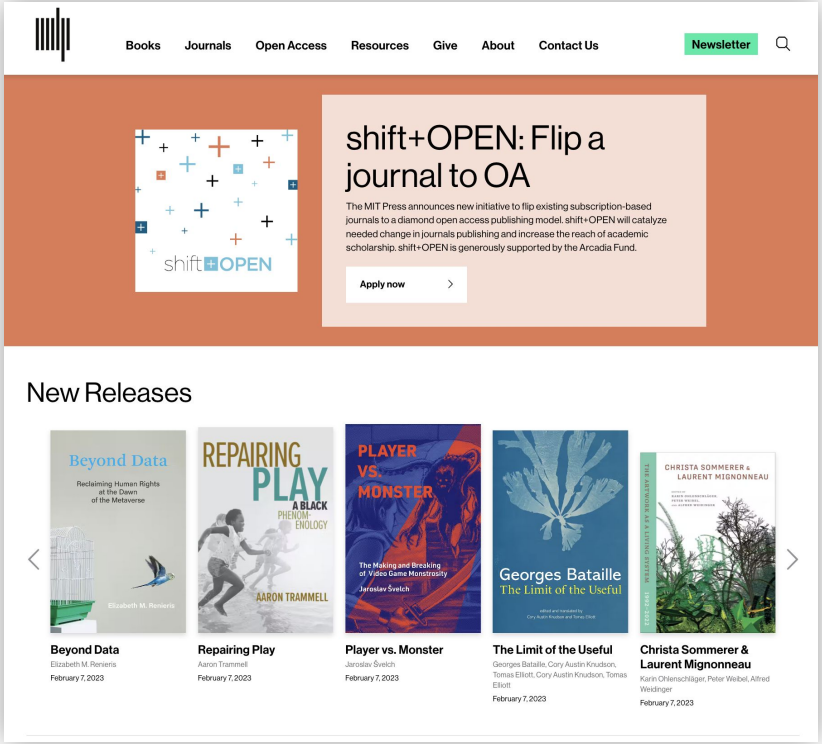
supadü events

acp
Association of Catholic Publishers

Building a D2C community

Through effective direct and social media marketing

Wednesday 24th January
5pm GMT/12 ET
Presented by Kobi Fyshe Supadu



Supadu – market leaders in websites and eCommerce for publishers

270
Publisher customers

70
University presses

supadü™

Our Trade & Academic Publishers & University Press customers include...

supadu™

Working closely with Christian publishers & trade associations

Why refocus your efforts to community building?

Drives D2C sales

Customer knowledge informs future decisions

Increases author & title publicity

Lower engagement costs = higher margin

Helps author acquisition & retention

supadü™

Today we will cover

1. Ensure you are ready!

Good metadata/content

Supplementary content

Effective website

2. Find & engage your audience

Learn from bookstores

3rd party communities

Power of authors

Social platforms

Direct Marketing

3. Maintaining your community

Regular communications

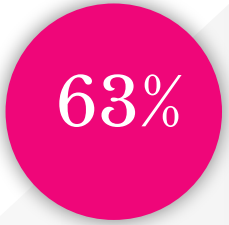
Analytics

Value add services

What's happening in the world of D2C?

One third of consumers do over half of their shopping on online marketplaces

Shop on 2 or more marketplaces before making a purchase



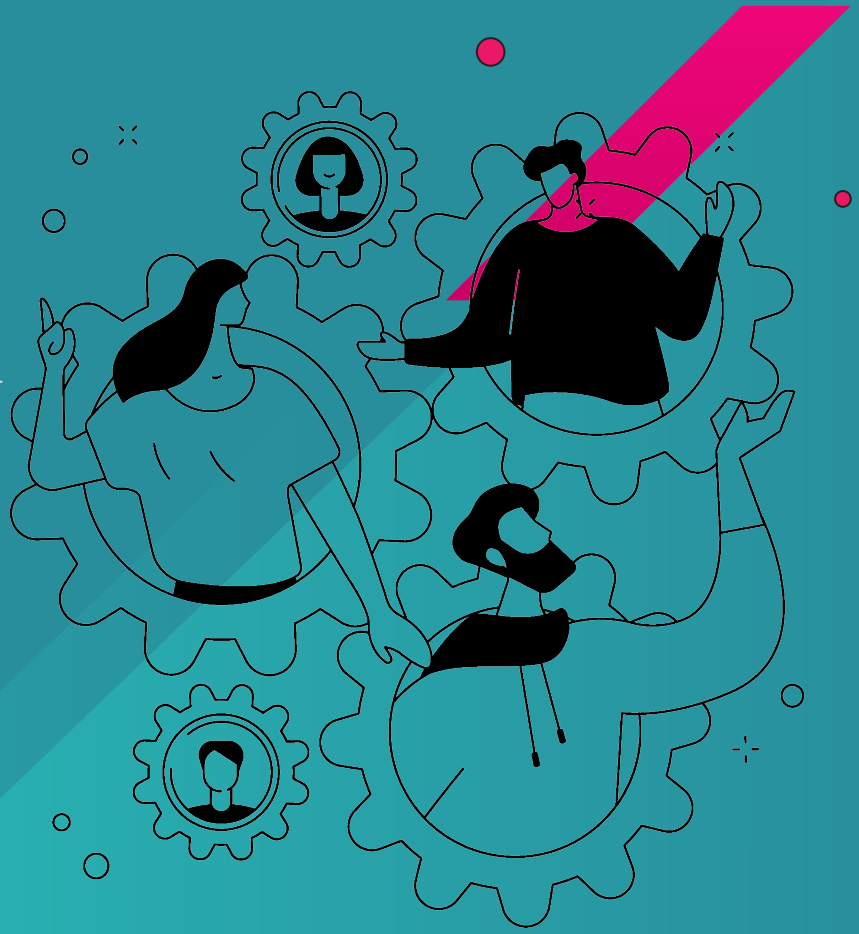
Prefer to shop from a brand's store if price and shipping are comparable

April 2023 Ware2Go 2023 eCommerce report

supadü™

supadü™

1. Ensure you are ready!



Bonus edition

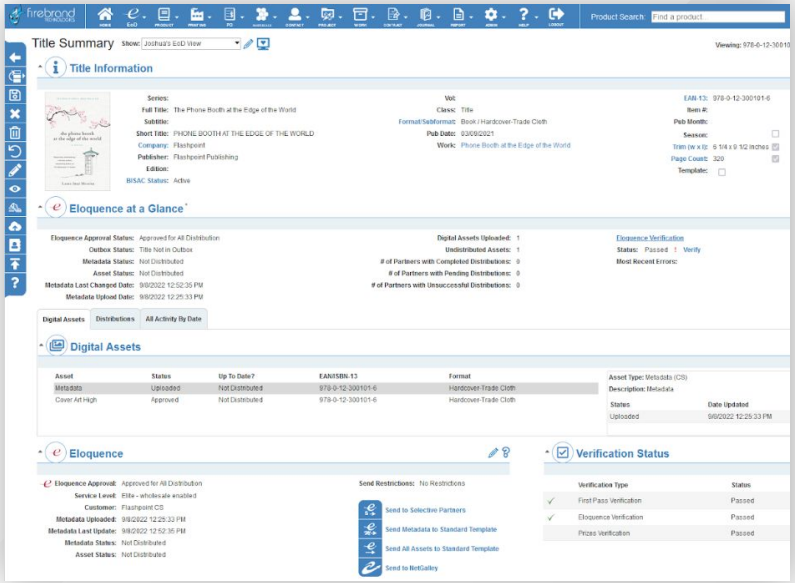
Supplementary content:
Additional materials, author video

Good metadata/content

Effective website:
Enriched product pages, samplers & website search

Engaging your audience - good metadata

- Enter full robust data
- Verify that all of your metadata is correct and present for your d2C sales
- Send that metadata to your partners regularly and automatically



supadu™

Key metadata for discoverability & sales

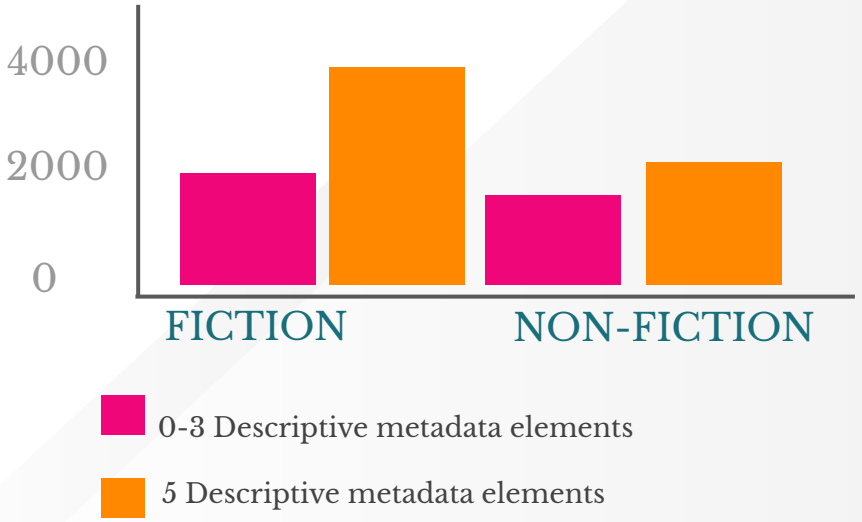
Standout metadata impacting sales

- BOOK JACKETS
- LONG TITLE DESCRIPTIONS
- AUTHOR BIOS
- BISAC
- KEYWORDS

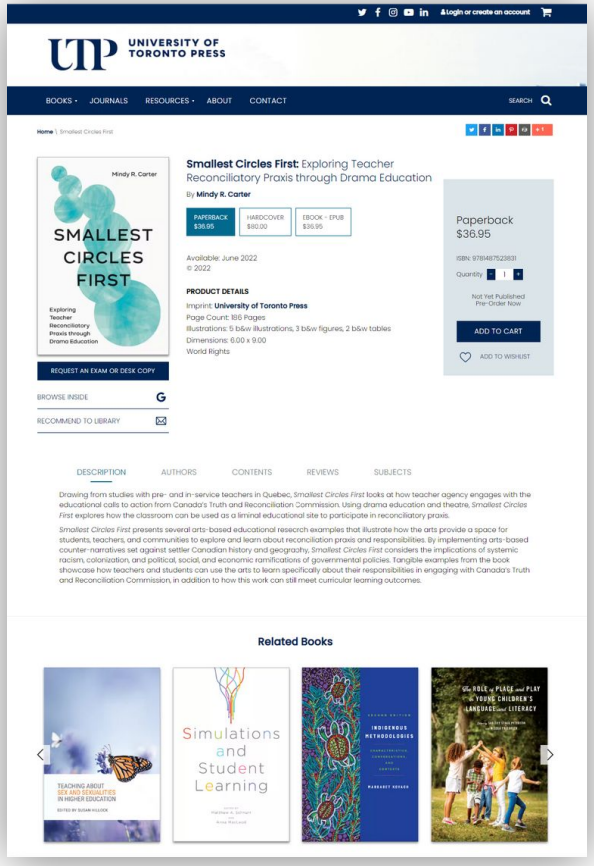
Nielsen 2016 /2019

Average sales across broad genres

2019



supadü™



Supplementary content

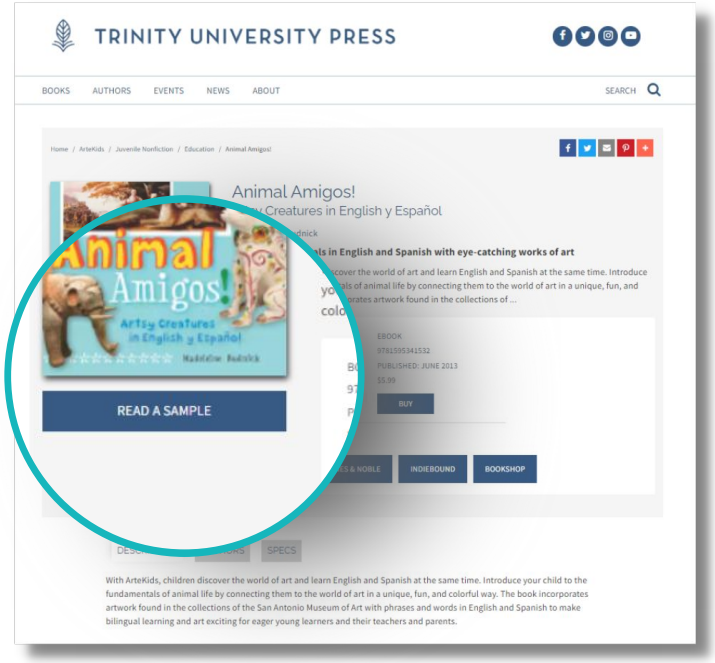
Improves engagement & discoverability

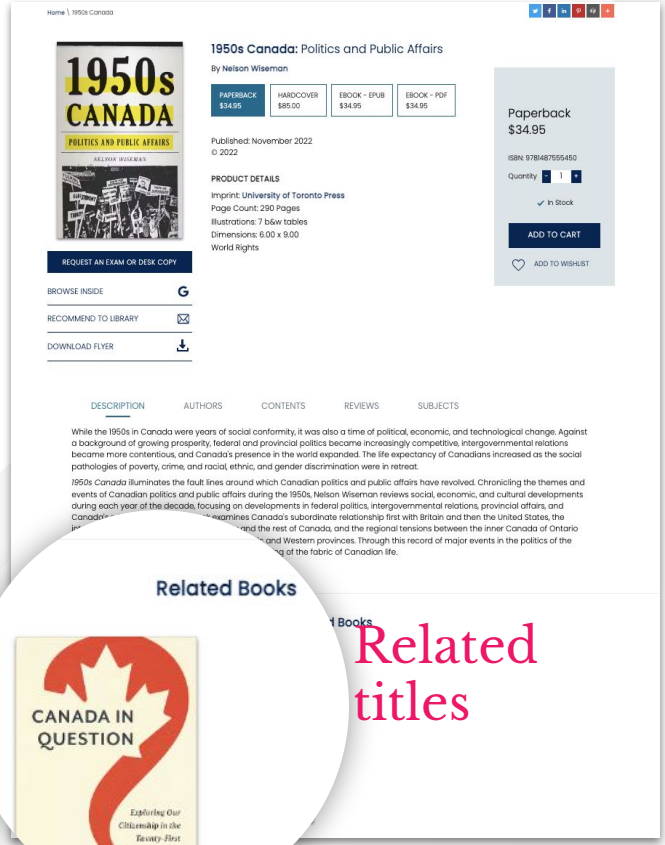
- Cover image
- Sampler
- Author bio
- Description
- Related books
- Praise & reviews
- Social media links
- Desk & exam copies

supadu™

Browse and read samples!

Preview/sampler drives sales & provides you invaluable user data





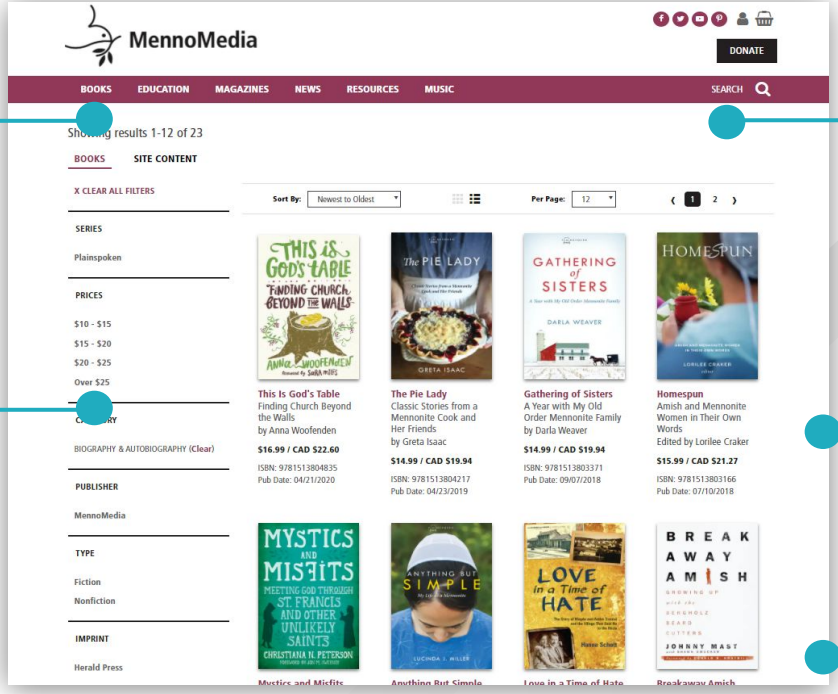
Related titles

supadu™

Engagement thrives on good website search

Search all your content

Custom filters



Fast website search

Primary format

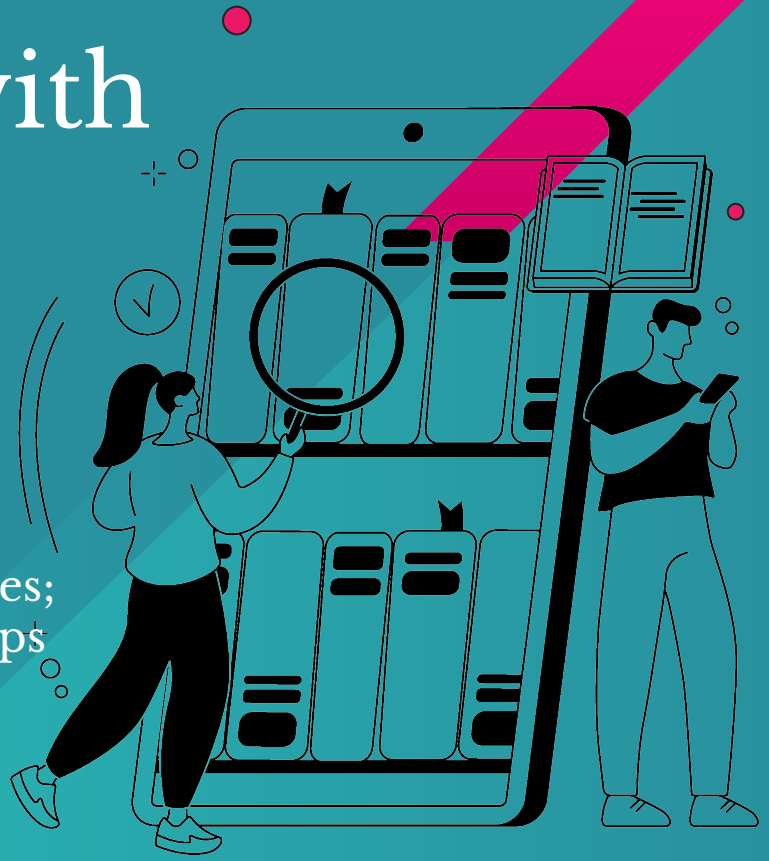
Linked content

supadu

supadü™

2. Find & engage with your audience

- Learn from bookstores; reader events; offers & promotions, introduce a friend
- Reach out to 3rd party communities; book clubs, & special interest groups
- Power of authors
- Social platforms



What can we learn from bookshops?

Bookshops today are very good at growing and engaging with their audience

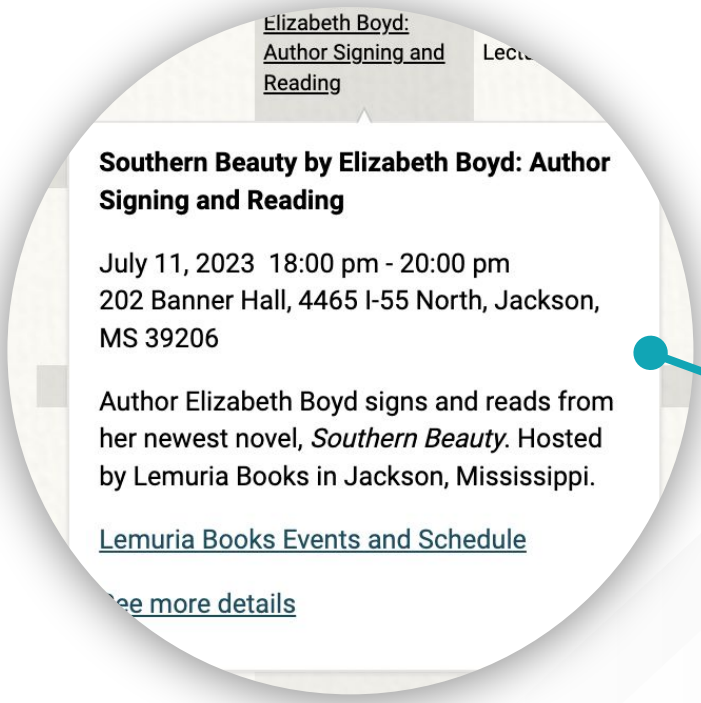
HOW?

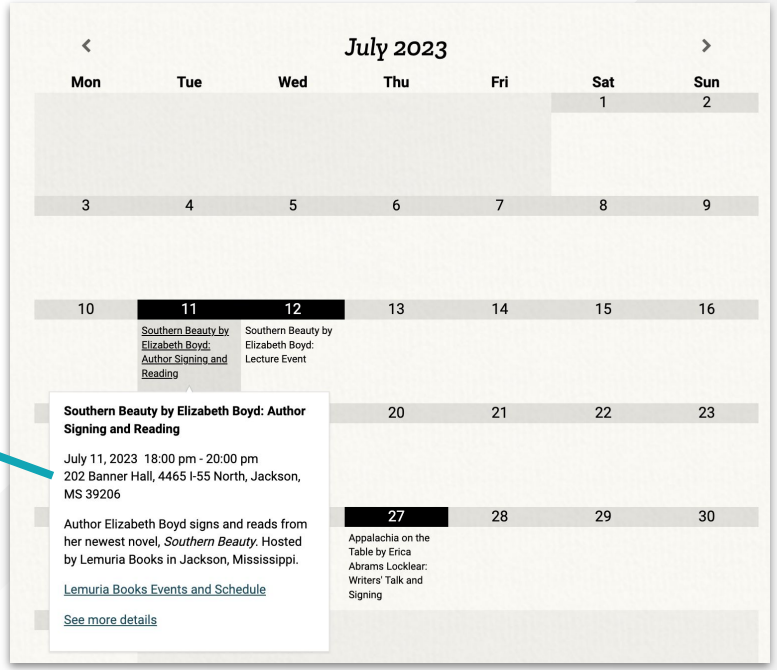
- Reader events
- Excellent at running sales & promotions
- Book bundles
- Flash sales

supadu™

Reader events

UNIVERSITY OF GEORGIA PRESS





supadu

Coupons, deals & flash sales

Special offers:

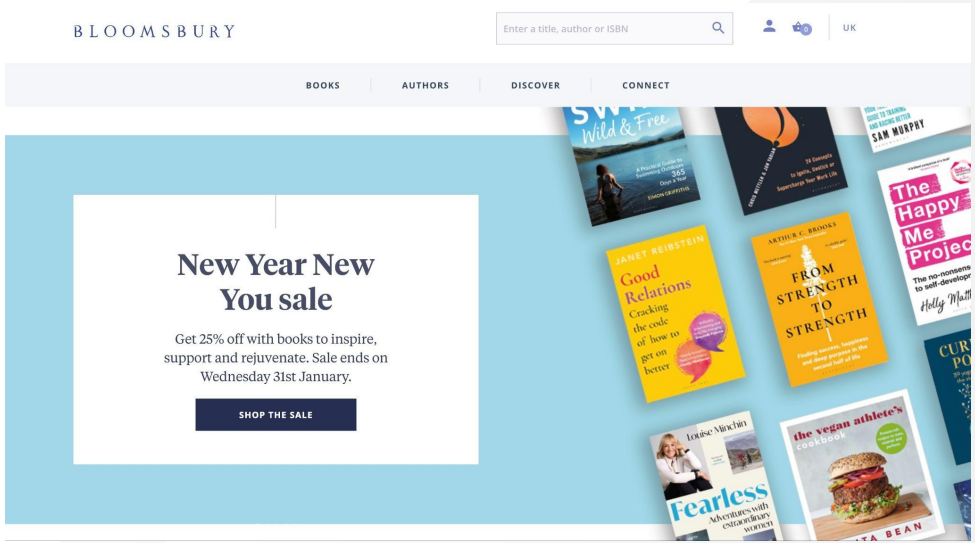
- For featured months
  e.g. Black History Month
- For seasons
  e.g. Christmas
- For format
  e.g. Hardback sale

supadu™

Landing pages with special offer

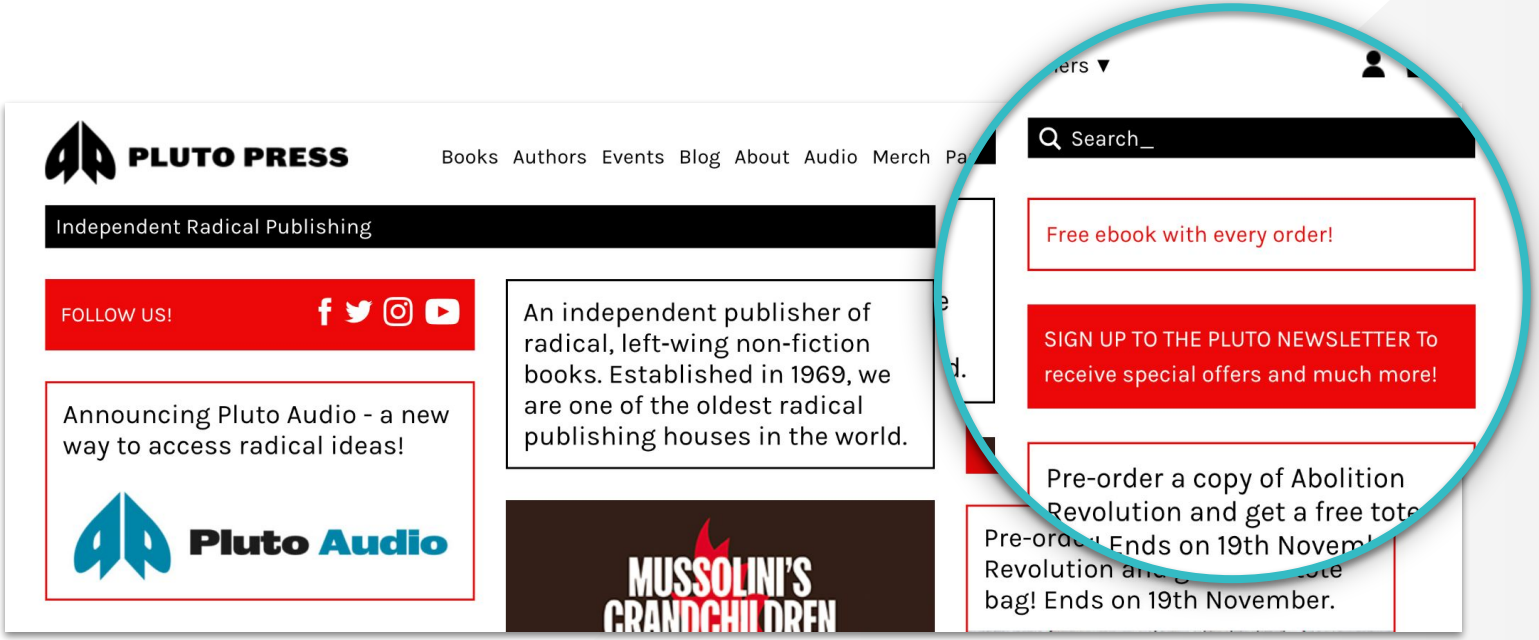
Incentivise your visitors with discounts and sales, through special landing pages with book collections or special offer

BLOOMSBURY



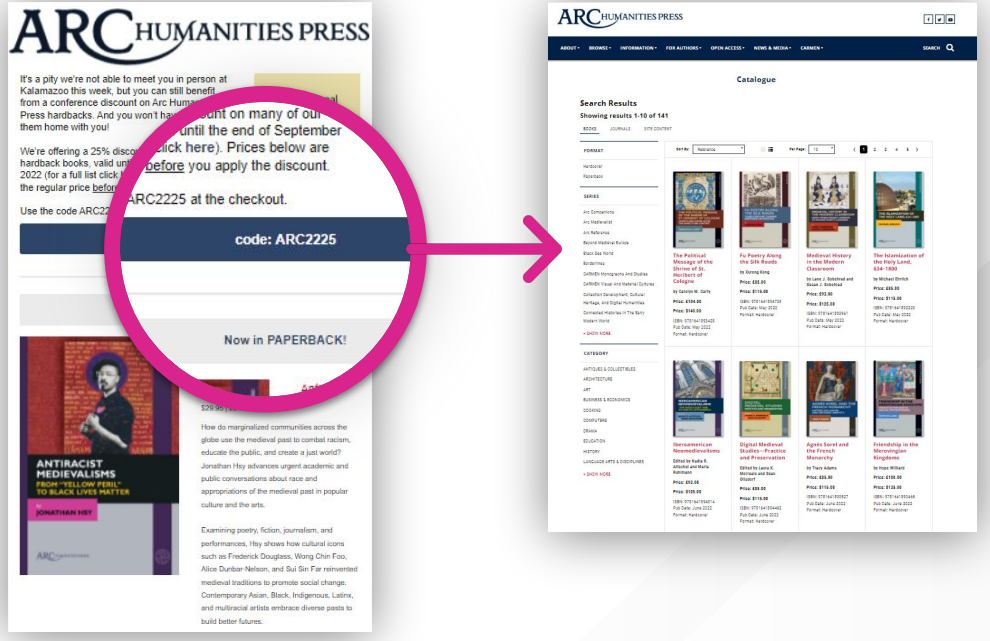
supadu

Be creative!
Bundle a free eBook with a print book



supadü™

Email out special offers with codes



Direct marketing through email with special code, linking to specific catalogue page on website

supadü™

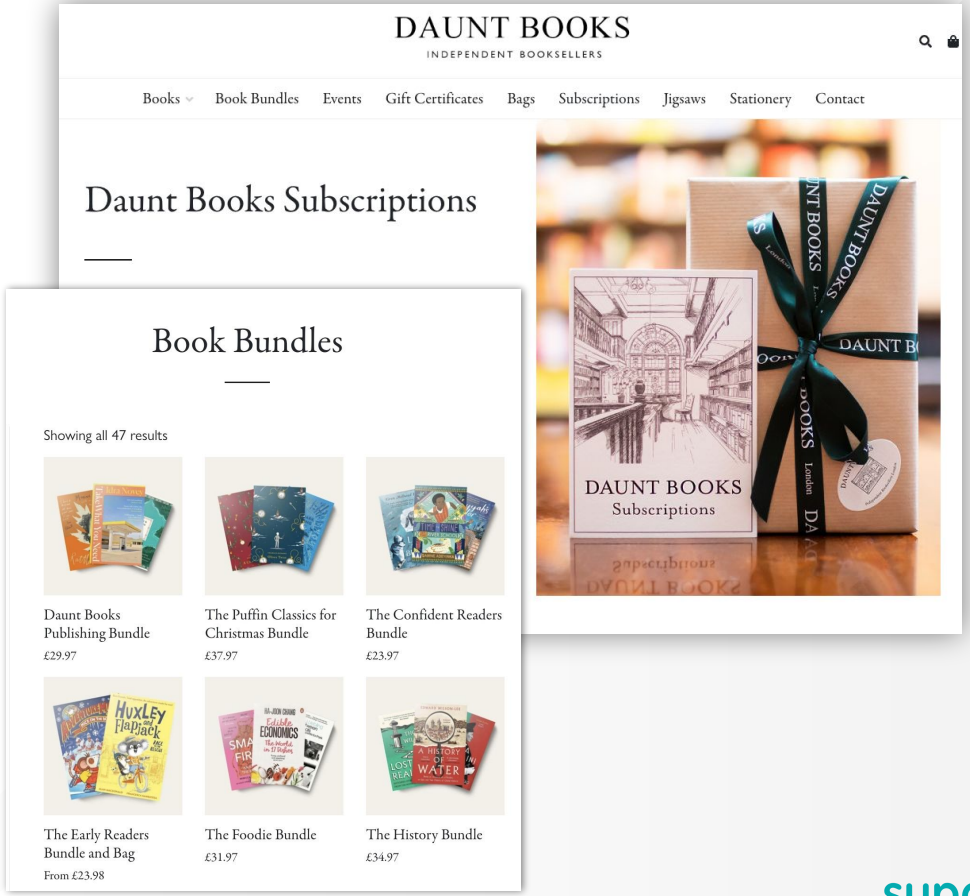
Subscriptions & bundles

New title every month

Tailored service - handpick books to meet readers' interests or the subscription topic

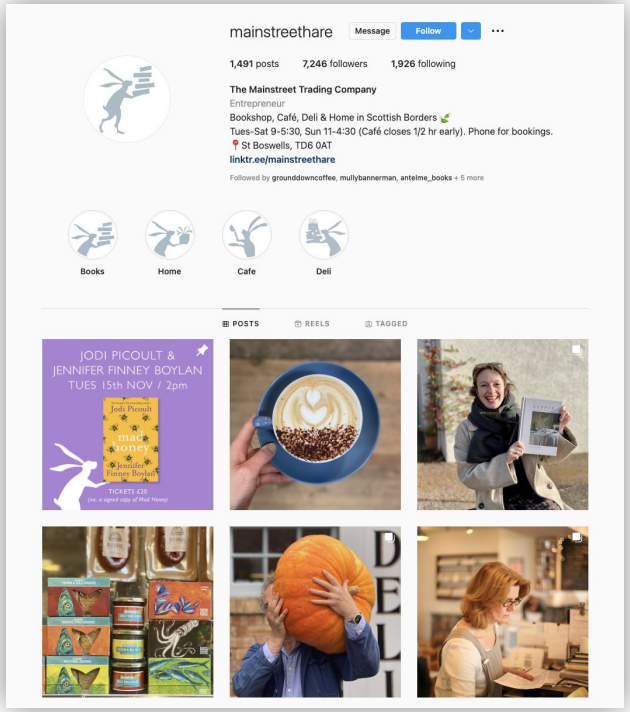
Excellent for promoting certain authors e.g. Diverse Voices bundle

Add books into bundles based on theme; history, prize winning, summer reads



supadu™

Social media good to grow new audiences



- Reach a new, different audience
- Join in with trends
- Interact with followers
- Reflect brand identity
- Create regular content
- Link back to website and store

supadu™

Author engagement

Bring readers & authors together

- Author community engagement
- Author Event
- Author Content
  - Long and short form video for title promotions

Use author's community network

Boydell & Brewer

22,500 Impressions

79 Link clicks

3,684 Reach

- Author retweets generated significant leads
- Website analytics and website sales both up significantly over the 2 days

supadu™

supadü™

3. Retain your audience!

Follow up to maintain an active growing community

Monitor, measure and refine your successes

Creating new product formats & leveraging your backlist

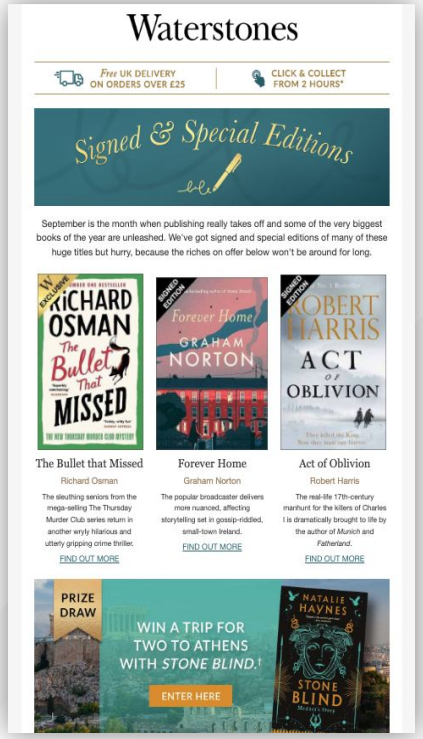
Build in-website community

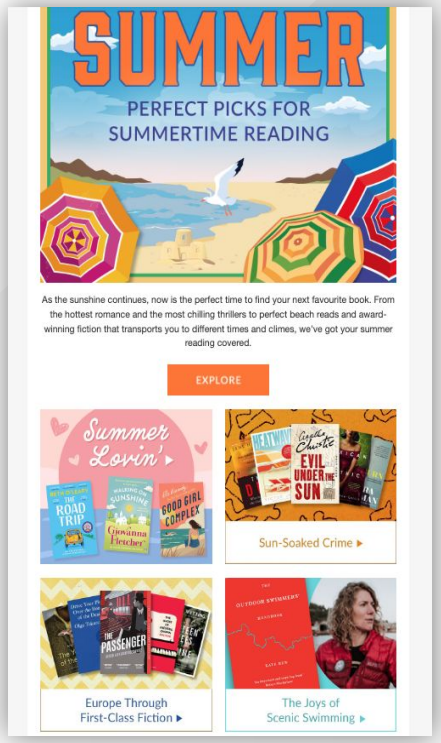
Metadata review

Follow up with your community!

- Learn about your users' habits
- Learn about their preferred genres
- Engage regularly
- Incentivise them to buy
- Build a solid community of readers

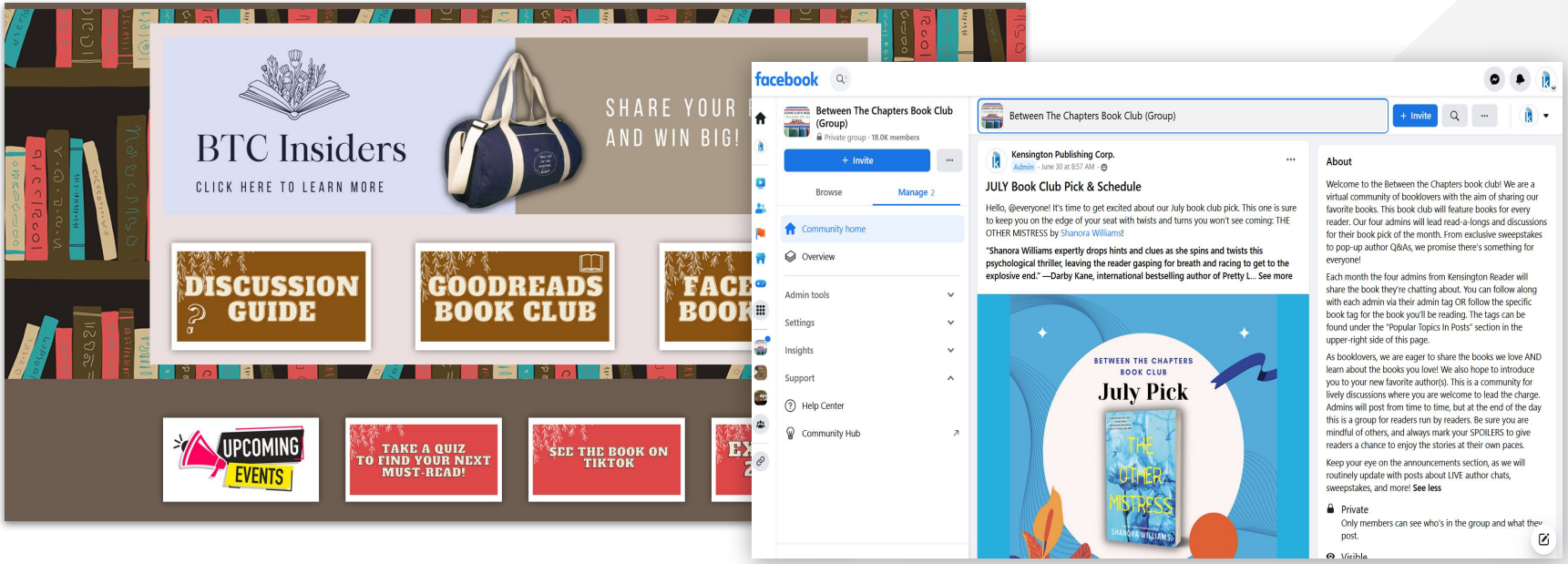
Genre-based community emails!





supadu™

CASE STUDY Between the Chapters



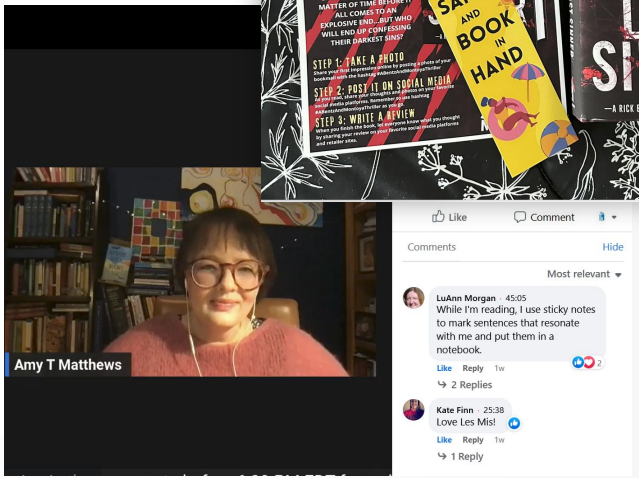
Kensington Books' Between the Chapters Insider Program

supadu™

CASE STUDY Between the Chapters

- Community send recommended books
- Author chats -readers can interact with the authors they love
- Reader giveaways & prizes

This Community is growing fast, is engaging, fun, and all about sharing!



supadu™

CASE STUDY Inside Group of readers

Very active members are rewarded with additional perks

supadü™

Understand your audience by aggregating and analysing your data, their behaviour, what they are looking for!

- Google Analytics
- Mailchimp
- Website search
- Trends
- Sales data
- Segmentation
- Social Media analytics

Monitor, measure & refine your successes

Google

Key Drivers:

- Traffic drivers
- Target & top performing pages
- Effective product pages
- Website search
- Sales analysis

Audience Demographics:

- Location, age, interests
- Sessions and pages per session
- Bounce rates & dwell time

User Behaviour:

- Sessions
- Pages
- Performance
- Path tracking

Part 2: D2C sales through the use of smart buy buttons and effective E-commerce

Supadu explores the component sales drivers, together with tips for successful eCommerce and achieving an easy path to purchase.

We will also look to answer some frequently asked questions and dispel any industry myths about this topic.

When? March 6th GMT

supadü

NEW from Supadu

NEW!
Improved Book flyers

Smart Buy for socials & direct marketing

Supacart & Supacart Plus

Supadu now offers merchant of record solutions

ePub integration with Vitalsource

API & Cart *only* offering

and more...

supadü™

supadü™
events

THANK YOU!

Q&A