

supadü™  
events



# Building a D2C community

Through effective direct and social  
media marketing

Wednesday 24th January

5pm GMT/12 ET

*Presented by Kobi Fyshe Supadu*



The screenshot shows the MIT Press website. At the top, there is a navigation bar with links for Books, Journals, Open Access, Resources, Give, About, and Contact Us. A Newsletter sign-up button and a search icon are also present. The main content area features a large orange banner for the 'shift+OPEN' initiative. Below this, a 'New Releases' section displays five book covers with their titles and authors.

**shift+OPEN: Flip a journal to OA**  
 The MIT Press announces new initiative to flip existing subscription-based journals to a diamond open access publishing model. shift+OPEN will catalyze needed change in journals publishing and increase the reach of academic scholarship. shift+OPEN is generously supported by the Arcadia Fund.

[Apply now](#)

**New Releases**

- Beyond Data** by Elizabeth M. Renner (February 7, 2023)
- Repairing Play** by Aaron Trammell (February 7, 2023)
- Player vs. Monster** by Jaroslav Švech (February 7, 2023)
- The Limit of the Useful** by Georges Bataille, Cory Austin Knudson, Tomas Eliott (February 7, 2023)
- Christa Sommerer & Laurent Mignonneau** (February 7, 2023)

# Supadu – market leaders in websites and eCommerce for publishers

270  
 Publisher  
 customers

70  
 University  
 presses

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

UNIVERSITY OF PENNSYLVANIA  
PRESS

THE UNIVERSITY OF OKLAHOMA  
PRESS

WESLEYAN  
UNIVERSITY PRESS

UNIVERSITY OF  
WASHINGTON PRESS

VANDERBILT  
UNIVERSITY PRESS

UNIVERSITY OF  
massachusetts press

COLUMBIA  
UNIVERSITY  
PRESS

ND  
PRESS

UNIVERSITY OF  
NEBRASKA PRESS

UNC  
PRESS

TEXAS TECH  
UNIVERSITY PRESS

CORNELL  
UNIVERSITY PRESS

WEST  
MARGIN  
PRESS

PRINCETON  
UNIVERSITY  
PRESS

FORDHAM  
UNIVERSITY  
PRESS

INDIE  
pubs

Arizona Center  
for Medieval and  
Renaissance Studies  
ACMRS PRESS

UNIVERSITY OF  
CINCINNATI  
PRESS

Les Presses de l'Université d'Ottawa  
University of Ottawa Press

MANCHESTER  
1824  
Manchester University Press

NYU

Yale  
UNIVERSITY  
PRESS

Northwestern  
University Press

STANFORD  
UNIVERSITY PRESS

UTP  
UNIVERSITY OF  
TORONTO PRESS

UWI  
PRESS

UNIVERSITY PRESS OF KENTUCKY

BAYLOR UNIVERSITY PRESS

UNIVERSITY OF  
MISSOURI PRESS  
upress.missouri.edu • Founded 1958

UNIVERSITY OF  
GEORGIA PRESS

UNIVERSITY  
of CALIFORNIA  
PRESS

HarperCollins Publishers

TRINITY UNIVERSITY PRESS

macmillan

INDIANA UNIVERSITY PRESS

# Working closely with Christian publishers & trade associations



# Why refocus your efforts to community building?

Drives D2C sales

Increases author & title publicity

Helps author acquisition & retention



Customer knowledge informs future decisions

Lower engagement costs = higher margin

# 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?

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33%

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

89%

Shop on 2 or more marketplaces before making a purchase

63%

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

*April 2023 Ware2Go 2023 eCommerce report*

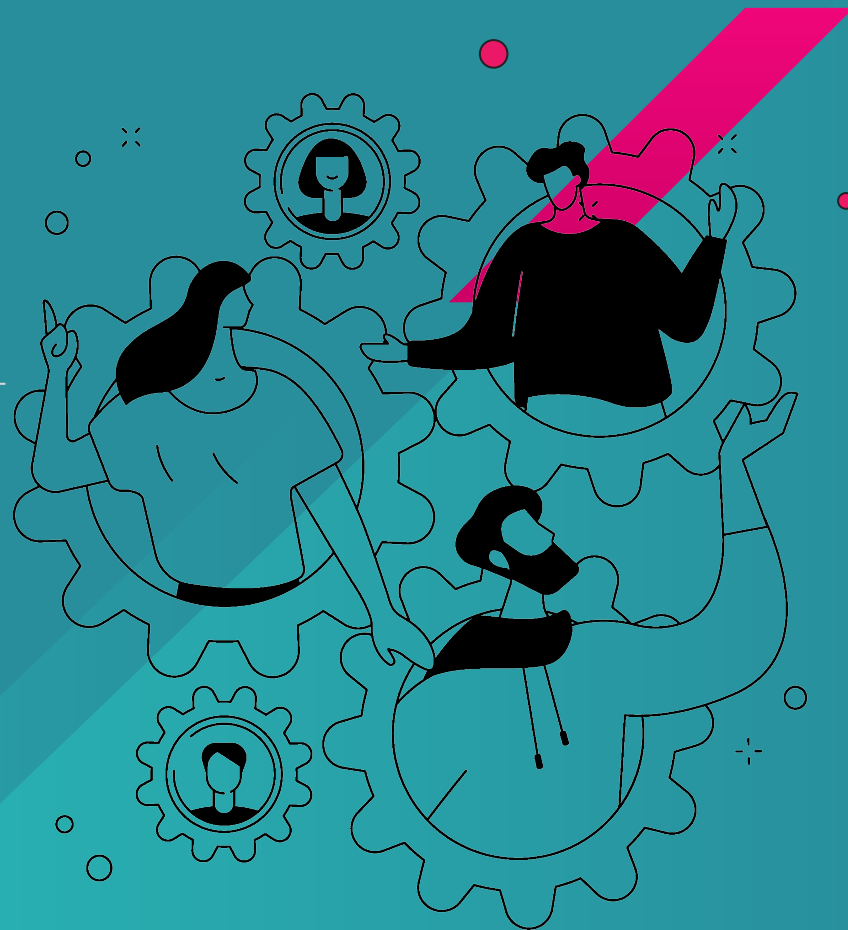
# 1. Ensure you are ready!

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

The screenshot displays the Firebird Eloquence metadata management interface. The main section is titled "Title Summary" and shows details for the book "The Phone Booth at the Edge of the World".

**Title Information:**

- Series: The Phone Booth at the Edge of the World
- Full Title: THE PHONE BOOTH AT THE EDGE OF THE WORLD
- Short Title: PHONE BOOTH AT THE EDGE OF THE WORLD
- Company: Flashpoint Publishing
- Edition: BISAC Status: Active
- Class: Title
- Format/Subformat: Book / Hardcover-Trade Cloth
- Pub Date: 2022/02/21
- Work: Phone Booth at the Edge of the World
- EAN 13: 978-0-12-300191-6
- Item #: 978-0-12-300191-6
- Page Count: 320

**Eloquence at a Glance:**

- Eloquence Approval Status: Approved for All Distribution
- Outbox Status: Title Not in Outbox
- Metadata Status: Not Distributed
- Asset Status: Not Distributed
- Metadata Last Changed Date: 9/6/2022 12:52:35 PM
- Metadata Upload Date: 9/6/2022 12:25:33 PM
- Digital Assets Uploaded: 1
- Distributed Assets: 1
- # of Partners with Completed Distributions: 0
- # of Partners with Pending Distributions: 0
- # of Partners with Unsuccessful Distributions: 0
- Eloquence Verification Status: Passed | Verify
- Most Recent Errors:

**Digital Assets:**

Asset	Status	Up To Date?	EAN13BN 13	Format	Asset Type: Metadata (CS)	De-Scriptive Metadata	Status	Date Updated
Metadata	Uploaded	Not Distributed	978-0-12-300191-6	Hardcover-Trade Cloth	Metadata	Metadata	Uploaded	9/6/2022 12:25:33 PM
Cover Art High	Approved	Not Distributed	978-0-12-300191-6	Hardcover-Trade Cloth				

**Eloquence:**

- Eloquence Approval: Approved for All Distribution
- Service Level: Elite - wholesale enabled
- Customer: Flashpoint CS
- Metadata Uploaded: 9/6/2022 12:25:33 PM
- Metadata Last Updated: 9/6/2022 12:52:35 PM
- Metadata Status: Not Distributed
- Asset Status: Not Distributed
- Send Restrictions: No Restrictions
- Buttons: Send to Selective Partners, Send Metadata to Standard Template, Send All Assets to Standard Template, Send to BookCity

**Verification Status:**

Verification Type	Status
First Pass Verification	Passed
Eloquence Verification	Passed
Prices Verification	Passed

# 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



- 0-3 Descriptive metadata elements
- 5 Descriptive metadata elements

UTP UNIVERSITY OF TORONTO PRESS

BOOKS • JOURNALS • RESOURCES • ABOUT • CONTACT

Home | Smallest Circles First

**Smallest Circles First: Exploring Teacher Reconciliatory Praxis through Drama Education**  
by Mindy R. Carter

PAPERBACK \$36.95 | HARDCOVER \$50.00 | EBOOK \$39.99

Available: June 2022  
© 2022

**PRODUCT DETAILS**  
Imprint: University of Toronto Press  
Page Count: 165 Pages  
Illustrations: 5 b/w illustrations, 3 b/w figures, 2 b/w tables  
Dimensions: 6.00 x 9.00  
Word Rights:

Paperback \$36.95

ISBN: 9781472928011

Quantity: 1

Not yet Published  
Pre-Order Now

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ADD TO WISHLIST

REQUEST AN EXAM OR DESK COPY

BROWSE INSIDE

RECOMMEND TO LIBRARY

DESCRIPTION | AUTHORS | CONTENTS | REVIEWS | SUBJECTS

Drawing from studies with pre- and in-service teachers in Quebec, *Smallest Circles First* looks at how teacher agency engages with the educational calls to action from Canada's Truth and Reconciliation Commission. Using drama education and theatre, *Smallest Circles First* explores how the classroom can be used as a liminal educational site to participate in reconciliatory praxis.

*Smallest Circles First* presents several arts-based educational research examples that illustrate how the arts provide a space for students, teachers, and communities to explore and learn about reconciliation praxis and responsibilities. By implementing arts-based counter-narratives set against settler Canadian history and geography, *Smallest Circles First* considers the implications of systemic racism, colonization, and political, social and economic ramifications of governmental policies. Tangible examples from the book showcase how teachers and students can use the arts to learn specifically about their responsibilities in engaging with Canada's Truth and Reconciliation Commission, in addition to how this work can still meet curricular learning outcomes.

**Related Books**

TEACHING ABOUT SEX AND GENDER PERS IN HUMAN EDUCATION  
EDITED BY SUSAN HALLAM

Simulations and Student Learning

INDIGENOUS PEDAGOGIES  
PRACTICE BEYOND

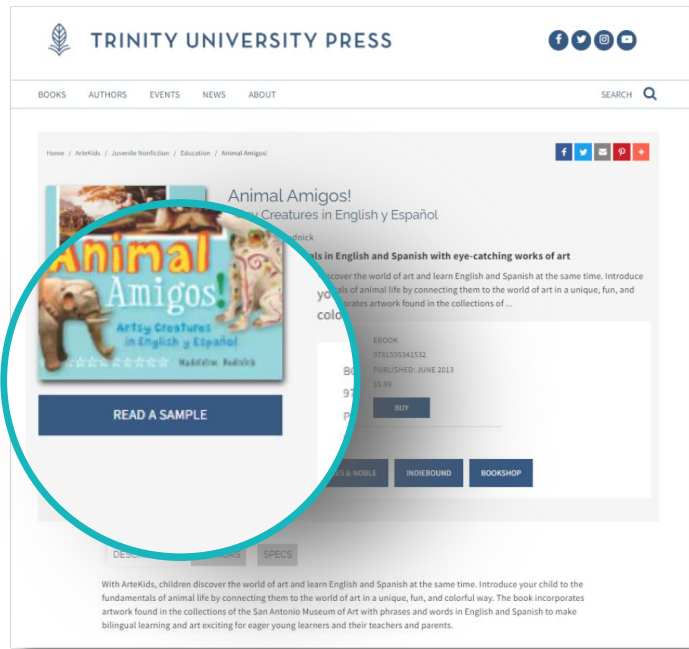
ON PRIDE + PLACE and PLAY  
in YOUNG CHILDREN'S LANGUAGE LITERACY

# Supplementary content

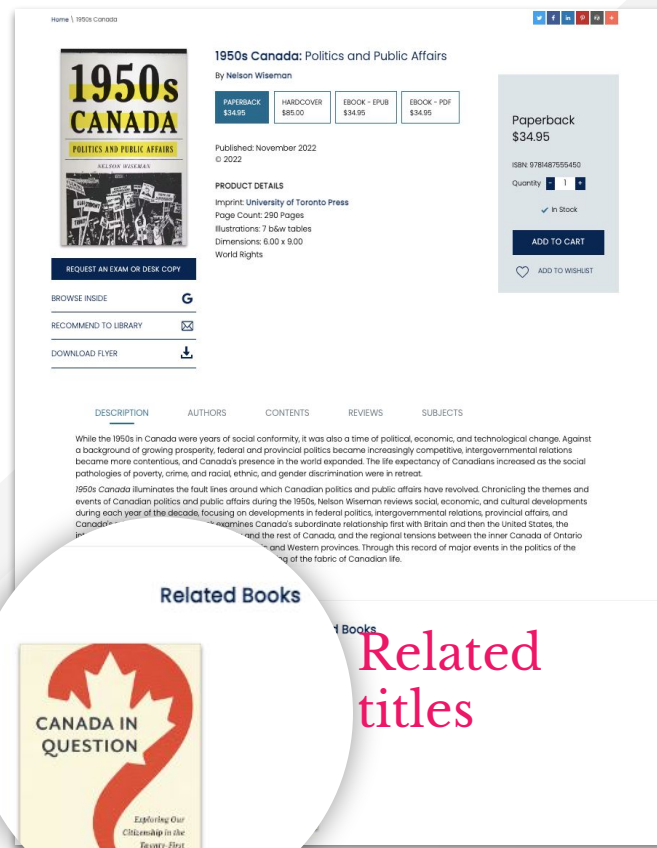
## Improves engagement & discoverability

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

# Browse and read samples!



Preview/sampler  
drives sales &  
provides you  
invaluable user  
data



Related titles



## 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



# Reader events



Elizabeth Boyd:  
Author Signing and Reading Lect

**Southern Beauty by Elizabeth Boyd: Author Signing and Reading**

July 11, 2023 18:00 pm - 20:00 pm  
202 Banner Hall, 4465 I-55 North, Jackson, MS 39206

Author Elizabeth Boyd signs and reads from her newest novel, *Southern Beauty*. Hosted by Lemuria Books in Jackson, Mississippi.

[Lemuria Books Events and Schedule](#)

[See more details](#)

< July 2023 >

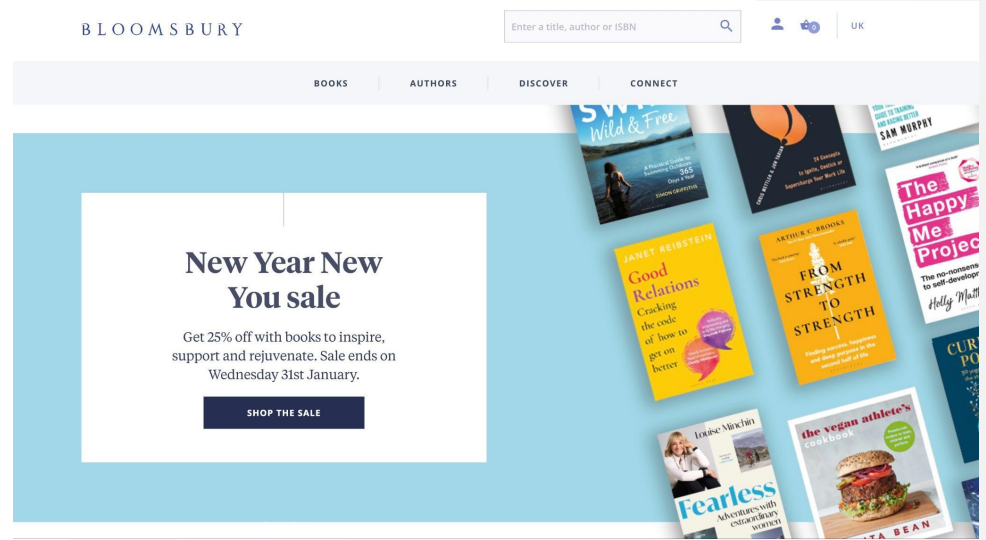
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	<u>Southern Beauty by Elizabeth Boyd: Author Signing and Reading</u>	Southern Beauty by Elizabeth Boyd: Lecture Event				
	<b>Southern Beauty by Elizabeth Boyd: Author Signing and Reading</b>		20	21	22	23
	July 11, 2023 18:00 pm - 20:00 pm 202 Banner Hall, 4465 I-55 North, Jackson, MS 39206					
	Author Elizabeth Boyd signs and reads from her newest novel, <i>Southern Beauty</i> . Hosted by Lemuria Books in Jackson, Mississippi.					
	<a href="#">Lemuria Books Events and Schedule</a>					
	<a href="#">See more details</a>					
			27	28	29	30
			Appalachia on the Table by Erica Abrams Locklear: Writers' Talk and Signing			





# Landing pages with special offer

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



# Be creative!

## Bundle a free eBook with a print book

The screenshot shows the Pluto Press website with a circular callout highlighting several promotional banners. The website header includes the Pluto Press logo, the tagline "Independent Radical Publishing", and navigation links for Books, Authors, Events, Blog, About, Audio, Merch, and Pa. A search bar is visible in the top right corner.

**PLUTO PRESS** Books Authors Events Blog About Audio Merch Pa

Independent Radical Publishing

**FOLLOW US!** [Facebook] [Twitter] [Instagram] [YouTube]

Announcing Pluto Audio - a new way to access radical ideas!

**Pluto Audio**

An independent publisher of radical, left-wing non-fiction books. Established in 1969, we are one of the oldest radical publishing houses in the world.

**MUSSOLINI'S GRANDCHILDREN**

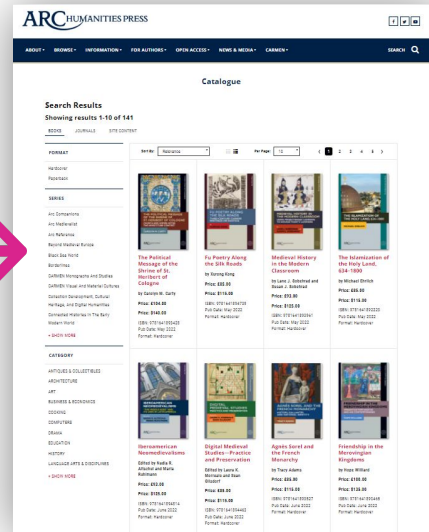
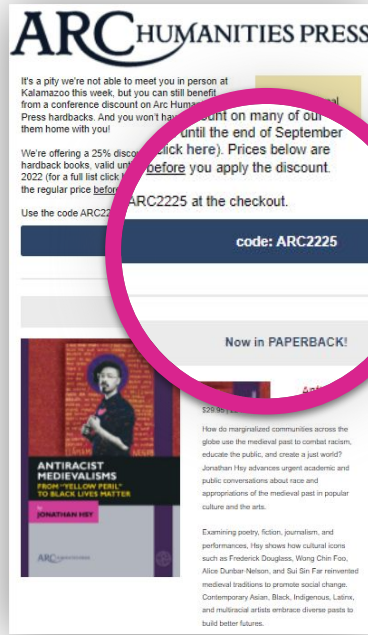
**Free ebook with every order!**

**SIGN UP TO THE PLUTO NEWSLETTER** To receive special offers and much more!

Pre-order a copy of Abolition of Man and get a free tote bag! Ends on 19th November.

Pre-order Revolution and get a free tote bag! Ends on 19th November.

# Email out special offers with codes



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

# 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

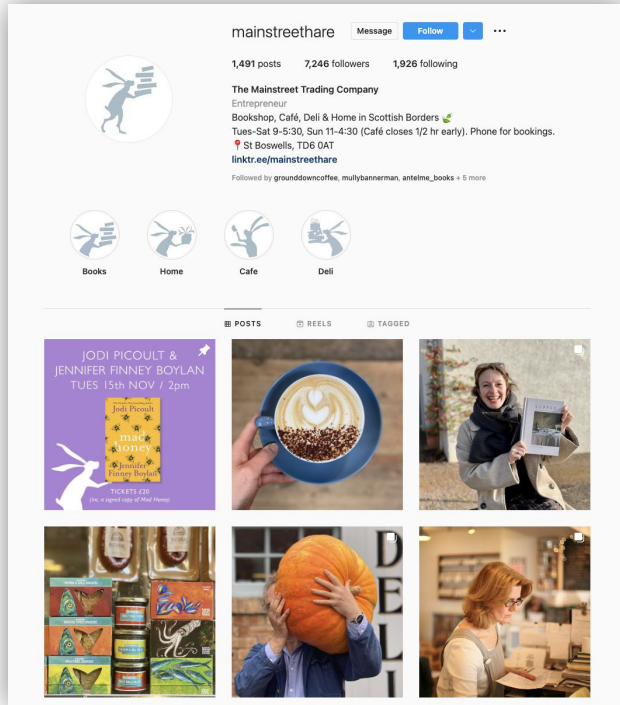
Add books into bundles based on theme; history, prize winning, summer reads

The image shows a screenshot of the Daunt Books website. At the top, the logo reads 'DAUNT BOOKS INDEPENDENT BOOKSELLERS'. A navigation menu includes 'Books', 'Book Bundles', 'Events', 'Gift Certificates', 'Bags', 'Subscriptions', 'Jigsaws', 'Stationery', and 'Contact'. The main heading is 'Daunt Books Subscriptions'. Below this is a section titled 'Book Bundles' which displays 'Showing all 47 results'. Six book bundles are featured in a grid:

- Daunt Books Publishing Bundle**: £29.97
- The Puffin Classics for Christmas Bundle**: £37.97
- The Confident Readers Bundle**: £23.97
- The Early Readers Bundle and Bag**: From £23.98
- The Foodie Bundle**: £31.97
- The History Bundle**: £34.97

To the right of the website screenshot is a photograph of a 'Daunt Books Subscriptions' box. The box is brown with a black ribbon tied around it. The ribbon has 'DAUNT BOOKS' printed on it. A small tag is attached to the ribbon. The box is placed on a reflective surface, and the background is a blurred bookshelf.

# 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

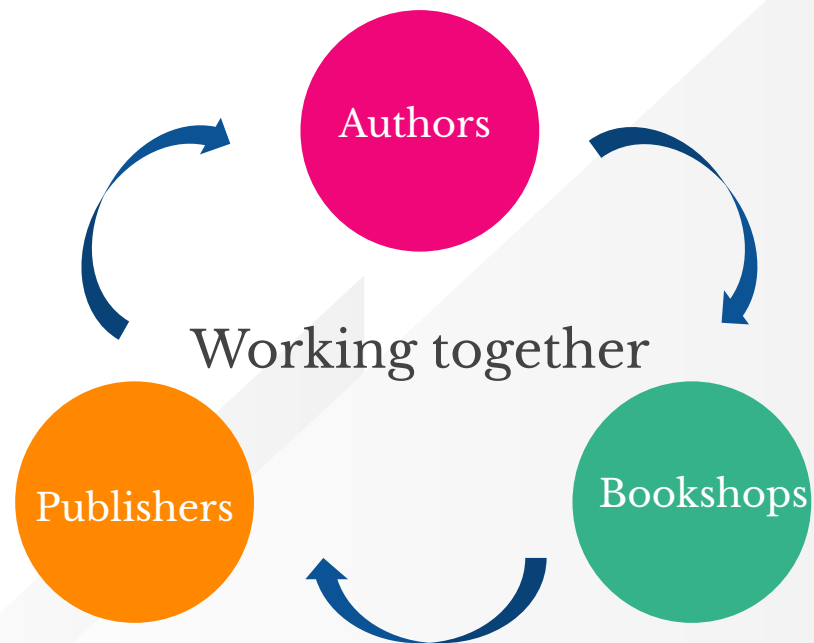


# Author engagement

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*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



# 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

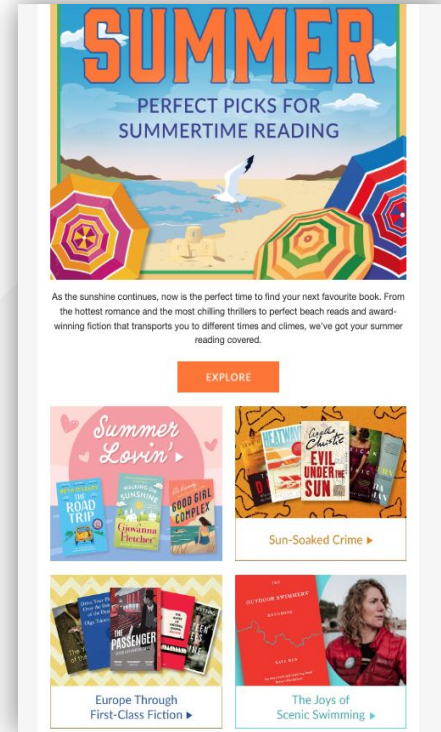
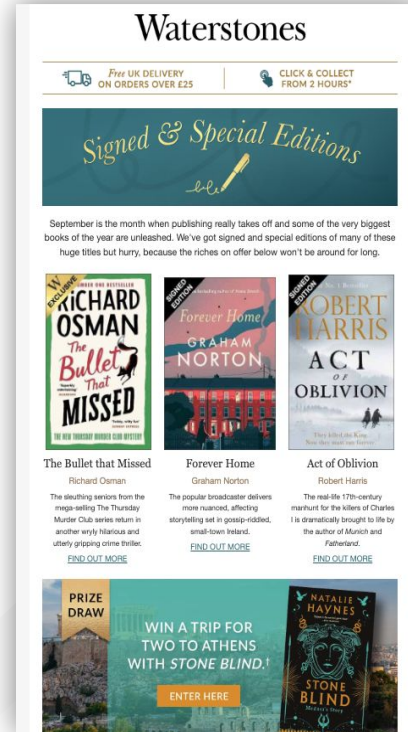
Metadata review



# 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!*



# CASE STUDY Between the Chapters

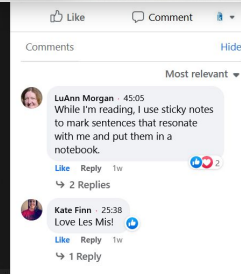
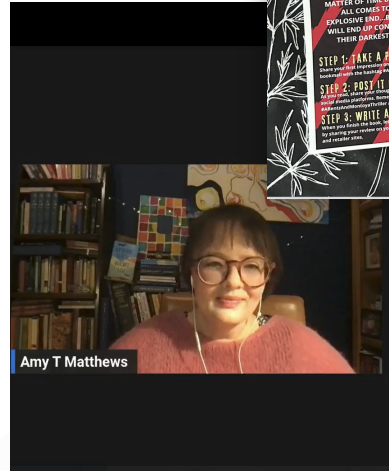
The image displays a collection of promotional materials for the 'Between the Chapters Book Club'. On the left, a banner features the 'BTC Insiders' logo, a blue and white tote bag, and the text 'SHARE YOUR AND WIN BIG!'. Below this are three buttons: 'DISCUSSION GUIDE', 'GOODREADS BOOK CLUB', and 'FACEBOOK'. At the bottom of the banner are four red buttons: 'UPCOMING EVENTS', 'TAKE A QUIZ TO FIND YOUR NEXT MUST-READ!', 'SEE THE BOOK ON TIKTOK', and 'EXCLUSIVE'. On the right, a screenshot of a Facebook group post is shown. The post is from 'Kensington Publishing Corp.' and is titled 'JULY Book Club Pick & Schedule'. The text of the post reads: 'Hello, @everyone! It's time to get excited about our July book club pick. This one is sure to keep you on the edge of your seat with twists and turns you won't see coming: THE OTHER MISTRESS by Shonora Williams! "Shonora Williams expertly drops hints and clues as she spins and twists this psychological thriller, leaving the reader gasping for breath and racing to get to the explosive end." —Darby Kane, international bestselling author of Pretty L... See more'. The post includes a book cover for 'The Other Mistress' by Shonora Williams. The Facebook interface shows the group name 'Between The Chapters Book Club (Group)', 18.0K members, and an 'Invite' button. The right sidebar of the Facebook post shows an 'About' section with a welcome message and details about the club's activities.

*Kensington Books' Between the Chapters Insider Program*

# CASE STUDY Between the Chapters

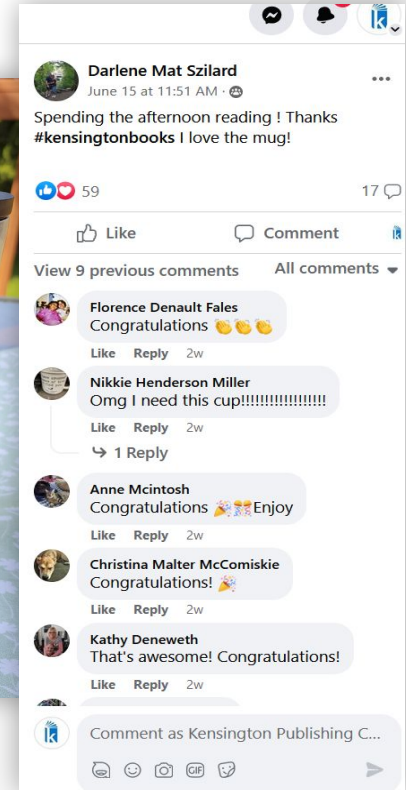
- Community send recommended books
- Author chats -readers can interact with the authors they love
- Reader giveaways & prizes

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



# CASE STUDY Inside Group of readers

*Very active members are rewarded with additional perks*



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

---



## 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**





# NEW from Supadu

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*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™  
events

THANK YOU!

Q&A

