

## NOTES FROM SDWEG MARKETING SUPPORT GROUP – 2/28/19

### **Topic: Marketing Paper Books vs. ebooks**

**Leader: Penn Wallace**

This was a full participation session with input and ideas from the group.

#### ***Paper Books (soft and hardback) advantages:***

More choices, people like to look at the cover which can attract them to purchase. There are also unlimited resources compared to ebooks.

Bob Boze indicated he prefers Kindle books and only occasionally buys a paperback.

Karl Keating likes either. He will buy a paperback if not available on Kindle.

He was asked “How do you make the decision?” Karl’s response was “If I NEED to read it.”

Margaret Harmon buys her books at Warwick’s because she has an incentive to get discounts for her editing work.

#### ***ebooks:***

Penn Wallace often finds free and discounted ebooks through signing up with books clubs. He also shops on Amazon ebooks where he finds hundreds of books for Kindle.

To buy a book (either hard or ebook, people need to know it exists.

Penn asked why Guild Members attend the Marketing Group:

Most common reason is they want to sell more books.

By a show of hands, Penn asked how many are selling as many books as they want? No hands went up.

Michael Herman shared that he met a guy who markets exclusively on Facebook and all his books are 99 cents. Says the guy sells well.

Karl Keating shared his use of the “book funnel” where a reader can download one free book using a code. Believes this method works better with non-fiction books.

Penn shared that he markets directly to his “niche” readers through his email lists and to note the differences between marketing and advertising:

Advertising - selling the product NOW

Marketing - building a steady stream of support

Penn presented his slides and discussion ensued.

Rick Lakin discussed Tangible – pay back vs. Intangible – word of mouth. Rick also shared [interviewguestdirectory.com](http://interviewguestdirectory.com) as a resource.

He discussed that he spent \$60 in sales efforts on Amazon?

Talked about posting his new titles 30-45 days on Pre-sale. Stays 30 days beyond publish date.

Tracking by Amazon. It will follow you to Facebook. Rick also uses [Amazon.advertising.amazon.com](http://Amazon.advertising.amazon.com) to start promotions.

Leon Lazarus discussed Google Analytics – he can tell where the traffic is coming from. He suggests going to their sales page to learn more.

Penn indicated that he no longer does reading as he rarely sold more than five books. Better use of email marketing costs – when factor in gas, posters, etc.

Penn prints on KDP.