel Stein to AJ Jacobs for their online book tours. CEO and founder Steve Gottlieb will give an introduction to the platform and discuss how Shindig powered events can create new revenue streams for established authors and change the economics of breaking new authors.

### **Lunch Break**

### **Author Shorts**

Elle Lothlorien, Author

When you wish upon a star, you...uh, get the pointy end? Amazon best-selling author Elle Lothlorien's May 18th, 2012 blog post for Digital Book World, in which she discussed how (and why) she responds to negative reader reviews, stirred up a maelstrom of controversy among authors and reviewers. Whether your "product" is burgers, bathrobes, or books, don't miss her logical, insightful, and highly entertaining talk on why providing good customer service is critical, especially as the author-reader relationship continues to transform into something more intimate and personal.

### **Authors & Publishers: Creating an Evil Empire to Market AND Sell Titles**

Erika Napoletano, Head Redhead/Nerd, RHW Media

It's a no-brainer: publishers seek out authors with existing audiences. They're (seemingly) built-in streams of buyers. But how can publishers and authors work together and more effectively share the burden - and yes, it IS a burden - of marketing titles? Join Erika Napoletano, twice-published author, columnist with Entrepreneur Magazine, and general digital voice without a muzzle to explore idea behind creating an evil empire that will:

- **Remind Authors & Publishers** that marketing is what that advance is for and needs to happen the day you sign that book contract.
- **Address and Overcome the "Oh Sh\*t" Factor** - you know, that thing that happens when an author's audience isn't biting on their new title.
- **Get You Pixelated** and prepare you for the rise of digital sales and why eBooks are no longer second-class citizens.
- **Give You STD** - and it doesn't require an ointment. There's a lot of Sh\*t To Do to market a book, and she'll take you through the components of her personal strategy (including her in-progress complete re-launch of one title).

### **Technology Shorts: Bookbaby**

How BookBaby helps authors find their rightful place on the virtual retail bookshelves around the globe. To get discovered, authors have to get their work out there -- in a way that's fast, affordable and comprehensive. That's where BookBaby comes in. We make it easy for authors, writers, poets -- anyone with information they want to share with a global audience -- to publish and distribute eBooks. We'll share some of the latest intelligence from the eBook publishing front on issues such as pricing, keywords and more. Speaker: Steven Spatz, CMO, BookBaby.com

**Be the Key-Master: Marketing Results Via Keyword Research**

Corey Hartford, SEO Manager, F+W Media

Why isn't that blogger responding to your pitch? Why isn't your author's blog getting any page views? Why isn't your online ad creating the buzz you expected? It's frustrating to find your traditional methods aren't making the impact you'd like—but why throw spaghetti on the wall when you have real data to use as your “cheat sheet?” In a “reverse-engineering” turn from the morning's session, this overview will explore the latest tools and techniques for researching, identifying, managing and zeroing in on the right keywords for use BEFORE you begin your marketing efforts. Understand keyword intelligence and why a trending search topic is your best friend. Develop, refine and maintain a master set of keywords for your marketing specialty or category. Identify the best available tools to get keyword recommendations.

**Metadata: Advanced Tactics to Help Book Discoverability**

Len Vlahos, Executive Director, Book Industry Study Group

Len Vlahos, executive director of the Book Industry Study Group, will be on hand to share information from a variety of reports on how and why metadata is important to driving sales. Pulling data from BISG's best practice documents for metadata senders and recipients, and from BISG's recently published research report on the flow metadata through the supply chain, Len will discuss what you can do to make sure your metadata is getting to the end consumer.

**Technology Shorts: Premier Digital Publishing**

Premier Digital Publishing is a leading independent digital publisher and innovator of eBooks, enhanced eBooks, print-on-demand books and interactive content. We engage established authors to bring backlists and front list titles to market. Discoverability of this content is key to commercial success and it's not enough to simply have an account on Twitter, Facebook and Wordpress. Our strategic marketing approach helps authors connect with and retain audiences, in turn, generating data flows that aid the effectiveness of SEO initiatives. This strategy then extends to the organic assimilation of new audiences through traditional programs and a social marketing toolbox that connects the consumer and the brands they want. The author is the #1 member of their marketing team. The session will present a couple case studies.

**Coffee Break**

**Marketing Analytics: You Can't Grow What You Can't Measure**

Dan Lubart, SVP Sales Analytics, HarperCollins Publishers

Angela Tribelli, Chief Marketing Officer, HarperCollins Publishers

You've researched your keywords, optimized your pitches and created your campaigns. But did it work? Measuring and analyzing everything from site traffic, to sales, to social media response, to contest entries, to email acquisition, can get you the answers you need for a full marketing strategy. After all, analytics is more than just page views and visitors. In this session, you'll find out: • How to prove to the “home office” that your

marketing efforts result in sales • How to decipher common Web metrics to tell the full story of your campaign • How to properly track campaign performance, from numerical data to anecdotes • How to set marketing plans based on your resulting data

4:20 pm - 4:50 pm

**How Searchers Become Readers: Audience Insights From Google**

Google will present a research study which details the online behavior and engagement patterns of readers throughout the book purchasing cycle. By examining trends in Google search data, this session will help you understand what readers are searching for online, and how this has evolved along with the industry.

4:50 pm - 5:20 pm

**Panel Session: What Did We Learn?**

Brett Sandusky, Lead Product Manager, Macmillan New Ventures

Fauzia Burke, President, FSB Associates, LLC

Laura Hazard Owen, Book Publishing Reporter, GigaOM

David Goehring, Director of Digital Book Publishing, Wiley

This end of day panel will summarize the sessions from the first day of the conference. Industry marketing executives will provide critical insights about the lessons they have learned and the tactics they have used to improve discoverability for book publishers. What's worked? What hasn't worked? What would they do differently?

5:20 pm - 6:30 pm

**Welcome Reception**

**Tuesday, September 25th, 2012**

8:00 am - 9:00 am

**Registration Opens**

9:00 am - 9:30 am

**Keynote: Future of Digital Marketing**

Mike Grehan, Global VP of Content, ClickZ

ClickZ's Global VP of Content and an expert on the future of digital marketing, will be your guide to winning search engine strategies.

9:30 am - 10:00 am

**Keynote: Secrets to More Effectively Marketing and Promoting Your Books on Amazon**

Jon Fine, Director of Author & Publisher Relationships, Amazon

Director of Author/Publisher Relationships for Amazon, will provide the secrets to more effectively marketing and promoting your books on Amazon.

10:00 am - 10:30 am

**Help Me Help You: Using Content for Marketing Partnerships**

Joe Pulizzi, Founder, Content Marketing Institute

Why waste time with a one-off pitch, just to get a hyperlink and a one-line mention? Partnering with a highly-trafficked community helps bring new

audience into your readership. Learn ways to strategize with like-minded sites, to create mutually beneficial marketing opportunities that translate into revenue.

10:30 am - 10:40 am

**Author Shorts: How to Turn a B-Level Author into a New York Times Bestseller**

Rob Eagar, President, WildFire Marketing

What happens when authors take the power of marketing and discoverability into their own hands? Book marketing expert, Rob Eagar, tells the story of helping a mid-list, run-of-the-mill author break out of a 13 book sales rut to become a New York Times bestseller. The marketing tactics that Rob will explain can be applied by any author.

10:40 am - 11:00 am

**Coffee Break**

11:00 am - 11:30 am

**Technology Shorts: Google**

Learn about new products and services that will help you improve discoverability and customer engagement

11:10 am - 11:40 am

**Back to Basics: Email Marketing Still Works!**

Jessica Best, Community Director, emfluence

Does anyone still use email marketing? Even in a social media world? Yes! Email is still the most effective way to connect with readers, target your messaging, and increase sales. Learn the 8 vital characteristics of great email marketing in 2012, from how to grow your list to using data to engage your readers. Exploit the unique benefits of email marketing to ensure that it's still a powerful ingredient in your marketing mix.

11:40 am - 12:10 pm

**What You Don't Know About Social Media**

Willo O'Brien, Co-Founder & VP Marketing, Stitch Labs

More people check Facebook each day than listen to the radio or read a newspaper. Pinterest has a higher referral rate than G+, LinkedIn, and YouTube combined. No longer a “nice-to-have,” Twitter become a requirement for marketing content. All of that said, finding success in social media isn't as easy as it used to be—with an average person on Facebook connected to almost 200 people and pages, your marketing needs to stand out to make a difference. Learn new social media strategies, such as: • Beyond the set up: a deeper dive into Facebook and Twitter • How to fold social media into a multi-faceted marketing plan, without becoming overwhelmed • An overview of more than 20 social media tools you and your authors can use today • How to track, then if necessary, how to change tactics on a dime • When, where, and how to advertise—Facebook ads, sponsored tweets, Youtube pop-ups, and more • Examples of success: Who's doing it right?

12:10 pm - 12:25 pm

**Technology Shorts: Together**

Andrew Kessler, CEO / Cofounder, Together

**Bringing Authors and Audiences Together**

Authors know how difficult and time-consuming it is to book and promote their own speaking engagements. So why not get some help directly from the people who really want to hear you talk? Together is a free, online fansourcing platform that brings authors and audiences together, transforming the way book tours and speaking gigs are arranged.

#### **Lunch Break**

12:25 pm - 1:30 pm

#### **Get Them to Click Through: Social Media Beyond the Feed**

Dennis Yu, CEO, BlitzMetrics

1:40 pm - 2:10 pm

It's one thing to post on Facebook, tweet on Twitter, join a circle on Google+, but it's quite another to know how to drive more readers to your destination of choice. From sweepstakes and giveaways, to discount offers and freemiums, to author-driven articles, to "Twitter parties," getting creative on social media to drive awareness is a must in content marketing.

#### **Technology Shorts: Atavist**

2:10 pm - 2:20 pm

Create once, sell everywhere, make an audience yours. To succeed in the world of digital content, you have to find readers where they already read. To win them over, you need to take advantage of digital platforms without breaking budgets. We'll tell you how the Atavist platform combines unparalleled creation tools with the ability to push your books to mobile apps, ebookstores, and the web—leveraging the discovery power of social media sharing, subscriptions, and more.

#### **Building an Engaged Online Community of FANS (aka: customers)**

Debba Hauptert, Consultant, BootCampDigital.com and Girlfriendology.com

2:20 pm - 2:50 pm

Social Media can be an overwhelming and 'time-sucking' endeavor, but with a strategy and plan, it can be used to create an engaged, growing community of fans. Debba Hauptert has grown an online community of women (Girlfriendology.com) to over 50,000 social media connections. She'll share her strategy and insights, and a case study of a NYTimes Bestselling author who has a vibrant and growing social media fan base.

#### **How You Can Use the B&N and Nook Platform to More Effectively Market and Sell Your Books**

Sasha Norkin, VP of Digital Marketing, Barnes & Noble

Sasha Norkin will speak on how marketers and publicists can use the B&N and Nook platform to more effectively market and sell their books.

2:50 pm - 3:10 pm

#### **Social Media Panel**

Patrick Brown, Community Manager, Goodreads

Richard Nash, VP of Community and Content, Small Demons

Jeremy Greenfield, Editorial Director, Digital Book World

3:10 pm - 3:30 pm

Word of mouth and recommendations from friends may be the most powerful way people discover new books. Social networking has taken that to a whole new level and the book industry has taken notice. Enter Goodreads, the largest online social network dedicated to reading. The site has millions of users and is quickly becoming an important tool for book marketers. Yet, the future of social reading may not have come yet. Start-ups like Small Demons that have not yet risen to the same prominence aim to help readers connect with each other and with different aspects of

books.

We sit down with Patrick Brown, the community manager of Goodreads, to talk about how marketers are using the site and how they can continue to use it successfully. Richard Nash will also be on hand to talk about why Small Demons may be the future of social reading and how marketers can get in on the ground floor.

3:30 pm - 3:50 pm

**Author Shorts: Using the Power of Habit to Market and Sell Books**

Charles Duhigg, Author

Creating Habit-forming Content: Why do some websites, books and other types of content pull people back again and again? Because of the neurology of habit formation. Come hear why some things become popular, and others flop, and how The Power of Habit became a best-seller.

3:50 pm - 4:20 pm

**Conference Recap & Conclusion**

Colleen Lindsay, Community Manager of Book Country, Penguin Group (USA)

Jeremy Greenfield, Editorial Director, Digital Book World

Adrian Norman, VP, Simon and Schuster Digital

Leigh Ann Ambrosi, VP, Brand Publishing, Crown Archetype, Random House

This end of day panel will summarize the sessions from the second day of the conference. Industry marketing executives will share their experiences and provide critical insight into the strategies and tactics they have used to develop their customer base as well as engage and retain their customers through content marketing, email marketing and social media marketing.

4:20 pm - 4:25 pm

**Farewell and Thanks**

4:25 pm - 4:25 pm

**Conference Ends**