Strategic Reader Advertising

How to Use Amazon & Social Media Advertising to Help Consumers Discover More of Your Books

Ingram Marketing Advantage
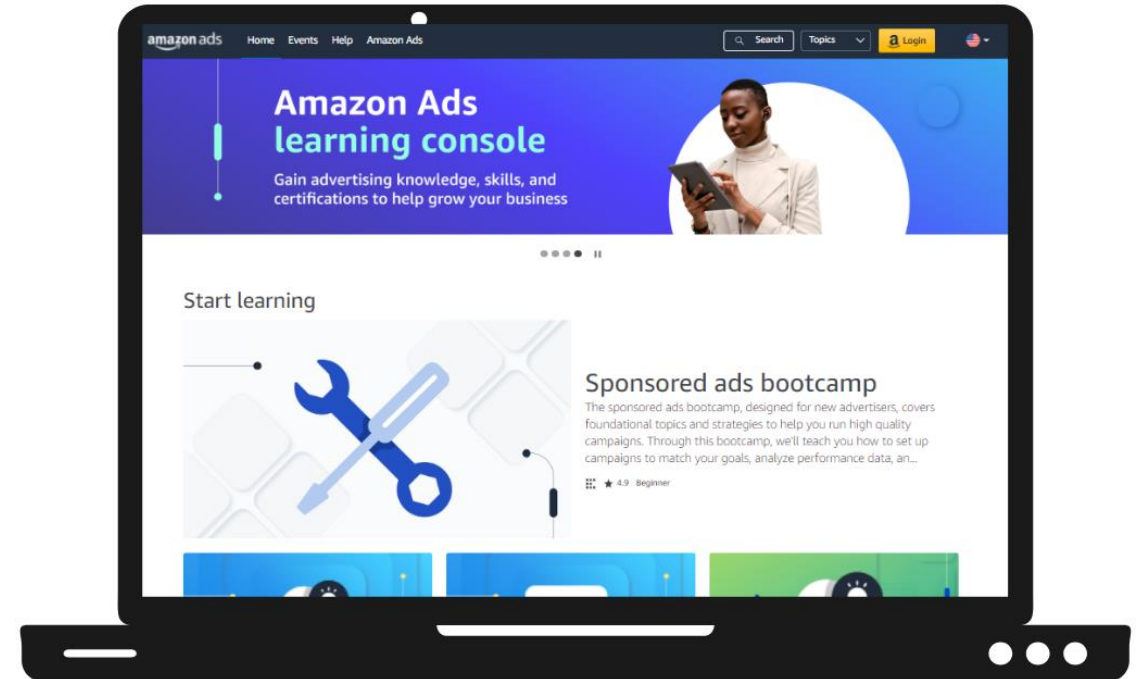
INGRAM
CONTENT GROUP

What You Can Expect to Find Here

INGRAM
CONTENT GROUP

Setting up and learning the basics

- **Register for Amazon Ads**

- **Amazon Advertising 101 Webinar**:
  - Hosted by Ingram and available On Demand

- **Amazon Ads Learning Console**

- **Facebook Ads Manager**
  - Ad Accounts open up broader targeting options over a boosted post

- **Twitter Ads**

Key consumer platforms increasingly competitive...

Organic Search (SEO)

Organic Social

CTR: Desktop & mobile

● Desktop ● Mobile

Position

seoClarity
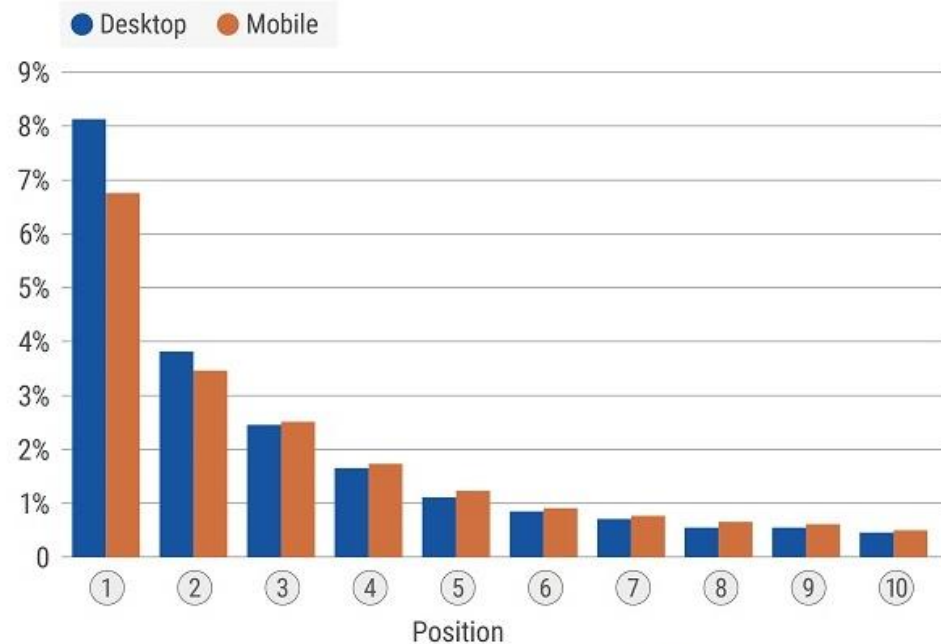
MEDIA
Posts per week & engagement rate

53.5   6.5   52.7

0.82%   0.05%   0.01%

Posts / Week

Engagement Rate / Post (by follower)

Rival IQ

INGRAM
CONTENT GROUP
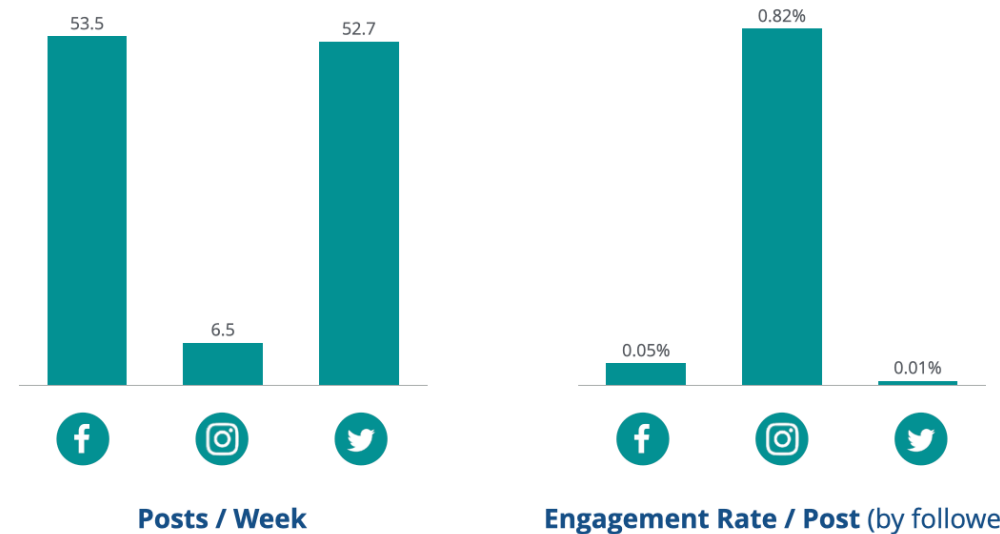
… and increasingly pay-to-play

Global Ad Spend (2021 vs 2020)
$ Billions, % YoY change

ebiquity

2020
- Non-digital media: $270
- Other digital media: $124
- Amazon.com, Inc.: $19
- Meta Platforms Inc.: $84
- Alphabet Inc.: $154

2021
- Non-digital media: $289 (+7%)
- Other digital media: $128 (+3%)
- Amazon.com, Inc.: $31 (+63%)
- Meta Platforms Inc.: $115 (+37%)
- Alphabet Inc.: $218 (+42%)

Legend:
- Non-digital media
- Other digital media
- Amazon.com, Inc.
- Meta Platforms Inc.
- Alphabet Inc.

74% of Digital Ad Spend
47% of All Ad Spend

* Amazon breaks down its earnings by 'Advertising Services' for the first time in Q4 2021, this was bundled in 'Other' before. Historical data is provided from Q3 2020, Q1 & Q2 revenues have been normalized using 6 quarter averages.

Sources: quarterly earnings reports & eMarketer

INGRAM CONTENT GROUP

Influencing the path to purchase

	Organic & Earned	Paid Advertising	Metrics
Discovery & Awareness	Search engine optimization Merchandising Publicity, PR, Influencer Email marketing Social media marketing Word-of-mouth	Keyword advertising Brand campaigns Display advertising Social advertising	✓ Impressions ✓ Reach ✓ Engagement ✓ Search rankings
Consideration	Product description A+ content creation Content marketing Reviews and blurbs	Retail advertising Product and category targeting Shopping ads	✓ Pageviews ✓ Clicks ✓ Click-thru rate
Conversion to Sale	Retail pricing Availability Promotions	Remarketing Strategic price promotions	✓ Conversion rate ✓ Unit sales ✓ Revenue

INGRAM
CONTENT GROUP

When does advertising make sense?

What's your goal?

| Is it hard to do *without* advertising? | Is it achievable *with* advertising? | Does it work with your resources? |

Is it hard to do *without* advertising?

- Debut/unknown author
- Publicity or trade reviews not getting enough reach
- Competitive space
- *Etc.*

Is it achievable *with* advertising?

- Targetable audience(s)
- Clear, compelling message
- *Etc.*

Does it work with your resources?

- Budget
- Time
- Knowledge/expertise/skills

Ads can and should be *targeted*, *controllable*, and *measurable*.
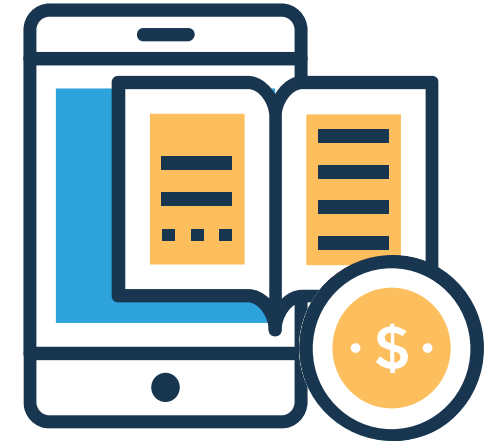
Make sure you're ready *before* you advertise

Book Metadata

Detailed product description, structured and formatted for conversion, with high-quality images, keywords and more

Reviews

Social proof from consumer reviews and ratings and/or editorial reviews, quotes, and blurbs

Price & Availability

Competitive, consumer-friendly price point, in stock inventory, and quick shipping or pick-up options – all clearly messaged

Where should you advertise?

Amazon Advertising

- Direct reach to consumers with high *shopping* intent
- Ability to target by *search* interest, as well as similar and related *products* and *categories*
- Display ads support *brand awareness*, *remarketing*, and *audience* targeting

Social Advertising

- Large audiences, highly targetable by *demographics*, *locations*, and *interests*
- Great for *awareness*, *engagement*, and driving *traffic*
- Social *shopping* on the rise

Search, Display, Video, & More

- Broader *behavioral* and *audience* targeting and reach
- Reach people as they are *searching* for related topics or *reading* or *watching* contextually similar content

The content, the audience, and your goals will help guide you here.

INGRAM CONTENT GROUP

How much should you spend? *It depends…*

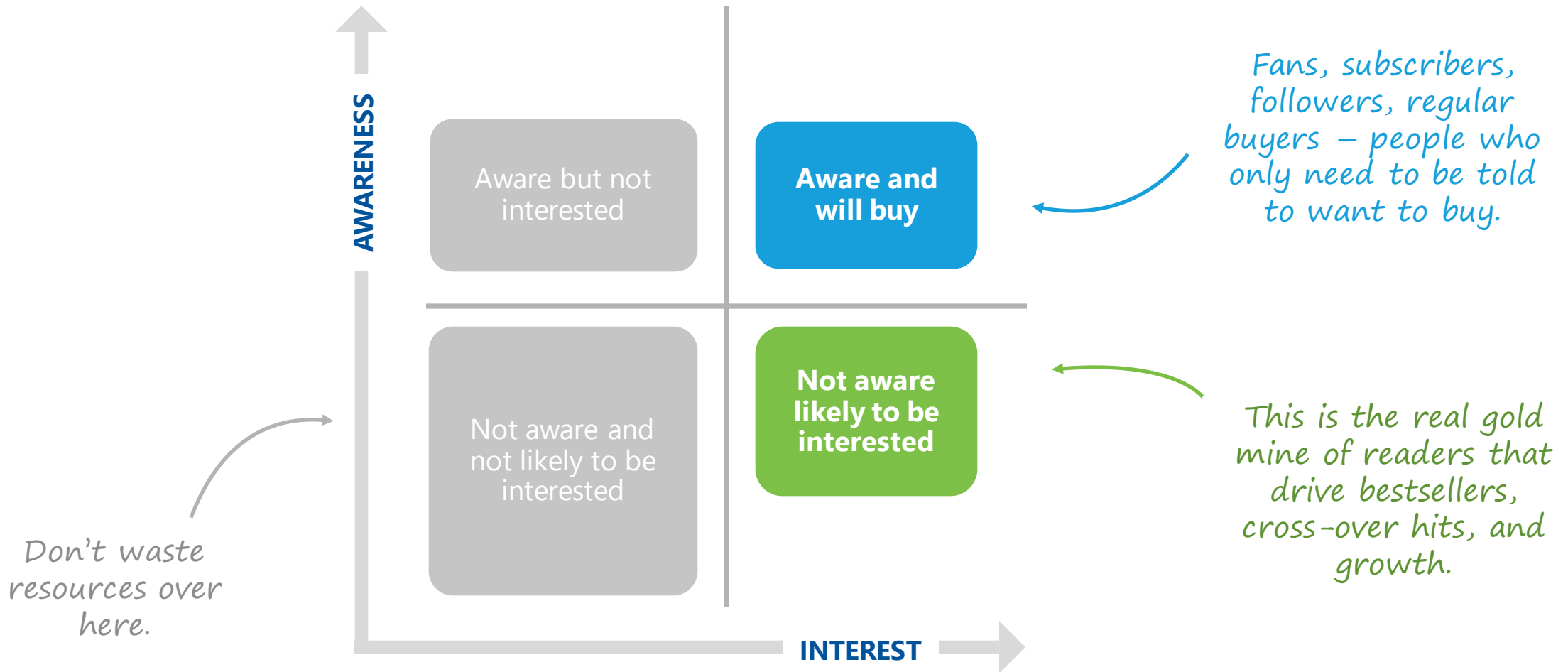|	Frontlist	Backlist
Initial Budget	% of revenue forecast	% of historical sales // *Across list*
Goals		
<u>Near-term</u>	• Brand awareness • Boosting publicity/PR • Initial word of mouth • List goals? +++	• Reinvigorating sales • Improving organic placement • Determine what will benefit the most (which titles and when)
<u>Mid-term</u>	• Driving sell-through • Reducing returns	• Understanding and *maximizing* the paid/earned cycle
<u>Long-term</u>	• Establishing strong ongoing rate-of-movement • Setting up future formats and editions	• Establishing a series • Evergreen campaign with positive ROI
Discretionary Budget	Ability to react to PR, momentum (or lack of), etc.	Ability to react to opportunities (unforeseen PR, new releases by author, etc.)

Overall Considerations
- Author relations
- Total marketing budget
- Unit economics
- Competitiveness of space
- Depth of list (part of series, strong category?)
- Testing and experimentation
- Relative ROI of paid vs owned/earned
- Seasonality and trends
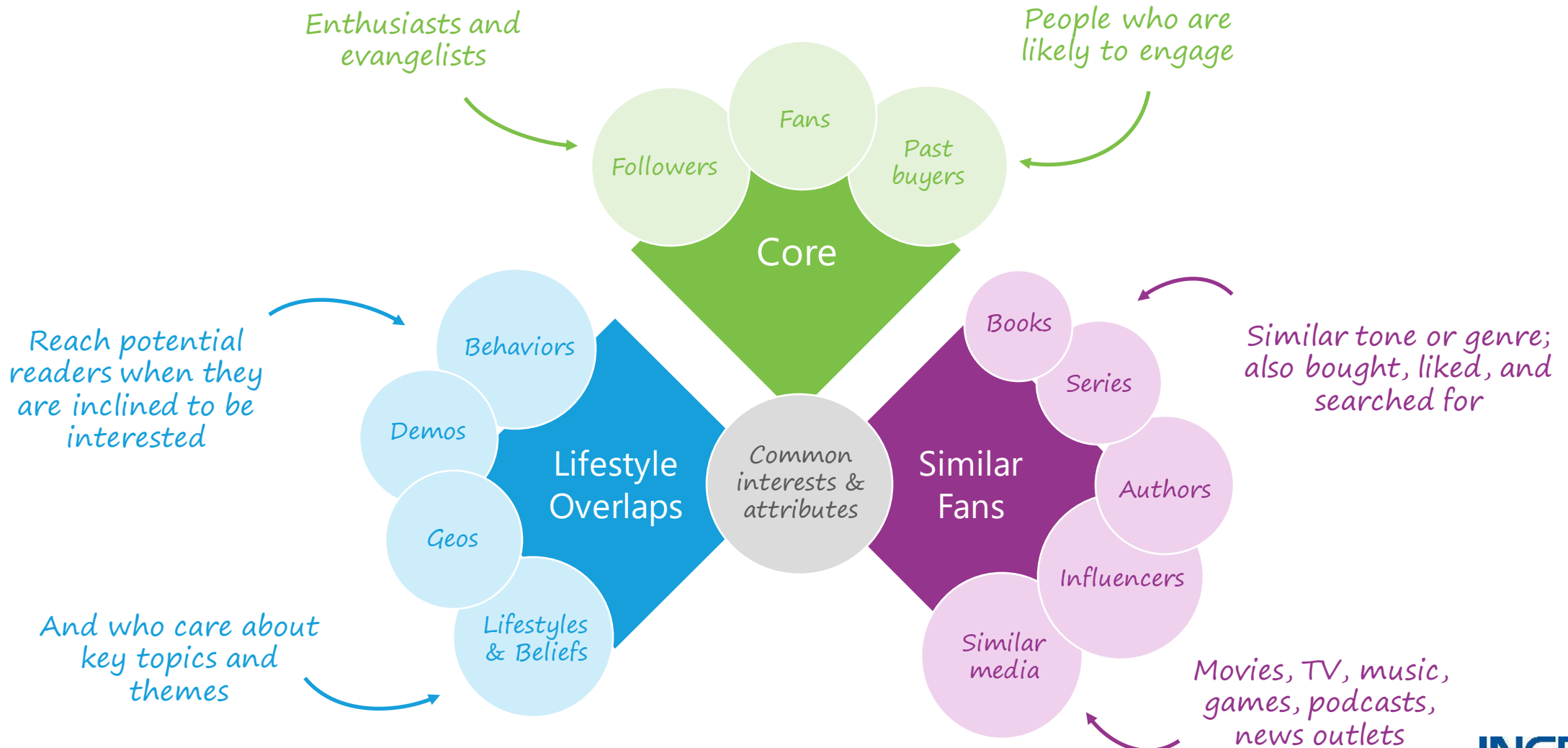- *Ad performance*

Frontlist Considerations
- Advance and overall commitment to/from author
- Lay down and inventory

You don't have to spend a ton… but you have to spend enough.

Achieve efficient reach with smart targeting

AWARENESS

Aware but not interested

Aware and will buy

Not aware and not likely to be interested

Not aware likely to be interested

INTEREST

Fans, subscribers, followers, regular buyers — people who only need to be told to want to buy.

This is the real gold mine of readers that drive bestsellers, cross-over hits, and growth.

Don't waste resources over here.

Reaching as many of the right readers as possible

Enthusiasts and evangelists

People who are likely to engage

Fans

Followers

Past buyers

Core

Reach potential readers when they are inclined to be interested

Books

Similar tone or genre; also bought, liked, and searched for

Series

Behaviors

Demos

Lifestyle Overlaps

Common interests & attributes

Similar Fans

Authors

Geos

Influencers

And who care about key topics and themes

Lifestyles & Beliefs

Similar media

Movies, TV, music, games, podcasts, news outlets

INGRAM

Reader-first segmentation

KEY SEGMENTS	Mackenzie Blue (core audience)	Parents of Preteens	Diversity & Family Life	School Librarians & Teachers
	Parents with preteens who were fans of the Mackenzie Blue series and other books by Tina Wells	*Parents looking for fun, new reads for their preteen*	*Parents shopping for books for their preteen that offer diverse character representation and real-life scenarios*	*Demo targeting school librarians and teachers by fields of study and job titles*

SEARCH QUERIES & MESSAGING RELATED TO:

Mackenzie Blue / Honest June / spin-off series / new adventures / Tina Wells / bestselling author	Preteen series / tween / middle grade / Mom's Choice Awards Gold Recipient / YA books / boarding school adventures / music fiction / humor	diversity / relatable / teen drama / moving / new school / friendships / real life issues / emotions & feelings / coming of age	new series / educational / middle school / middle grade series / chapter books

TARGETING

| *Tina Wells and her existing series*	*Parenting interests and influencers* *Gifts for preteens* *Social demographic targeting* *...and more*	*"So Done" - Paula Chase* *Beverly Cleary* *Rick Riordan* *The Percy Jackson series* *Diary of a Wimpy Kid series* *The Babysitter's Club series* *...and more*	*"Drum Roll, Please"" – Lisa Jenn Bigelow* *"Posted" – John David Anderson* *Ann Braden* *"New Kid" - Jerry Craft* *...and more*

Amazon Advertising

Amazon Advertising 2.0
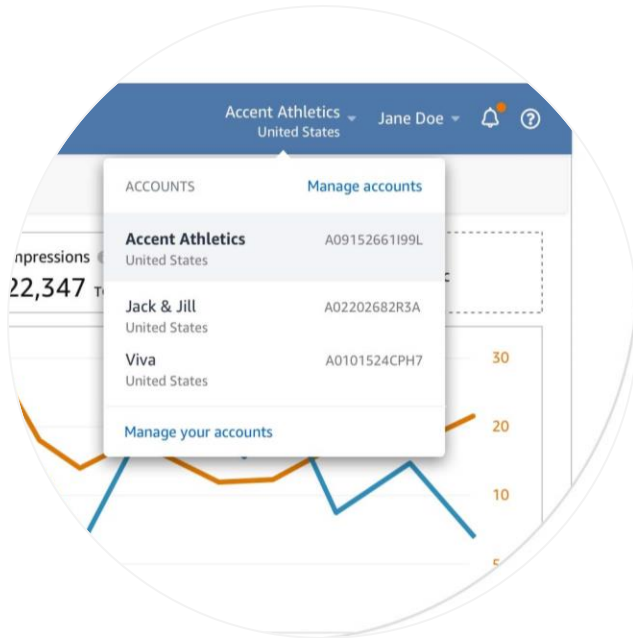
Set up Ad Account
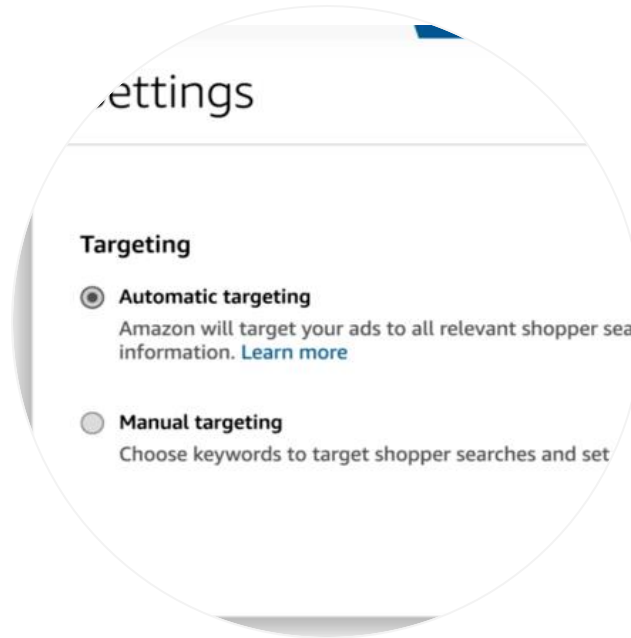
Run test campaigns using Automatic Targeting
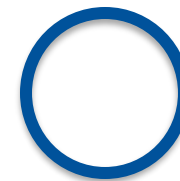
Drive more sales with STRATEGY

INGRAM
CONTENT GROUP

What ad type should you use?

Great for series and a store highlight

Typically, a higher price point – use for BRANDING or retargeting

Sponsored Products

Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Continue

❓ Explore Sponsored Products

Sponsored Brands

Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

Continue

❓ Explore Sponsored Brands

Lockscreen Ads

These ads are based on shoppers' interests and are shown when they 'unlock' their Kindle E-readers or Fire Tablets to begin reading or shopping for books.

Continue

❓ Explore Lockscreen Ads

Sponsored Display

Grow your business by reaching relevant audiences on and off Amazon.

Continue

❓ Explore Sponsored Display

#1 Ad Type for Books and generally most profitable

Kindle option for a lower price point title

INGRAM
CONTENT GROUP

Best Practices for Manual Targeting

Campaigns ⓘ	Status	Type
Total: 2		
IMA / The Zee Files - Manual	Delivering Details ▾	Sponsored Products Manual targeting
IMA / The Zee Files - Automatic	Delivering Details ▾	Sponsored Products Automatic targeting

Ad group ⓘ	Status	Total targets ⓘ	Products	I
Total: 4				
The Zee Files Book 1 / Manual - Products - Tina's Books	Delivering Details ▾	16	2	
The Zee Files Book 1 / Manual - Comp Products	Delivering Details ▾	248	2	
IMA / Zee Files / Manual - Categories	Delivering Details ▾	34	2	
IMA / Zee Files / Manual - Keywords	Paused Details ▾	180	2	

Manual Targeting Campaign

Automatic Targeting Campaign

✓ **Use Ad Groups (only avail. with Standard Ad format)**
✓ **Author's other Titles**
✓ **Competitor Titles**
✓ **Category Targeting (Books + Kindle)**
✓ **Branded Keywords (Title, Author)**
✓ **Short & Long Keywords**

✓ **Negative target your manual targets**
✓ **Migrate winning targets over to manual**

**Don't spend money on keywords you're winning already!**

If you're #1 when you search your title – NEGATIVE target the Exact match.

INGRAM
CONTENT GROUP

Best Practices for Optimizing your Campaign

2 WEEKS
2 WEEKS
2 WEEKS

- ✓ Once you launch a campaign, *wait two weeks* before making significant changes

- ✓ Because of Amazon's 14-day attribution win, evaluate your results from *7+ days prior*

- ✓ *Monitor Daily Spend* regularly – if it's not achieving the budget, add *more* targets (+ categories is an easy way to expand reach)

- ✓ Review *Search Term report* for potential new targets or negative targets that surface (I.e. children's, kids)

- ✓ Evaluate competitive targets based on the average *Cost Per Click*

Ads

Targeting

Negative targeting

Search terms

Ad group settings

History
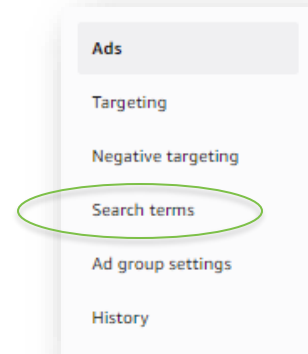
How do I measure success?
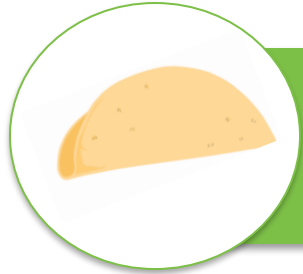
ACOS
(Advertising Cost of Sales)

vs.

TACOS
(Total Advertising Cost of Sales)

- Amazon Spend / *Attributed* Sales
- Displayed on your Amazon *dashboard*
- Attributed orders within your *Brand*
- *Performance indicator* for campaign optimization
- Calculated based on Amazon sales price

- Total Ad Spend / (*Total Units x List Price*)
- Considers impact on organic sales
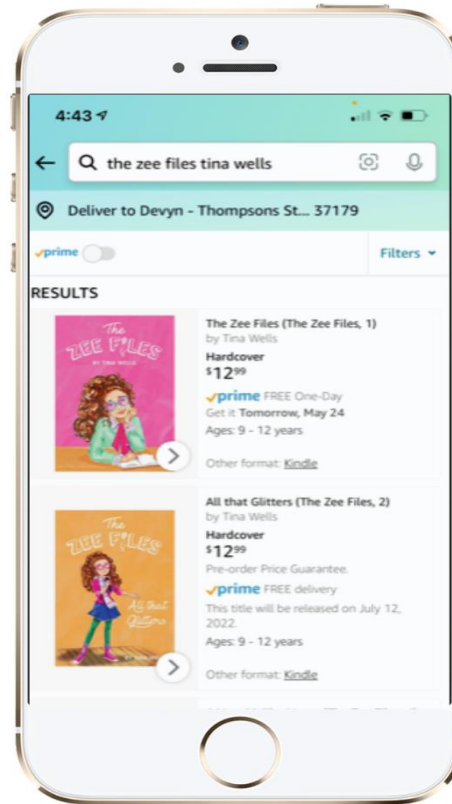- Considers external ad spend (i.e. social)
- Considers List Price vs. Amazon Price

A "healthy" ACOS and TACOS will vary with every campaign. Understand your profit margin and GOALS (branding, sell-through, ROI) when determining the success of a campaign.

INGRAM
CONTENT GROUP

Rookie Mistakes to Avoid

Not advertising all formats
+
Not targeting all formats

Not targeting enough keywords or products

Spending money where you're winning already

INGRAM
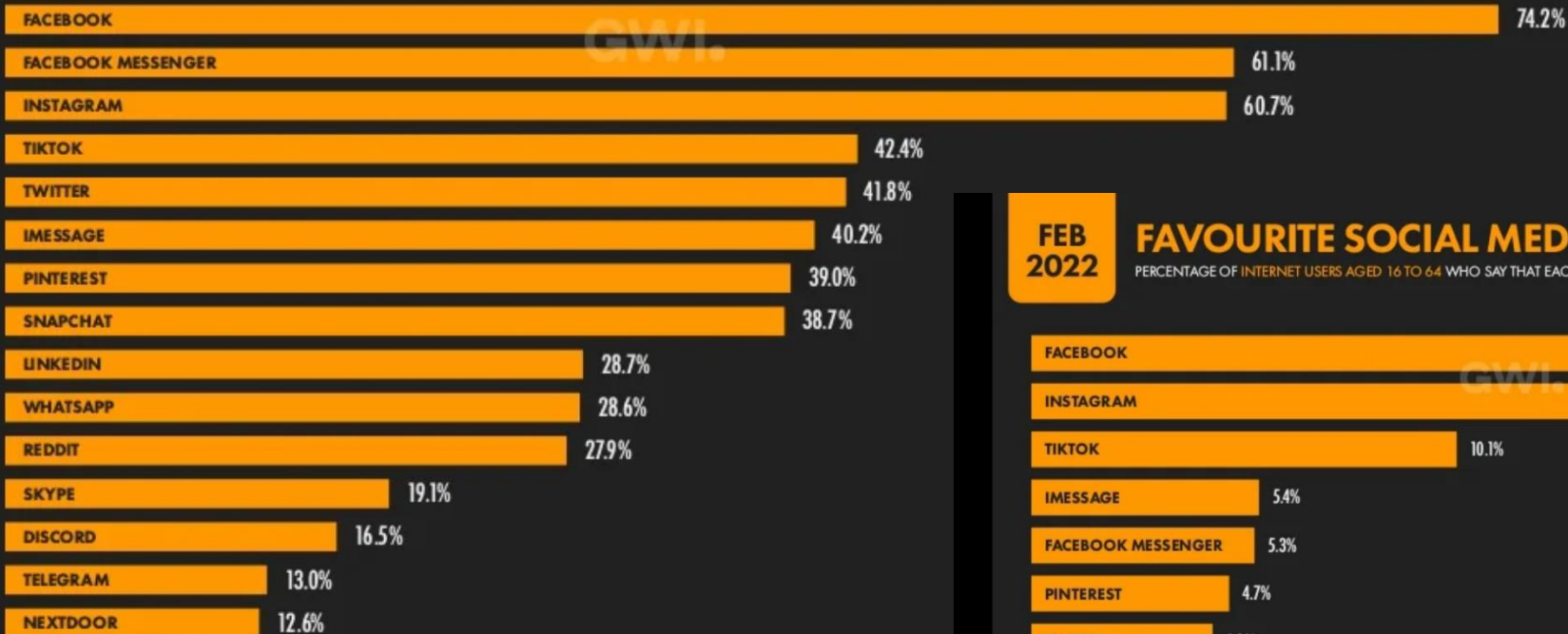CONTENT GROUP

Your Audiences are on Social Media

FEB 2022

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

THE UNITED STATES OF AMERICA

Platform	Percentage
FACEBOOK	74.2%
FACEBOOK MESSENGER	61.1%
INSTAGRAM	60.7%
TIKTOK	42.4%
TWITTER	41.8%
IMESSAGE	40.2%
PINTEREST	39.0%
SNAPCHAT	38.7%
LINKEDIN	28.7%
WHATSAPP	28.6%
REDDIT	27.9%
SKYPE	19.1%
DISCORD	16.5%
TELEGRAM	13.0%
NEXTDOOR	12.6%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL D
ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS B
THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE Y
CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE S
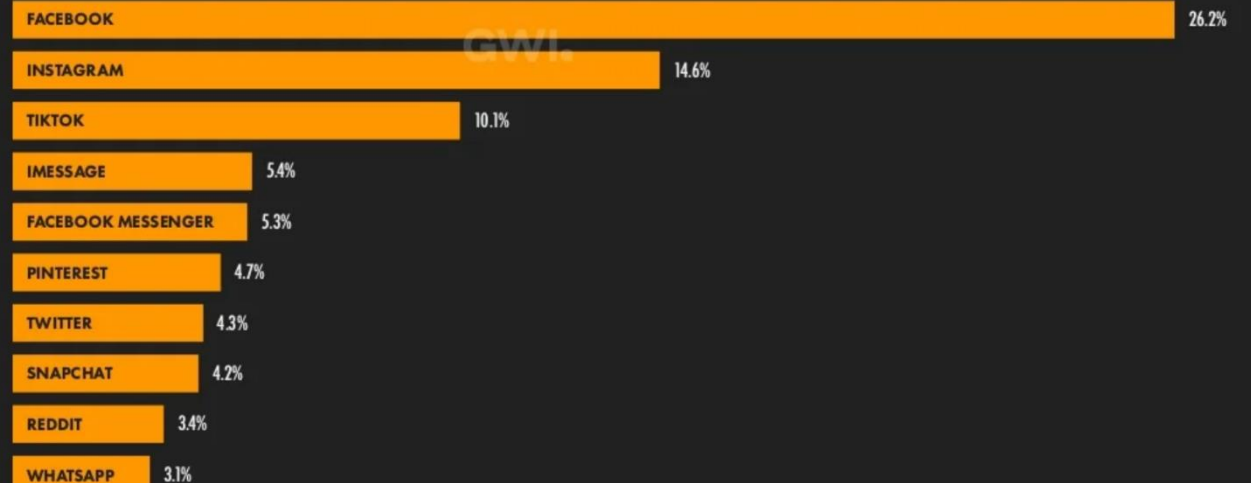
54

FEB 2022

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

THE UNITED STATES OF AMERICA

Platform	Percentage
FACEBOOK	26.2%
INSTAGRAM	14.6%
TIKTOK	10.1%
IMESSAGE	5.4%
FACEBOOK MESSENGER	5.3%
PINTEREST	4.7%
TWITTER	4.3%
SNAPCHAT	4.2%
REDDIT	3.4%
WHATSAPP	3.1%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN
ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

55

we are social   Hootsuite

Choose the right platform for your audience and for your book

TIK TOK

ENTERTAINMENT PLATFORM TO CREATE

VIDEOS AND ENGAGED WITH OTHER USERS

500M active users worldwide.

Tik Tok users spend an average 52 MINUTES per day on the app.

41% of users are aged 16-24.

PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES

home, parenting, food, beauty, style

250 MILLION MONTHLY ACTIVE USERS

TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS

THERE ARE OVER 69 MILLION TWITTER USERS in the US

6,000 TWEETS ON AVERAGE HAPPEN EVERY SECOND

326 MILLION MONTHLY ACTIVE USERS

FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

1.57 BILLION DAILY ACTIVE MOBILE USERS

25% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

2.23 BILLION MONTHLY ACTIVE USERS

INSTAGRAM

SOCIAL SHARING APP ALL AROUND PICTURES AND 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

1 BILLION MONTHLY ACTIVE USERS

SNAPCHAT

APP FOR SENDING VIDEOS AND PICTURES THAT DISAPPEAR AFTER BEING VIEWED

10+ BILLION VIDEO VIEWS DAILY

ROUGHLY 70% OF USERS ARE FEMALE

MOST USED PLATFORM AMONG 12 - 24 YEAR OLDS

300+ MILLION MONTHLY ACTIVE USERS

LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

70%+ USERS ARE OUTSIDE THE U.S.

260 MILLION MONTHLY ACTIVE USERS

YOUTUBE

1.57B monthly active users

2nd Largest — YouTube is the 2nd largest search engine, behind Google

AVERAGE TIME SPENT ON YOUTUBE IS 40 MINUTES

Over 4 billion videos are viewed EVERY DAY

83% of women and 83% of men use YouTube

82% of Teens AND 81% of Millennials use YouTube

GOOGLE ADS

Google

SEARCH OR DISPLAY

THE RIGHT CONSMER AT THE RIGHT TIME IS SURE TO BRING RESULTS

- Demographics
- Affinity
- In-Market
- Custom Intent
- Similar Audiences
- Remarketing

50%+ OF NEW SIGNUPS ARE MEN

Statistics as of 12.27.2018   Designed by: Leverage - leveragestl.com

Best Practices for all Social Channels

- *Multiple* Audience Targets
- *Multiple* Creatives (at least 2)
  - Static vs. Animated
  - Book Cover vs. Lifestyle
  - Creative with Copy vs. No Copy
- *Multiple* Copy Variations
  - Messaging customized to your audience
- Link directly to purchase page

Ad Set

- Common Sense Media (+)
- Comp Authors
- Scholastic
- Moms - Broad Targeting
- Educators & Librarians

30 total ads

Ad ↑	Delivery	Ad Set Name
Book 1 / Cover and Awards	Active	Comp Authors 6 active ads
Book 1 / Cover and Awards Static	Active	Comp Authors 6 active ads
Book 1 / Customer Review Animated	Active	Comp Authors 6 active ads
Book 1 / Customer Review Static	Active	Comp Authors 6 active ads
Book 1 / Tina Wells Animated	Active	Comp Authors 6 active ads
Book 1 / Tina Wells Static	Active	Comp Authors 6 active ads

Best Practices for Audience Targeting

Fans of similar or related media

Narrowed by behaviors (Engaged Shopper, Books or book-affinity

Fans and follower look-alikes of comp authors, brands or organizations

INGRAM
CONTENT GROUP

Best Practices for Facebook

Customize your creatives!

FEED: 1080 x 1080

STORY: 1080 x 1920

INGRAM
CONTENT GROUP
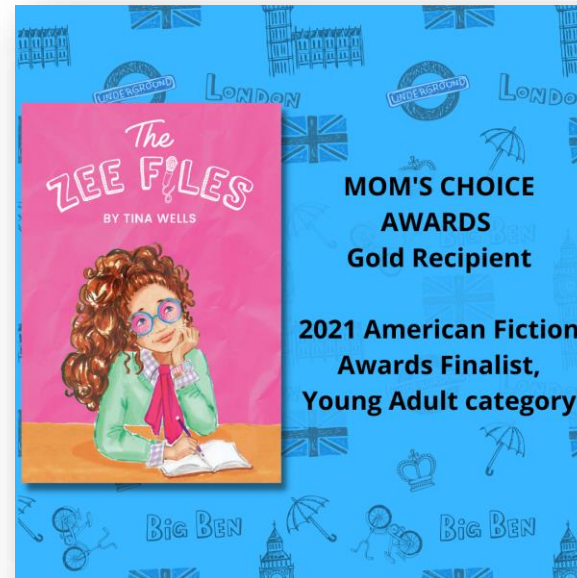
Best Practices for Facebook

Get out of Learning Phase!
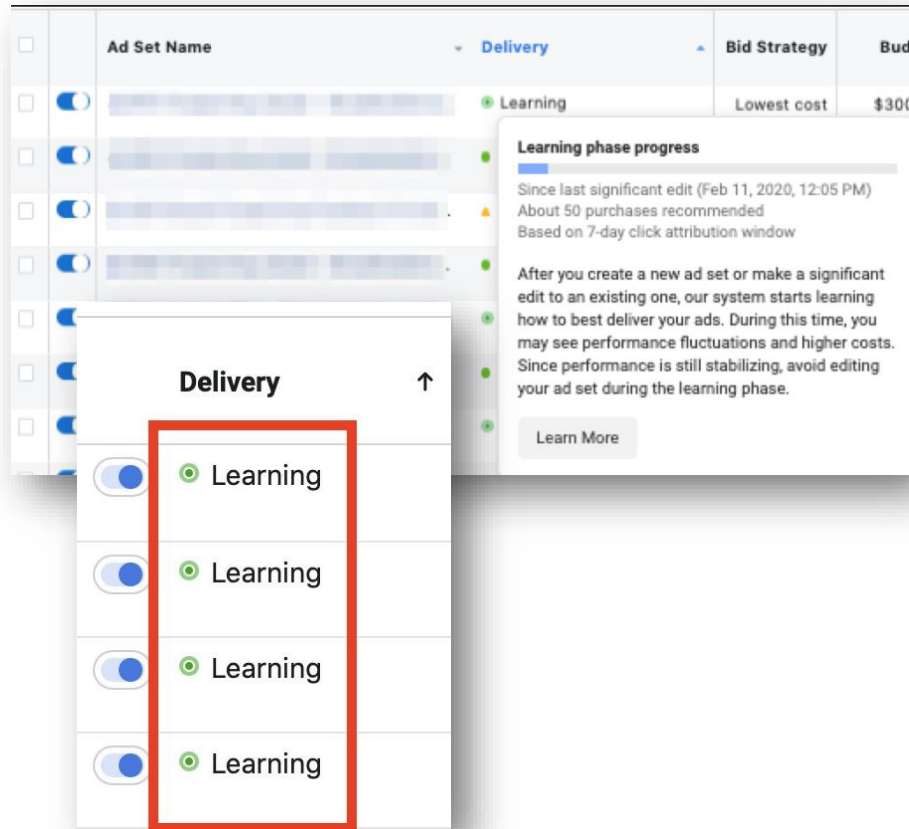
Learning phase is when the delivery system is exploring the best way to deliver your ad set.

Refrain from turning off low performing audiences or ads until they're *out* of the **Learning Phase** (50 actions)

What kicks your ad back into Learning Phase?

Budget change of +/- 20%

Significant copy edits

New Creative

Updates to audience targeting

Best Practices for Twitter

Strategy for
Promoted Tweets

✓ Tag the author or brand

✗ Do not use hashtags in promoted tweets which can take away from the CTA link

✓ Size your creative to 1080 x 1080

This Book That Book @thisthatbook · Now
Fans of the bestselling Mackenzie Blue books by @tinawells will love this spin-off series that follows Zee's new adventures across the pond—in London! 🏰

www.amazon.com
The Zee Files: Book 1

Promoted

This Book That Book @thisthatbook · Now
Bestselling author @tinawels introduces a vibrant, diverse character that will be relatable to preteens in so many ways!

www.amazon.com
The Zee Files: Book 1

Promoted

INGRAM
CONTENT GROUP

Benchmarks and KPI's for Facebook Ads

Average Click-through Rate:
1.59% for Retail
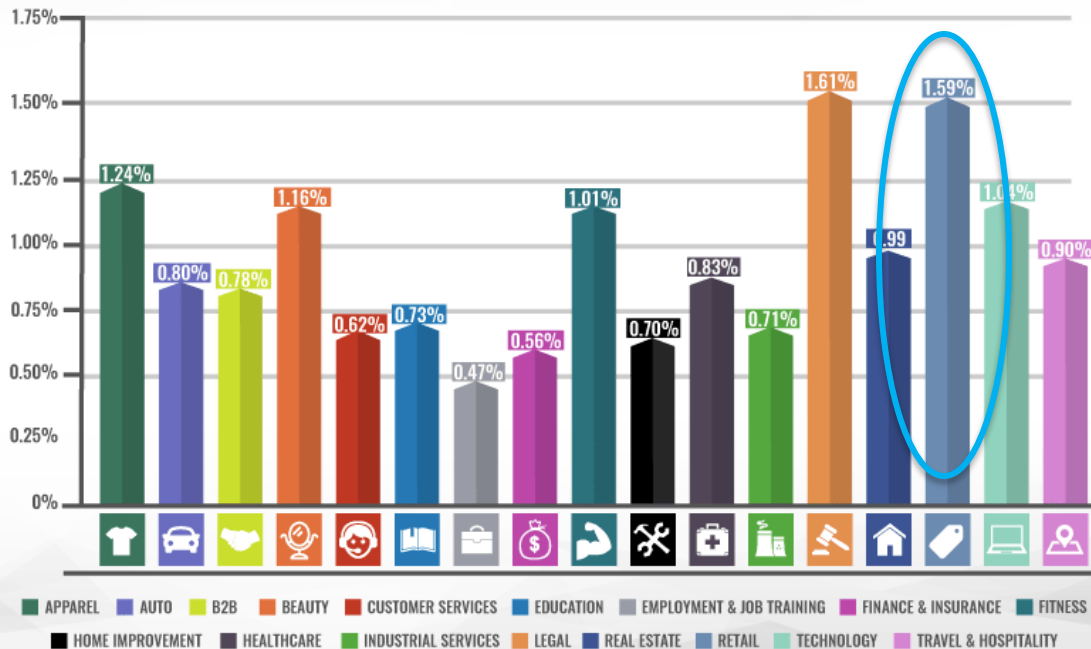
Average Cost Per Click:
$0.70 for Retail
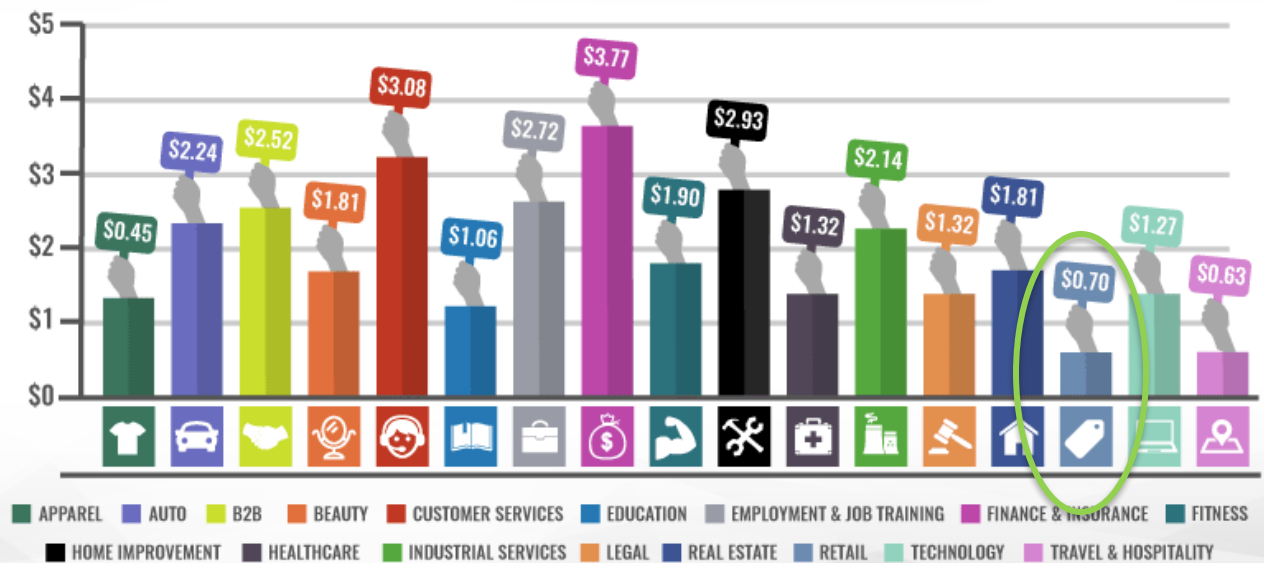
Benchmarks and KPI's for Twitter

0.86% AVERAGE CTR FOR TWITTER ADS IS HIGHER THAN THE BENCHMARKS FOR LINKEDIN AND YOUTUBE ADS

ALL INDUSTRIES
$0.58
COST PER CLICK

UNIVERSAL CPC BENCHMARK FOR TWITTER ADS IS SIGNIFICANTLY LOWER COMPARED TO INSTAGRAM

INGRAM
CONTENT GROUP

Benchmarks and KPI's for LinkedIn

Average Click-through Rate: .80% for Retail

LINKEDIN AD CLICK-THROUGH RATE BY INDUSTRY

Click-Through Rate

All Industries: .52%
Consumer Goods: .60%
Corporate Services: .50%
Education: .42%
Finance: .49%
Hardware & Networking: .40%
Healthcare: .58%
Manufacturing: .49%
Media & Communication: .42%
Public Administration: .46%
Retail: .80%
Software & Internet: .39%
Transportation & Logistics: .67%

INGRAM CONTENT GROUP
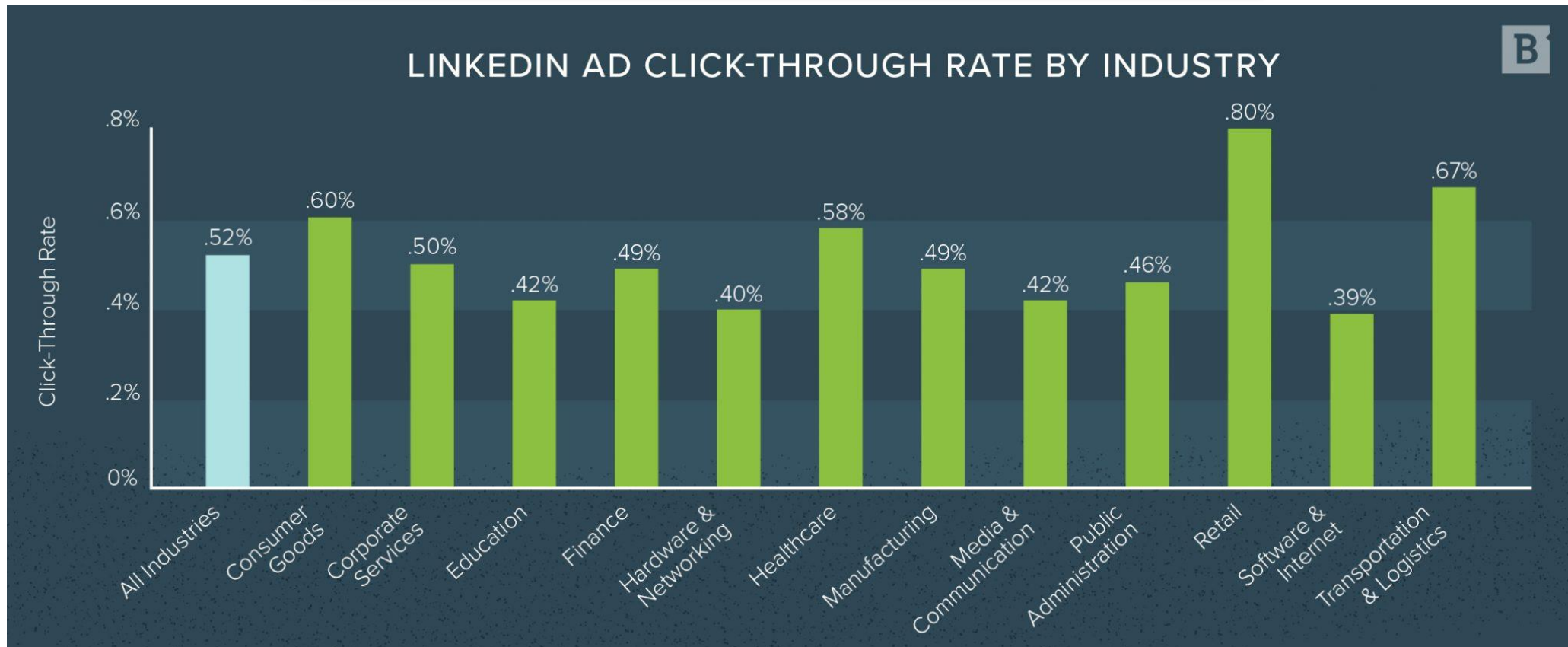
Resources

Content & Webinars

Reader-First Book Marketing

- PDF: A Publisher's Guide to Digital Book Marketing
- Webinar (2022): Now What? Consumer Book Marketing in 2022 and Beyond
- Webinar (2022): Reader-First Book Marketing
- Webinar (2021): What We Learned Tracking 100k Titles

Keywords & Metadata

- Webinar (2021): How to Improve Your Amazon SEO Using Keywords
- PDF: Metadata & Discoverability Overview
- PDF: Key Metadata Checklist
- Webinar: Intro to Metadata & Keywords
- Blog (2019): Improve the Book Metadata That Matters
- Blog: (2020): How to Boost Your Online Title Sales Today with High Performing Book Descriptions

Advertising at Amazon, Meta, & More

- Register for Amazon Ads
- Webinar (2021): Amazon Advertising 101 Webinar
- Amazon Ads Learning Console
- Blog (2021): 6 Steps to Creating a High-Performing Facebook Ad
- Getting started: Facebook Ads
- Getting started: Twitter Ads
- Blog (Tinuiti): Reddit Advertising

INGRAM
CONTENT GROUP

A few of our favorite tools…

Interests & Influencers	Keywords & Hashtags	Communities & Context	Ad Creation, Management & Automation
SparkToro	Google Trends	goodreads	Canva
similarweb	soovle SURFER	common sense®	Helium 10
crowdtangle	SEMRUSH	LibraryThing	sellics
BuzzSumo	HashtagsforLikes	Quora	
	inflact	reddit	

Front Ends + Ad Interfaces

MORE…

INGRAM
CONTENT GROUP

Ingram Marketing Advantage

Our team of experts are pioneers in book marketing and know how to drive online consumers to buy your books and grow your business.

Our fully managed offerings are *unique*.

Optimization Across All Formats

We enhance metadata at the title group level to improve audience reach and sell-through across all book formats.

Interwoven with Sales and Distribution

Our marketing services work hand in glove with the sales team to make sure we've optimized the opportunity from all angles.

Analytics and Education

We'll use data to identify untapped demand potential, delivering reporting and audience analytics so you can learn too!

Ingram Marketing Advantage

Choose the program that's right for you:

1 **Complete Catalog Metadata Optimization**

We optimize keywords, BISAC and THEMA codes, and product descriptions, increasing organic discoverability of your entire catalog.

2 **Backlist Marketing Service**

We'll optimize your backlist catalog and market titles online to maximize sales, all at no risk to you – we cover the marketing costs.

3 **Frontlist Marketing Service**

A best-in-class digital agency offering expert social and retail advertising to support your frontlist publications.

Let Ingram Marketing Advantage do all the work for you!

Click here to schedule a consultation to learn more!

APPENDIX

More Detail From Slide 8

Key Questions You Need to Answer Before You Decide to Advertise:

1. What is my goal?

* Grow awareness?
* Reach new audiences?
* Signal boosting? (Publicity/pr, reviews, etc.)
* Beat the competition

2. Will it be difficult to reach this audience without advertising?

You may wish to advertise if you are competing against other big books, online media (e.g., blog posts, articles, videos), or other products. You can help your book break through the noise by making sure your ad targets a specific audience segment with attractive, targeted messaging. It is also important to pay attention to the absence of certain leading indicators that would tell you people are becoming aware of the book—the lack of media attention, reviews, pre-orders, search interest, and website traffic. If any or all of these are low, advertising may be a good idea.

3. Can you, with any degree of certainty, reach this audience with advertising?

Based on the criteria for creating a targetable audience, you can construct an advertising campaign in correlation to a book or series. The key here is specificity and granularity of consumer attributes. For advertising to be cost-effective, the ad needs to be narrowly aimed at a very specific audience. Be aware of competitors advertising in the same space, especially if they have deep pockets. Keep in mind that these competitors may not necessarily be other book publishers, but could be travel companies, media companies, or others in the same general topic area.

INGRAM
CONTENT GROUP

More Detail From Slide 8 cont.

4. Do you have adequate resources to effectively launch and manage a campaign?

In terms of a budget, digital advertising is often seen as expensive. You don't necessarily need to spend a lot to run an effective ad campaign. However, spending is directly proportionate to human resource requirements. Time and effort to choose the right platform, develop the target audience, create the ad units, monitor performance, manage your budget, and react to engagement are what make campaigns effective and efficient. It is necessary to go into an advertising campaign with a clear view of all the resources required. Advertising can help greatly, but it does demand time and attention to execute successfully.

Use targeted paid media and promotions to reach new audiences, boost your signal in a crowded marketplace, and make the sale.

- When organic and earned efforts are unlikely to cut through the noise, advertising and special promotions can amplify your reach to the right audience. The key to successful – and cost-effective – digital advertising is knowing when, where, and if it makes sense to spend.

- **Pre-order sales:** If early buzz is not picking up as expected, that could be a sign other marketing and publicity efforts have not yet had time to reach likely buyers. Consider a pre-order campaign targeting fans of the author (to make sure they're aware of the new book) and close comp authors (perhaps featuring a great review quote from a known name) to drive pre-order awareness and purchase.

- **Maintain (or regain) momentum:** Recent success is a great predictor of future success. For successful titles past their peak, you may find untapped sales potential among price-sensitive buyers (a promotional offer could get them to finally buy) and other adjacent audiences who might not have been the primary targets for your launch campaign (perhaps fans of similarly-themed TV or movies who also shop at Barnes & Noble).

- **Break through the noise:** You may wish to advertise if you are competing against other big books, online media (e.g., blog posts, articles, videos), or other products in search. Targeted keyword ads in Google and Amazon can improve discoverability in a crowded field – and if successful will improve your organic rankings as well.

More Detail From Slide 8 cont.

- **Make some noise:** It is also important to pay attention to the absence of certain leading indicators that would tell you people are becoming aware of the book—media attention, reviews and ratings, search interest, and website traffic. If any or all of these are low, advertising may be a good idea.

- **Testing ground:** Advertising can also give you a relatively low-risk way of testing a hypothesis. If you think a book could resonate with a certain audience, it may well be worth testing that theory with a small advertising spend before launching a more resource-intensive campaign.

Ads can and should be *targeted, controllable, and measurable*.

- For any ads, make sure you can create a targetable audience that is a fit for the book, author, or series. The key here is *specificity and granularity* of consumer attributes. For advertising to be cost-effective, it needs to be narrowly aimed at *a very specific audience*. Social ads in particular are great for granular narrow-targeting and multidimensional targeting (combining demographics, psychographics, and behavioral traits to form a target audience).

- Be aware of competitors advertising in the same space, especially if they have deep pockets. Keep in mind that these competitors may not necessarily be other book publishers, but could be travel companies, media companies, or others in the same general topic area.

More Detail From Slide 17

Amazon offers four different ad types – all of which serve different purposes, especially for Books. The #1 ad type and the unit you should always be including in your campaign strategy is Sponsored Products, which is what most of you are probably familiar with already. These appear most like an organic search result and generally produce the highest return on your ad spend. They also stretch your budget further if you have a small daily spend.

These other three could be a nice solution to add to your Sponsored Product strategy though, for the appropriate campaign.

Sponsored Brand ads are great for featuring a series or showcasing your Amazon store for titles that tend to cross-sell well like similar genres. We see a lot of children's books do well within Sponsored Brands. As a reminder, Amazon Stores are beautiful and a great way to drive cross-catalog sales but they are not discoverable organically. You either have to use a Sponsored Brand ad or drive traffic to the store from outside of Amazon.

Lockscreen Ads aren't used very often by our publishers, but they are a nice ad unit to consider if you're promoting a lower price point Kindle title as these ads promote more impulse purchases.

Sponsored Display ads tend to be our most costly ad unit but a nice opportunity for a title that has a much larger budget and needs some branding. Our team uses these often for frontlist titles that had a preorder campaign, because you can then retarget users who visited the product page but didn't buy once the title goes On Sale. Publishers can also use Sponsored Display to reach certain audiences across brands that Amazon owns like Twitch.

More Details From Slide 18

Sticking with our Sponsored Product ad units, the secret sauce to a strategic Amazon campaign is running a manual targeting campaign alongside an automatic targeting campaign. In our earlier example for The Zee Files, you'll see on our main Amazon dashboard, we have two campaigns. Within the one identified as Manual, we've structured it as Ad Groups. There's many ways you can identify these ad groups, all of which funnel up into one daily budget. Ad groups help you quickly identify where there's opportunity. Perhaps the author's other titles are converting extremely well – then you might want to go more aggressive with those bids to win more impressions and clicks.

Using category targeting in either its own ad group or just grouping it with other products really allows you to broaden your reach at bids that tend to be a lower price point. You'll be able to view the titles in those categories that converted into an order within the Search Term Report – which you would then want to add as a product target. Within category targeting, you will find that there may be thousands of ASINs within that category, you can reduce this reach and narrow in on your target audience by refining it to a certain star rating or a price point range.

Next, we always like to run a keywords ad group alongside our product targeting. If your title is difficult to find in search or has a competitive title, you may want to consider breaking apart their branded keywords into its own ad group so that you can monitor its bids and how often it's falling within the top of search results. If it's not appearing at the top, you might want to consider going more aggressive for these Exact matches to improve discoverability of the book.

Once you've successfully launched your manual targeting campaign, you'll want to export all of those targets (products + keywords) and use those as Negative targets within an Automatic campaign. The strategy behind this is that it allows you to discover new targets that weren't on your radar when you built out your strategy and audience segmentation to begin with. As new winning targets surface in the Automatic Search Term report, you'll want to migrate those over to Manual so that you can have more control over the bids.

Last but not least on your targeting strategy – don't spend $ on keywords you're winning already! Ingram Marketing Advantage use software that allows us to track organic rankings but this is something you could manually do yourself by searching a keyword and seeing if your book appears at the top.

More Detail From Slide 19

Once you've published your campaigns, it's recommended to wait two weeks before making any significant changes because of delayed attribution. In fact, orders may appear up to 14 days after a user clicks on the ad, so Amazon recommends evaluating data from weeks prior and not what you're seeing within the last 7 days for instance. I understand this is difficult, especially for a lower overall budget, so we'll talk about measuring success on the next slide.

This doesn't mean you just forget about the campaign for 2 weeks though – check in every few days to ensure you're achieving or getting close to spending your daily budget. If you're not seeing any impressions or not enough clicks, it could mean you either need to increase your bids or expand your targets. Adding more categories is a great way to quickly expand reach.

You should also be reviewing your Search Term report pretty regularly. This gives you insights on what products or keywords are converting into orders which you can then pull into as a new target or negative keywords that surface that may not relate to your book. Perhaps your book is a thriller but you see children's appear in your search term report – it's probably worth including children's or kids as a negative phrase target.

Lastly, when you're reviewing your campaign data, be mindful of your cost per click. While a keyword or product target may be delivering orders, the cost per click to win that order could be quite high. Use these learnings to drive your next steps – reducing bids or turning off keywords that are too competitive.

More Detail From Slide 20

If you're familiar with the Amazon Advertising dashboard, then surely you've seen the metric ACOS appear which is your advertising cost of sales. This is your total spend divided by attributed sales for that campaign.

While this is a great performance indicator to drive your optimization strategy, it's not our preferred metric to determine success.

Think of it as two tacos – one empty taco or perhaps it has a little meat compared to a full taco with all the fillings. TACOS is your TOTAL advertising cost of sales. It takes into account your outside marketing tactics such as social, and it considers the significant impact on improving organic rankings. I also prefer this metric because it calculates the sales based on your print and digital list price vs. whatever discount Amazon is selling the product for.

A healthy ACOS or TACOS will vary with every campaign. Understanding your profit margin and goals going into the campaign is incredibly important when determining success. Often times I'll see really high data on an Amazon Advertising dashboard but when you step back and look at the bigger picture of all of your marketing efforts and how they're all working together to drive total sales – well then you can better gauge the campaign success. You might even find that your ad spend may have had a higher TACOS but it contributed to driving reviews, improving rankings and helping you discover issues on your product page that improved conversion which gives that book a longer lifespan and a strong organic rate of sales movement well into backlist.

More Detail From Slide 25

No matter which platform you decide is best for your book, it's important that you toss out a wide net to all of your audience segments so you can narrow in on your highest performing ads.

This means... multiple ad sets like the example (slide 25) for The Zee Files.

You also want to run multiple ad creatives. You may think you know what will appeal a user to click – but you may be surprised. In the example here, we ran similar creatives with a few variations.. Animation vs. Static- a version that includes the author's headshot as well as a version that highlighted awards the book had won. All six of these ads are included in each ad set, which means we ended up with 30 total ads within one campaign.

Lastly, sending your users directly to the purchase page will improve conversions and lower bounce rate.

More Detail From Slide 26

Audience targeting are pretty similar across Facebook and Twitter but you may find that interest options have become a bit more limited on Facebook. This is because last year, Facebook started deprecating a lot of interests that either weren't used or were conflicting with religious segments or other special categories. With the interest deprecation, we've seen that cost per clicks have gotten a little higher, which is why it's even more important to test out a few audiences so you can turn one off that is driving a higher spend.

For IMA, we generally build our audiences on Facebook targeting big name authors, brands or media that align with readers of our book. Then, we'll narrow down to behaviors such as Engaged Shoppers or also likes Books. Another great option on Facebook is to build a lookalike audience using your internal database.

On Twitter, you'll notice a lot more options for targeting compdeting authors by adding them as a follower look-alike target. We've found Twitter to drive a lot of traffic at a low cost lately, and highly recommend exploring this channel if you've not already.

INGRAM
CONTENT GROUP

Book descriptions that sell

HEADLINE
~200 characters

Brief "elevator pitch".

- Start with a **bolded** first line of approximately 25 words describing what the book is.
- Include major topics, themes and/or genres that potential readers might be searching for.
- This is critical for SEO and discovery, and hooks buyers into reading more.

Tell them what it is.

EXPOSITION
1+ paragraphs

Clear, detailed description.

- Give buyers the detail they need to make a purchasing decision.
- Who or what is the book about?
- Where and when is the story set?
- What happens?
- Use paragraph breaks, bold and italic fonts and bullet points for emphasis.

Tell them all about it.

CLOSE
Short paragraph

Persuasive "why to buy"

- Emphasize the value of the book, its intended audience, and your brand promise.
- Who should buy this book?
- What will they get out of it?
- Why should they buy it now?

Tell them why they should buy it.

INGRAM
CONTENT GROUP

Rich, complete marketing and audience metadata

✓	**Title**	Keep it fewer than 80 characters long, including subtitle, so that it's optimized for mobile
✓	**Contributor**	Be sure to use all the names from the cover or title page—and be consistent with spellings, middle initials, etc.
✓	**Contributor Bio**	Keep it between 50 and 250 words for each contributor, and avoid using external links such as blogs or author websites—you don't want to drive potential customers away from buying your book!
✓	**Series**	Alert your readers to other titles in a series by including your series name and number, if applicable
✓	**Description**	Describe your book in a conversational tone, in 200 to 600 words, with a bolded opening line and paragraph breaks (see HTML markup)

✓	**HTML Markup**	In your description, use `<b>` for bold, `<I>` for italics and `<p>` for paragraph breaks, like this:
		`<b><I>`Metadata is the best!`</I></b>`
		`<p>`Seriously.`</P>`
		Metadata is the best!
		Seriously.

✓	**Genre**	Choose 2 to 3 specific categories (like BISAC subject code) and if you don't find exactly what you need, supplement with keywords
✓	**Keywords**	Choose 5 to 7 words or phrases that draw the consumer, and incorporate throughout your metadata: in the description, contributor biography, even title and series—you can add these keywords plus others in the keyword field, where they will become hidden online search terms
✓	**Format**	Most specific description of your binding, such as mass market paperback or epub ebook—and be sure to use one ISBN per format to keep formats distinct
✓	**Review Quotes**	Include 2 to 8 positive review quotes, from industry sources or even relevant blogs
✓	**Audience Code**	Make sure your title is merchandised correctly by choosing the appropriate audenice code: general/adult, juvenile (for ages 0–11) or YA (for ages 12–17)—oh, and this should jive with your genre (that is, use juvenile audience code with juvenile subject codes)
✓	**Age & Grade**	If you choose a juvenile or YA audience code, pick and age range and/or grade range to target; use a two-year age or grade range for children and a four-year age or grade range for YA