

Book Marketing Survey Identifies The Top 5 Book Promotional Services

The latest Book Marketing Survey carried out by KindleBookReview (<http://www.kindlebookreview.net>) provides a number of interesting insights into the best ways self-published authors should be promoting their ebooks. With over 300 indie authors participating in the survey, questions ranged from the best places to seek book reviews to how much money authors spend on promoting their books each year. In the second release of the survey, KindleBookReview asks authors about the best places to advertise their books, with recommended best practices to get the best from these book promoters.

High-level takeaways from the survey

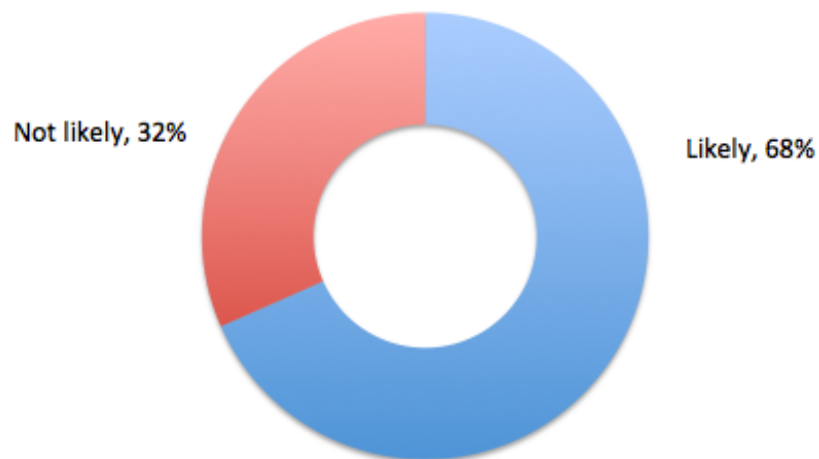
- The majority of authors (68%) recommend using book promotion services to advertise their book
- 43% of authors in the survey often or occasionally use book promotion services to gain sales, downloads, reviews of their books
- The top 5 recommended promotional services all score over 60% in being “strongly recommended” or “recommended” by the authors in the survey.
- The top 5 recommended book promotional services are BookBub, KindeBookPromotions, Ereadersnewstoday, Kindlenationdaily.com, Bargainbooksy.com. Honorable mentions also go out to BookGorilla, Pixel of Ink, and FreeBookSys.
- The top target audience sought by authors are “readers in my book genre who will purchase and review my book”

Authors were asked:

How likely is it that you would recommend book advertisers to a friend or fellow author?

Results:

How likely is it that you would recommend book advertisers to a friend or fellow author?			
Answer Options	Likely	Not likely	Response Count
	68%	32%	
	186	86	272
	<i>answered question</i>		272
	<i>skipped question</i>		51



Looking at these results, there is no doubt that the majority of authors using book promotional services recommend them to friends and fellow authors

- 68% of authors recommended their services
- In contrast to 32% who do not

The general conclusion one could draw from this is that book promotional services in general are doing a good job in delivering one what they promise or advertise.

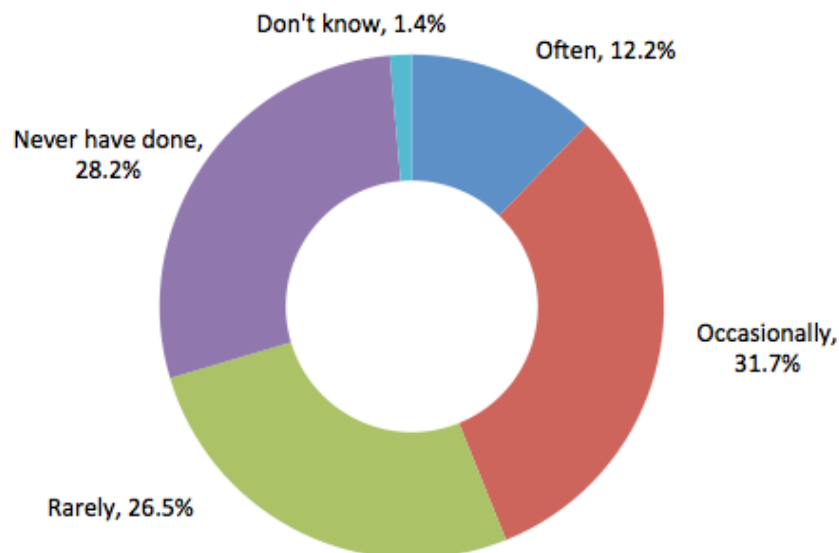
Authors were also asked:

How often, if ever, do you pay for advertising your book (for example on BookBub, Pixel of Ink, KindleBookPromotions.com etc)?

Results:

Survey - Book Marketing Trends

How often, if ever, do you pay for advertising your book (for example on BookBub, Pixel of Ink, KindleBookPromotions.com etc)		
Answer Options	Response Percent	Response Count
Often	12.2%	35
Occasionally	31.7%	91
Rarely	26.5%	76
Never have done	28.2%	81
Don't know	1.4%	4
<i>answered question</i>		287
<i>skipped question</i>		36



Looking at these results, the general impression is that there are an increasing number of authors turning to book promotional services to advertise their books. Looking at the responses of the authors:

- 44% state they “often” (12%) or “occasionally” use these services
- 26% rarely use them, and 28% have never done so.

Given the value the majority of authors place on these promotional services, it seems a notable number of authors (26%) are missing out on a good opportunity here, perhaps because they are either unaware or uncertain about using such promotional vendors.

Authors were also asked:

Which book advertisers would you recommend the most?

Authors could reply with a “ Strong Recommend”, “Recommend”, “Don’t recommend”, or “Avoid like the plague”.

Results:

Survey - Book Marketing Trends

Which book advertisers would you recommend the most (ordered randomly)				
Answer Options	Strong recommend	Recommend	Rating Average	Response Count
BookBub	53	55	3.19	134
KindeBookPromotions.com	38	69	3.03	139
Ereadersnewstoday	28	48	2.97	105
Kindlenationdaiily.com	26	46	2.90	107
Bargainbooksy.com	12	52	2.77	98
Pixel of Ink	13	48	2.70	103
BookGorilla	19	39	2.70	103
Freebooksys	14	40	2.69	94
Digitalbooktoday	6	54	2.69	94
Authormarketingclub.com	10	45	2.63	98
EbookLister	8	35	2.58	86
Readerscircle.org	6	31	2.51	80
Kboards	9	38	2.50	98
Thebigthrill.org	4	30	2.44	81
Other (please specify)				83
			<i>answered question</i>	194
			<i>skipped question</i>	129

Authors were asked to grade each book promoter on whether they On the question of which book promotional services would they recommend, we took the rating average which gives weight to those that “strongly recommended” or “recommended” a vendor. On this rating average score, the top performers were:

1. BookBub (with 81% voting “strong recommend” or “recommend”)
2. KindeBookPromotions.com (with 77% ditto)
3. Ereadersnewstoday –ENT (with 70% ditto)
4. KindleDailyNation.com (with 67% ditto)
5. Bargainbooksys.com (with 65% ditto)

Honorable mentions also go to BookGorilla, Pixel of Ink, and Freebooksys for scoring well in the “strong recommend” category.

For a full copy of the results, including those that did not fare so well, please contact support@kindlebookreview.net

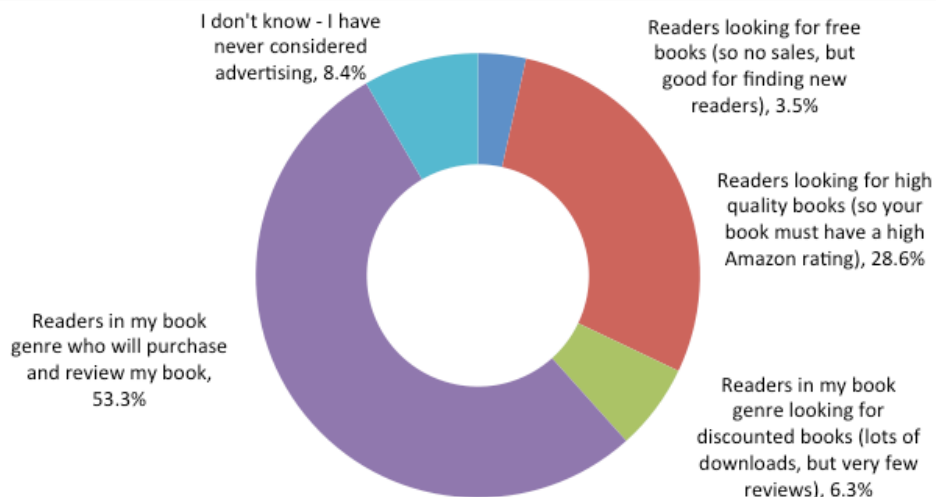
Authors were also asked:

When you're considering book advertisers, what type of audiences would you like to reach the most? Tick only one option please.

Results:

Survey - Book Marketing Trends

When you're considering book advertisers, what type of audiences would you like to reach the most? Tick only one option please.		
Answer Options	Response %	Response Count
Readers looking for free books (so no sales, but good for finding new readers)	3.5%	10
Readers looking for high quality books (so your book must have a high Amazon rating)	28.6%	82
Readers in my book genre looking for discounted books (lots of downloads, but very few reviews)	6.3%	18
Readers in my book genre who will purchase and review my book	53.3%	153
I don't know - I have never considered advertising	8.4%	24
<i>answered question</i>		287
<i>skipped question</i>		36



Based on the replies, the audiences authors sort the most were:

- 53% - “Readers in my book genre who will purchase and review my book”
Recommended vendors for this are BookBub and KindleBookPromotions
- 29% - “Readers looking for high quality books (so your book must have a high Amazon rating)”
Recommended vendors for this are BookBub and BookGorilla
- 6% - “Readers in my book genre looking for discounted books (lots of downloads, but very few reviews)”
Recommended vendors for this are ENT and BookBub

Best practices for 2016:

The results of this survey clearly indicate that book promotion services are a great way to advertise and promote your books.

Let's now look at some of the best practices to ensure your book is accepted by these services. Many of them have waiting lists due to their popularity, and consequently have strict criteria for the books they decide to promote. So to get the best out of these services and be accepted by them, please follow these next top 10 tips:

1. First consider what your goal is before using any of these services. Take your time to analyze the benefits of each service, and ask yourself which ones come closest to what you are seeking – more sales? more reviews? more visibility?
2. Provide the information they ask for, and try not to cut and paste standard replies you already have. Each service should be treated individually and your answers personalized so that they clearly see you seriously want their services.
3. Do not use multiple book subscription services at the same time. This is tempting to do if you want maximum impact for a book launch, but it will result in you not being able to easily tell which of the services actually performed the best, and delivered on what they promised.
4. Have a clear idea on the promotion dates you would like to use for each service. In most cases, a number of weeks after your submission, and state you are flexible on the promotion dates. This will enable them to more easily fit your book into their already busy promotional calendar
5. Make sure you keep track of the promotion dates you requested, and ensure you have access to your KDP (Kindle Direct Publishing) so you can verify the results they get for you.
6. Most services require a payment through PayPal so ensure you have a PayPal account set up beforehand. Make sure you know the email address associated with your PayPal account.
7. Take care with free promotions. As covered in this book, they have some advantages and disadvantages. Authors with multiple books will have a better chance of leveraging a free promotion, but the days of expecting high sales of your other books after a free promotion are quickly disappearing. Free book promotions are very useful if you are planning to get on the Amazon Popularity Lists (see “Popularity Lists” covered elsewhere in this book for details).
8. Learn to walk before you can run, meaning that it's better to invest a little first, and when you are happy with the results of the service, to spend more. This can be difficult with sites like BookBub where they often allow you to promote your book only once, but care about how you spend your money is important.
9. If possible, look for guaranteed results or at least the average results you can expect. Be cautious of services that give you no indication of the sales results you will get.
10. Consult with other authors to find out what they have tried and recommend. While one service might work well for one author but not for another, there is a good chance that it will.

About the survey:

The objective of the survey is to gather insights from self-published authors in order to provide insights into the best way to promote books. Authors were invited to the survey through social media channels and email, with over 300 respondents taking part. A full copy of the survey can be obtained by contacting us via our website below.

About KindleBookReview:

KindleBookReview enables authors to boost sales and improve their visibility in the market by promoting their books to enthusiastic readers. Our creative input gathering and scheduling service to respective buyers, combined with a strong North American and global crowd sourced workforce is breaking down the traditional barriers of cost, volume, and reach in seeking new readers and reviewers.

For more information, visit www.kindlebookreview.net