

**Publishers: Use Consumer Data to Drive Your Marketing Plan**

Learn how to collect it, analyze it and plan around data at the

Marketing + Publishing Services Conference & Expo

September 3, 2013 – NEW YORK – Publishers understand the need to demonstrably connect their books with consumers. And with so many tools available today, it would seem that they should find it easy to do – focusing marketing efforts and dollars and increasing sales in all channels. But this isn’t always the case. At the **Digital Book World Marketing + Publishing Services Expo** on September 26 at the Metropolitan Pavilion in New York City,participants will learn how to repeatedly and efficiently market by collecting, analyzing and interpreting data. They will also be exposed to the mindsets and the corresponding tools they need to accomplish their specific goals and unlock opportunities. Digital Marketing strategist, and former head of Random House’s Marketing Innovation group, Peter McCarthy and an experienced roster of publishing professionals will share their views on what really matters when it comes to audience identification, market segmentation, consumer engagement, and measurement and analysis. Participants will leave with the frameworks, strategies, tactics, and tools required for marketing success and sales growth. **Learn more and register at marketing.digitalbookworld.com.**

**The Toolkit/Developing Your Tools and Tactics** segment of the Marketing Conference will focus on data and demonstrate how it can lead to better marketing. Murray Izenwasser, Co-Managing Partner/Strategy Practice Lead at Bitztegra, leads off the segment with***Who Are You and What Do You Want? Using Demographic, Psychographic, and Behavioral Data to Learn About Your Readers*.He’ll offer a**series of brief case studies from best-of-breed digital marketing service providers followed by a panel conversation exploring the varied approaches to getting and using consumer data.

**Next, Suzie Sisoler,**Senior Director of Consumer Engagement, Penguin Group (USA) will present***Making Meaningful Reader Connections: Defining, Building, and Using Your Known Customer Databases.***This presentation will cover how to build (and build upon) reader connections, develop insights from them,and most effectively put them to work in all your publishing activities.

**The third leg is this segment is a panel session called *What Matters, What Doesn’t, and How to Know the Difference*** featuring**Rachel Chou,** Chief Marketing Officer, Open Road Integrated Media**,** Matt Schwartz**,** Vice President, Director of Digital Strategy and New Production Development, PenguinRandom House, and **Brad Parsons,** Director of Culinary Marketing*,* Houghton Mifflin Harcourt. The panel will cover everything from campaign-specific, “lighter-weight tools” through “Big Data” and cross-list insights, making it clear along the way which levers to pull and when and how to find the right tools to market faster, cheaper, and better.

After this segment a “speed dating” session will bring together sponsors such as Biztegra offer guidance to marketers seeking service partners to help them execute their strategy. Each of these companies is currently working with publishers and understands the unique needs of the publisher client.

The[**Marketing + Publishing Services Conference & Expo**](http://marketing.digitalbookworld.com/)presented jointly by Digital Book World and Publishers Launch Conferences, consists of two separate events. **The Marketing Conference**, programmed by Digital Marketing Expert Peter McCarthyformerly of Random House, is a full-day event offering a comprehensive strategy and proven blueprint for book marketing in the digital age. **The Publishing Services Expo** offers three finely-targeted “mini-conferences” for critical and often-overlooked publishing constituencies. The list of topics including Editorial Workflow and Production and Digital Asset Distribution will be rounded out by a session on Rights and Royalties Management. Each includes an efficiently programmed two-and-half-hour session that pairs expert educational sessions with vendor ‘speed dating’ to explore, and deploy, new solutions. The Publishing Services Expo program is carefully priced to allow companies to choose multiple representatives to participate in the full-day event; or attend one or two of the three Services tracks best suited to their current strategy and business needs.  
  
For full information and to register for the Marketing + Publishing Services Expo, visit the website at marketing.digitalbookworld.com

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