

Introduction

The goal of advertising is to get more people to know about your book and, hopefully, to buy a copy of it.

This chapter will cover the following topics:

- ◆ Introduction to advertising
- ◆ Books Go Social
- ◆ Bookgorilla
- ◆ Fussy Librarian
- ◆ Bookbub
- ◆ Facebook ads boost
- ◆ Amazon Marketing Services
- ◆ Google ads
- ◆ Readers in the Know
- ◆ Independent Author Network
- ◆ Bookbuzzr

Ads are hard to get a handle on. Do they sell books? That is a difficult or even impossible question to answer, but the answer could be a negative. Are they worth the effort and the cost? Yet another question that can't be answered. Will they sell enough books to recover the ad cost? Rarely, but it is possible. The only clear thing about ads is that they can cost a bucket of money.

There are many different type of ads. I'm sure you're familiar with the print ads in newspapers and magazines, not to mention the ads on the Internet. It's difficult to find a web page that doesn't have an ad buried on it someplace or has an ad that tries to distract you from reading whatever your went to the web page to see. Perhaps the only website that is ad-free is my website. I refuse to allow ads on it.

There is another class of web ads that are 'clickable.' In other words, if someone clicks on the ad, it will take them to a different web page and you, the ad buyer, get billed a fee for the click.

Let's talk about that type first. A big seller of these clickable ads is Google and it calls them Goggle Ads or AdSense. Both use small text boxes with a sentence or two in the box and a clickable link built into it. Other Adwords products have a book cover photo that is clickable. I'm sure you've seen these ads. They show up a lot on the right side of webpages, especially search results pages.

Here is how they work if you set up a Google account and started an advertising campaign. First, you have to come up with a slogan or a sentence to go in the text box. Make it short because Google has limits on how many characters and lines you can have in the ad. Next, you put in the target link. This is where potential buyers will go to after they click on the ad. This target can be your webpage for the book, it can be an Amazon page or it can be a Smashwords page. After that, you establish keywords for the ad and establish a price you will pay every time someone clicks on your ad. You can also establish a daily budget and a total budget. When you reach the daily budgeted amount, the ad stops showing for the rest of the day. It's the same with the total budget; the ad stops showing until you add more money into the account using a credit card. The key to success with these ads is in the keywords and Google has keyword tools you can use to find appropriate keywords.

Moving on to other types of ads, some webpage ads are sold by size and shape. They come in banner shapes and tower shapes and they come in various size text boxes. No matter the shape, their common measurement is pixels. A pixel is a pretty small unit of measurement and there are 75 to an inch. Besides text and possibly a small graphic, these ads have an embedded target link. The price of these ads is based on the size and the

page placement because some webpage real estate is more valuable than other places on the page. Many of these ads will cost a flat rate, usually per week or per month while others are priced on the clicks .

If you intend to use ads, don't waste your money by buying space on an inappropriate webpage. A website selling guns and sporting gear is no place for an ad about a romance novel.

Print ads such as newspaper and magazine ads are expensive. How expensive are they? An eighth of a page ad in the Book Section of the New York Times costs \$2500. That's for an ad that runs once. Generally, the bigger and more prestigious the newspaper or magazine, the more the ad will cost. The ad's cost is also proportional to the paper or magazine's circulation and the size of the ad.

So let's talk about some sites that I'm familiar with. There are many, many more than my list, but my remarks will be limited to this few. They are typical of what you'll find on the web.

Books Go Social

<https://booksgosocial.com> is a site that will promote your books using a variety of web tools depending on the level of service you order. It also offers publishing services and training courses.

Bookgorilla

Bookgorilla uses a daily email sent to a large list of subscribers to tell them about discounted or free ebooks available on Kindle. You can find it here: <https://www.bookgorilla.com>

The Fussy Librarian

The Fussy Librarian is another site that will advertise your ebook. You can find it here: <https://www.thefussylibrarian.com>

It works the same way most of these sites work: you commission the ad for your book and pay the fee then the site sends out the information in an email blast. Some sites send the email out daily and others send it weekly. This site sends it daily for reduced price books and on days you pick for free ebooks.

I can never understand the need to pay for an ad for a free ebook.

Bookbub

<https://www.bookbub.com/launch> is a big site that has two types of promotions: very expensive email lists and pay-per-click. Their email lists are extensive and Bookbub is very selective about whom they allow to advertise, even if you're willing to pay the fee. You can submit your book free of charge and you'll be informed if it's selected or not. If your book is selected, you pay the fee (think a minimum of \$800 or \$900 dollars: it keeps going up!) The higher the price of your book during the promotion, the greater the fee. If selected, you will sell a lot of books. Will it cover the cost of the campaign? I don't know. I've used Bookbub several times in the past, but that was when it first started out and the fee was a hundred bucks or so. The site became wildly successful, and the prices shot through the roof and it became very tough to get selected.

Bookbub also has pay per click campaigns you can use. They work similar to Google Ads.

Facebook Boost and Ads

Once you start a Facebook Page for your book, you can add posts to the page to keep followers up to date on your activities or on book sales. If you have a number of people following the page, say 250, it's logical to expect your post to be seen by all 250 followers but you're wrong. Facebook will show it to only a handful of followers and give you the option of *boosting* the

post by paying Facebook for this service. There are a number of options as to the length of the boost, the overall budget and how much your willing to pay each day.

Facebook also has ads that can be used to promote a product such as your book.

Amazon Marketing Services

If your book is on Amazon, you can use its Amazon Marketing Services <https://advertising.amazon.com>. Amazon has several options available including pay per click and other types of ad campaigns.

A confusing point about the campaign reports is they show the revenue Amazon takes in from the campaign, not your royalties. So at first blush, it will look like your campaign is much more successful than it really is.

The key to success with Amazon Marketing services is to launch many ads at the same time, all using a different keyword. This can become a tedious and time-consuming chore. To learn more about running AMS ads on your own, you can take this free course: <https://kindlepreneur.com/ams-book-advertising-course/>

Author Mark Cain says this about Amazon Marketing Services: *I'm an Amazon exclusive writer, and I like AMS because it's point-of-sale marketing. People who click on Amazon ads are Looking for a book to buy. For AMS I hire out developing and managing my Amazon ads to a person who understands the Amazon system much better than I do.*

If you decide to use AMS, it may be wise to do what Mark does: find someone to run the ads for you.

One such company is Resurrecting Books: <https://www.resurrectingbooks.com>. It's run by Michal Stawicki and both Mark Cain and I have used Michal's company with good results.

Google Ads

Google ads are similar to Amazon Marketing Services in that they use keyword driven ads trying to get people to click on the embedded link. Like Amazon Marketing Services, success depends upon the relevance of the keywords and the number of keywords used.

Readers in the Know

Readers in the Know is site that is substantially different from the others. It's a website where you can upload your book cover and blurb. This requires starting an account and a fee. You can use the site to advertise your book promotions on other websites such as Fussy Librarian.

It also maintain a list of promotional sites with links. Here is a link to the webpage: <https://www.readersintheknow.com/list-of-book-promotion-sites>

The list contains a few sites that no longer exist, and I'm not recommending any sites in the list.

The Independent Author Network

This is a large site consisting of many self-published authors. You can find the site here: <https://www.independentauthornetwork.com>

You can add your books to the site after you set up an author page. It'll promote your book for a fee.

Bookbuzzr

Bookbuzzr is a book marketing site. The site can be found here: <http://www.bookbuzzr.com>. The site offers to promote your book or books for a monthly fee. It also has a suite of services it offers to authors.

Last Words of Advice:

Book marketing is hard. It requires a lot of time and money. nevertheless, it is an activity you must engage in if you wish to sell books. And why wouldn't you want to sell books?

So, suck it up and plunge in: market your book.

Don't be overwhelmed by the sheer number of tasks listed in this book. Remember, you don't have to start all of them at once.

YOU CAN DO THIS!