

Special Report:

# Online Marketing for Authors

How to connect with enthusiastic, loyal readers  
who read everything you write!

Featuring:

- Selling Books in Today's Digital World
- Book Sampling to Increase Sales
- Glossary of Online Advertising Terms
- Much more!

Presented by **BookDaily.com**  
"Book Samples for Book Lovers"



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# Chapter 1: Selling Books in Today's Digital World

**"When *A Time to Kill* was published twenty years ago, I soon learned the painful lesson that selling books was far more difficult than writing them."**

John Grisham, in the introduction to *Ford County*

Historically, the book publishing industry operated using a traditional wholesale to retail distribution model. The publishers created the books and provided them wholesale to the retailers, who marked them up and sold them to readers.

Authors wrote books and the fortunate ones made deals with publisher to bring their work to market. Very few would self-publish, and the largest publishing houses had a tremendous level of influence on the market.

**Then along came technology and the internet, changing everything!**

Here at BookDaily, our mission is to help the book publishing community market in today's digital environment using the concept of book sampling. The site aggregates book readers online and offers sample chapters of books related to their interests.

We then provide marketing tools to help you build a following of readers interested in your work. These readers will serve as the basis of your online marketing strategy and a prospect list for your work for years to come. This document will outline the steps.

In *The Long Tail*, Chris Anderson clearly describes three forces impacting the business world: democratizing the tools of production, democratizing distribution, and connect supply and demand. Let's analyze these forces within the context of the book industry:

1. **Democratizing the tools of production.** It's so much easier today for an aspiring writer than in the past. They simply turn on their computer and start typing. Advances in technology have continually lowered the barriers to entry for writers. Gone are the days of clunky typewriters and books written by hand.
2. **Democratizing distribution.** You want to be a writer? Easy! Just set up a website and work out a deal with a "print on demand" company and you're in business. If journalism is your preference, set up a blog (free, of course) and you're ready to go.
3. **Connecting supply and demand.** The old wholesale/retail model no longer works as well. In the new digital world, it's vital for the suppliers (authors and publishers) to connect directly with the consumer demand, the readers.

Let's examine how BookDaily helps you take advantage of these forces.

## **Chapter 2: The BookDaily Approach - Book Sampling to Increase Sales**

The BookDaily website and email strategy is structured to put the first chapter of books in front of readers in volume. Does book sampling increase sales? Absolutely, according to a study released by Libre Digital in October 2009:

“We know that allowing readers to preview book chapters before buying has a positive impact on both print and eBook sales,” said Russell P. Reeder, President and CEO of LibreDigital, Inc. “In the case of one well-known book publisher, one in three people who browsed decided to purchase the book online. As a result, leading publishers are increasing their use of online previews when planning promotional campaigns for both new and existing book titles.”

A casual reader usually thumbs through the pages of a book prior to buying in the store. The online equivalent is to read an excerpt or sample chapter in a digital format. That’s why Amazon’s “Look Inside” feature is hugely popular. This is our approach – letting readers sample your books so they can move along in the buying process. However, unlike the Amazon example, the BookDaily approach is an active one – readers receive the chapters daily by email even if they don’t go to the website.

BookDaily’s overall strategy is quite simple:

1. Attract readers by offering a wide variety of quality books to sample;
2. Use email to make sampling easy and increase overall readership;
3. Connect the readers with the authors of these books to begin developing an ongoing direct relationship.

BookDaily offers the first chapter of more than 80,000 titles. Readers can filter the content by genre, author, publisher or sales ranking. They receive daily email sample chapters from titles they’ve selected in advance through the “Sample Shelf” function or alternately by subscribing to one of the site’s many email lists.

Authors have the opportunity to set up a free author account on the site. This allows them to load sample chapters from their titles, post a biography, photo, video and website link. Benefits include free exposure to site readers, potential website traffic, and the search engine optimization (SEO) value of the website link.

Daily email lists include the site’s overall Book of the Day and popular genres like Romance, Entertainment, Science Fiction, Religion, Mystery and Business. Account holders can review books, select titles to sample by email, print bookmarks, and connect directly with participating authors to receive special content and promotions.

## The BookDaily Author Circle

The Author Circle lead generation program is the mechanism used to help connect participating authors with readers. The end result is that authors and publishers will build a database of readers who want ongoing information about their titles. For authors using the Author Circle, readers will see the green circle below next to the author's titles on the BookDaily site or on book sample emails:



When a reader enjoys a book sample and wants more information, they simply click the icon to join that Author Circle. They understand that this authorizes BookDaily to pass their email address to the author so that they can receive marketing materials from the author or publisher.

In this way, an author driving traffic to their titles via a promotional campaign begins building a database of active readers for their online marketing efforts. Please note that this particular method will generate highly qualified, avid readers, because it is only available to the core users who have gone through the account set-up double opt-in process and are active on the BookDaily website.

To fully reap the rewards of this strategy, you must develop a follow-up strategy designed to convert these leads into buyers. You'll need to communicate with them using email and provide relevant offer such as notifications of personal appearances, media coverage, and new book releases.

## **The Lifetime Value (LTV) of a Reader**

Before we leave this section, let's introduce a direct marketing principle vital to your marketing success online: lifetime value (LTV).

LTV is defined as the value of a buyer over their entire lifetime of doing business with a company. This includes the number of repeat purchases, the size of the purchases, the number of new customers (readers) they'll refer, and so forth. The direct response marketing industry has extensive information available about this concept if you'd like to do some further research.

For your purpose here, it's vital to understand that readers who like an author's work will buy again and again. Authors and publishers in the romance genre understand this keenly. Consider these statistics from a study commissioned by the Romance Writers of America in 2009:

- 91% of survey respondents are likely to seek out an author's previously published titles after reading a novel from an author they like.
- 29% of romance readers usually carry a novel with them.
- Readers will typically finish a novel within seven days of starting it.

It's easy to see the lifetime value of a reader like this over time is enormous! Successful book marketers consider the lifetime value of reader engagement in making marketing decisions; not just the value of one transaction. This philosophy should drive your marketing efforts.

(If you'd like to learn more about the concept of LTV, there is plenty of good information available online. Here's a link to one good treatment of this principle:

<http://www.jimnovo.com/LTV.htm> ).

## Chapter 3: Get Started with BookDaily

This chapter outlines the steps to begin connecting with readers through BookDaily. It's free and the process should take just a few minutes. When you set up an account and post your books, readers will have a chance to sample your work along with the other leading authors in your genre, creating the opportunity for you to further establish your reputation.

### Set up a BookDaily Author Account

It's free and easy. Start the process here:

<http://www.bookdaily.com/authorpromo/promoform>

You'll be guided through the steps. If you haven't already, you'll need to confirm your request by email.

Once you set up your account, you'll have access to the "Author Administration" section of BookDaily. This includes a control panel to help you load content on the site, market yourself, and view reader statistics.

### Add or Claim Books

Some of your titles might already be on BookDaily. We have a licensing agreement with an aggregator who distributes these samples on behalf of 1,400 publishers, so it's possible that we already have one or more of your books. If so, you need to "claim" your books on the site. This associates your titles with your author profile.

To claim a book, enter the ISBN where prompted and follow the steps. You might discover that we have the book in our system, but don't have the sample chapter. In that case, the book won't display on the BookDaily site. You'll have a chance to load the chapter, at which point it will be available for BookDaily readers.

You can also add new books. This process takes a few more steps but is also very simple.

### Load Your Biography and Video

Complete your profile by adding a biography, photo, and a YouTube video (if available). You can put a link to your website and blog so readers will know how to find out more about you and your work.

## Marketing Tools

We encourage you to use BookDaily as a sampling tool to help expose more readers to your titles. In your author profile, you'll see a section called "Marketing Tools". We'll be adding new promotional resources over time to this section.

Once you claim a book, you'll be able to get a custom widget to use on your website or blog. The java script code is available in the Marketing Tools section, and features your claimed titles. Users who click the link on the widget are sent to your BookDaily page so they can read your sample chapter(s)!

As a BookDaily author, you'll also receive our "Author Update" email newsletter. This contains marketing ideas with one specific theme: **to help you sell more books!**

## Promotional Campaigns

Once your profile and books are on BookDaily, we offer promotional campaigns for every budget. Make sure your books are the ones that our readers are sampling! Once you begin promoting on BookDaily, your books will be enabled for the Author Circle lead generation program. Then readers who like your work will be able to easily join your mailing list, and you will have the tools to develop a following of readers with high lifetime values for years to come!

You can review details about our latest monthly promotion here:

<http://www.bookdaily.com/authorpromo/monthlypromo>

Please let us know whenever you have questions or we may be of service.

## Chapter 4: Effective Email

Once you set up your author account and begin capturing leads through the Author Circle program, you will need an effective, consistent email program to market to these readers. It isn't viable long-term to simply load their addresses into your personal email program; you'll need to practice the fundamentals of professional email marketing.

Please understand this strategy is a fundamental of doing business in the digital economy. Like any discipline, there are fundamentals of effective email. We can only begin to scratch the surface of the subject in an introductory report like this.

There are many good companies available to help in the email world, known as Email Service Providers (ESP's). Here is a top-level listing of areas where an ESP can help:

- Subscriber and List Management: Topics include new subscriptions, unsubscribes, list cleansing, bounces processing, merge/purge, subscriber preference centers, and more.
- Message Composition: Templates, images, "from" and subject lines, formatting.
- Delivery and Campaign Management: List segmentation, delivery times, welcome messages, integration with social media, etc.
- Tracking and Reporting: Open counts, click through rates (CTR), subscriber history, forward activity, transmission history.
- Email Marketing Expertise: Tips, polls, forms, results analysis.
- Account Management and Support: Training, technical support, knowledge base.

This information was provided by Email Transmit. This company in particular understands author marketing... the president of the company is a published author himself!

(We've arranged for a special discount for BookDaily authors from Email Transmit if you'd like to work with them. Go to <http://emailtransmit.com/sign-up-now> and use discount code "BD50" and the "self-service" account option to take advantage of it.)

# Epilogue

Thank you for your interest in the BookDaily author marketing program. We're just getting started, and are excited about the opportunities unfolding in the book industry.

We believe that digital book sampling will continue to grow in importance in driving book sales, and are dedicated to providing the best online marketing tools available. We appreciate your commitment to publishing and look forward to the chance to be of service.

# Appendix A: BookDaily in the Media

Featured in Publishers Weekly, June 15, 2009: "Can BookDaily.com Sell Books?" by Calvin Reid



## Can BookDaily.com Sell Books?

E-syndicator looks to lure paying book buyers with free content

By Calvin Reid

ArcaMax Publishing's CEO, Scott Wolf, believes his company, an e-mail newsletter publisher that syndicates free licensed content to more than five million subscribers every day, can help publishers effectively promote and sell their books and even learn more about their customers' buying habits.

ArcaMax publishes about 70 different e-newsletters each day offering daily samples of such well-known content as popular comics strips, auto info and books.

The digital publisher wants to expand the role of book content in its syndication business and has launched BookDaily.com, a newsletter and Web site venture that offers readers a daily feed of free licensed sample chapters from more than 60,000 books by popular authors like Stephen King, Dan Brown and Stephenie Meyer. Wolf believes he can use ArcaMax's huge subscriber base (and the detailed consumer data it collects) to promote new titles, introduce books to readers across related subject categories and generate book sales.

Originally launched in 2000 as an e-commerce site selling software products, ArcaMax switched to publishing e-newsletters in 2004, and the content syndication business took off. Wolf says the company's Garfield newsletter has just under one million subscribers, while the joke newsletter has over one million daily readers. "We don't create content," explains Wolf. "We license content consumers already know. They know the Garfield comic strip, they don't know ArcaMax. And we're always looking for new opportunities to distribute consumer content." ArcaMax signs up about 12,000 new subscribers every day across all its newsletter content bases, and Wolf says, "Once they



BookDaily's Scott Wolf

confirm their subscription, we offer them other content."

Wolf emphasizes that ArcaMax has "a lot of data on our consumers. We can tell you how long someone will read a newsletter and so forth, and we monetize the content with advertising." The company has been experimenting with book content for a while. It currently serializes more than 700 public domain titles, breaking the books down into 25-day segments that are e-mailed to subscribers every day and supported by advertising. But while Wolf loves using book content, there is a problem with books—"they end." Wolf needs a constant stream of new content and says that while his book serialization business grew to about 250,000 subscribers (about 10,000 for any one book) over about three years, it was "not a big business for us."

That's when BookDaily.com was born.

"We believe we can drive the sampling and reading of books," Wolf says. "We believe we can

create opportunities for traditional publishers or even self-publishers to sell books." BookDaily.com works like this: users visit the Web site, which offers first chapters of 60,000 frontlist and backlist titles, and set up a free account. The site offers sample chapters of books of all kinds and consumers can pick as

many sample first chapters as they want; one will be e-mailed to them each day in the order they choose. Every chapter sample on the site offers a link to either B&N.com or Amazon.com to allow subscribers to buy the entire print title.

Wolf says a test e-mail to about 30,000 comics strip newsletter subscribers drove 2,000 readers to the BookDaily site and 500 registered. Now, three days a week, ArcaMax sends out a BookDaily update that lists new titles added to the site, and readers can add titles and new genres to their subscriptions. "We can offer samples of all kinds of content," he says. "It helps bring in new eyeballs and separates us from other content aggregators."

The site launched May 20 with a promotion to ArcaMax's five million subscribers, and after three weeks, Wolf says, more than 47,000 unique visitors had taken a look at BookDaily.com, then set up more than 11,000 accounts and generated nearly 21,000 subscriptions (users can subscribe to the newsletter without an account). Wolf expects to have more than 250,000 subscribers in six months and believes he'll be able to offer book publishers an opportunity to market their titles and attract new customers.

The site is adding book trailers and other content to entice readers, and Wolf

is negotiating for more sample chapters. He plans to offer structured promotional and marketing opportunities to publishers in the future. "Four million of our readers get some sort of promotional stuff from us," says Wolf. "We can circulate thousands of samples in an hour. The Internet has become a place for talent to be discovered. We hope publishers and authors find our site a perfect place to get more readers." ■



## Learn successful email marketing tips from the pros at BookDaily.com

### Innovative service sends readers free chapters of new books

A chapter a day keeps the readers in play. That's the strategy behind BookDaily. Every day, this email marketing company distributes 40,000 messages and its Web site gets 6,000 views.

What is in those emails?

The first chapters of books, a link to buy them at [www.bookdaily.com](http://www.bookdaily.com)

and advertising. Do readers open those emails?

Yes. BookDaily's open rate is 20 percent, which is above the industry average. Parent company ArcaMax's open rate is a whopping 45 percent.

What's the difference between BookDaily and ArcaMax? BookDaily emails the first chapters of recently published books like *Girl with the Dragon Tattoo* (Vintage) by Stieg Larsson and *Are You There Vodka? It's Me, Chelsea* (Simon Spotlight Entertainment) by Chelsea Handler. ArcaMax emails classic books which are in the public domain, like Jane Austen's *Sense and Sensibility* and *The Autobiography of Benjamin Franklin*.

In December 2009, six months after its launch, BookDaily sent 1.2 million emails to the 75,000 subscribers it had enlisted. ArcaMax, which began emailing books in 2006, has five million subscribers.

How did these Web services get so many subscribers? And why is their open rate well above average for email services? Scott Wolf, BookDaily's chief executive, says permission marketing is the key to the companies' successes. He's recently unveiled new ways for authors and publishers to market to their readers.

#### How BookDaily whets readers' interest with free first chapters

Wolf's journey to book email marketing maven began with a book and an email. The book, *Permission Marketing: Turning Strangers into Friends and Friends into Customers* (Simon & Schuster), was written by Seth Godin, a guerilla marketing guru.

"Godin offered the first three chapters by email," Wolf remembers. "You had to go to his Web site,

put in your email address and then get the chapters by email. That is the definition of his permission marketing: getting customers to give a company permission to market to them. I did it. I gave over my email address, got the chapters by email, then bought the book on Amazon. That process, reading the first three chapters, stuck with me as very effective. So, when I joined ArcaMax in 2001 to build up the Internet business, I thought that process would work for us."

It has. The company used this strategy to increase its revenues by 205.2 percent in three years. In 2009, the first year it was eligible, ArcaMax notched a spot on the *Inc.* 5,000, the business magazine's list of the most successful private businesses. ArcaMax was ranked 19th in the media category and 1,560 on the overall list.

How did Wolf achieve such success with email marketing? He offered content as the bait for the advertising hook.

ArcaMax began by sending emails with free comic strips, "Dear Abby" and other editorial. In 2006, Wolf launched ArcaMax's Book Club, a virtual library of 700 titles from which subscribers can select books to receive via email, chapter by chapter, with advertising embedded in the emails.

#### Creating BookDaily

Since ArcaMax's Book Club only deals with public domain books, Wolf wanted to provide more opportunities for authors and publishers to promote their recently published books.

BookDaily was launched in May 2009 to provide "book samples for book lovers." It works much the same as ArcaMax, but instead of getting the whole book, subscribers receive the first chapters of the titles they request. Subscribers log on to the Web site, fill out profiles, select their books and begin receiving emails that contain the first chapter and a "buy this book" link to BookDaily, which connects them to Amazon.

If subscribers don't select books, or if they run through their request list, they receive the first chapter of *The Book of* — continued on page 16

## Learn successful email marketing tips from the pros...

— continued from page 6

the Day. Readers can also cruise the Web site and read the first chapters of numerous books. By January 2010, BookDaily had 75,000 subscribers and offered the first chapters of 80,000 books.

"We have an agreement with a company, Dial-A-Book, that works with 1,500 publishers," Wolf explains. "That agreement allows us to publish the first chapter of those books." The first chapter, and only the first chapter, Wolf clarifies. "We aren't going to serialize current books and make them available for free. We're in the authors' corner on that. The authors wouldn't make any money and neither would we. Our goal is to get subscribers to buy the book."

If authors and publishers don't work with Dial-A-Book, or if they are self-published, can they still get their books in front of BookDaily's subscribers? Yes, and it's free.

"They can set up an author account on our site," Wolf says. "As long as the ISBN number is in the system, we can work with the book. After we verify the identity of the author or publisher, we walk them through the process of uploading the first chapter in a text file. Then, we pull book cover images and reviews from Amazon. The book and the chapter appear on the Web site almost instantly."

### **BookDaily's new features for authors and readers**

BookDaily has just introduced new features that Wolf believes will benefit readers and authors. In addition to the first chapter, authors and publishers can put content on sections titled "media" and "bio." The bio section can be whatever background information authors want to share with readers. The media page can include photos, reviews and other press mentions, and links to audio or video clips. It's all free and makes it easy for authors to educate readers about their books and their careers.

BookDaily has other opportunities for authors and publishers to get in front of subscribers. For \$450, authors can make theirs The Book of the Day that gets emailed to subscribers and featured on the home page of the Web site. For \$300, publishers can "sponsor" a genre for a week. Genres such as mystery/thrillers, romance, travel and

business/investing, appear on BookDaily's home page and in the weekly emails.

"We view the promotional packages in two tiers," Wolf says. "Large budgets can own a category. A science fiction publisher with enough titles can own the sci-fi Book of the Day every day. Their books can be the only ones promoted. That would cost about \$1,000 per month for genre sponsorship.

"On the other end of the spectrum, for authors who are self-published or books that don't have a broad appeal, we have \$50 or \$100 per month packages where we ensure they get a certain number of impressions with our subscribers," Wolf says.

"We have 75,000 email subscriptions to BookDaily," Wolf says. "It's in our best interest to connect our readers with great books."

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## Email marketing strategies from BookDaily's CEO

Want to start your own email book marketing campaign? Or are you looking to boost responses from your existing email efforts? Follow the advice of pro email marketer Scott Wolf:

- **Get the email delivered.** "You have to get the email to the right person and to their inbox, not their junk folder," Wolf says. How? "Use a double opt-in strategy," Wolf explains. "When you give (BookDaily) an email address and begin the process of getting on our list, we confirm your subscription via email. The email says, 'We have your subscription request. Please confirm that this is your email address.' First, that prevents someone from entering false information. Second, making people take a second, proactive step confirms their commitment. 'Yes, I want this email,' means a more likely 'Yes, I will read it.' Then, people will adjust their spam filters or whatever they have to do to get that email."
- **Make the emails matter.** "We're not just sending advertising," Wolf says. "It's not an email that says, 'Buy my book.' If it's just an advertising message, no one wants to read it. We are careful to balance editorial and content." Authors can adapt Wolf's method for their own use by writing emails that are relevant to world events, or share meaningful experiences that key into a book's message or even a poignant comic strip or joke.
- **Don't over design emails.** "The email has to be designed so that it will render properly in different email programs," Wolf notes. "It's difficult to design an email that looks good in Outlook 2003, Outlook 2007, Yahoo, Gmail, and AOL. For example, Outlook 2007 doesn't allow the use of background images. When that program was first released, no one's emails or newsletters looked good in it. We started using HTML to design emails, but then we went back to text. HTML makes more attractive emails, but if half of the design gets blocked, what's the point? It's not about being fancy. It's about being effective."
- **DIY with email templates.** "There is a science and art to creating marketing emails," Wolf says. "It's a matter of understanding eye patterns, banner blindness, blocking images and other technical issues. You have to use the right font and the right images." Wolf advises DIYers to try template emails. Constant Contact is a well-known company, but there are other services that offer different graphics to make your emails stand out. Mail Chimp, icontact, and Vertical Response are a few options.
- **Don't be shy. Sell your book.** Wolf says that some emails get too cluttered and lose the marketing message. "Authors need to understand that purpose of their email. Do you want people to simply read the content? Or do you want readers to click through to a Web site and buy the book?" Provide a clearly marked icon to deliver the marketing message.
- **Send what you say you'll send.** "Make sure that the emails match the readers' expectations," Wolf says. "Don't send a bunch of irrelevant material. Otherwise, the reader will think, 'I signed up for these emails, and this is what I get?' They will unsubscribe."
- **Test the emails.** "Don't just write the email and send it out," Wolf says. "Test it. One tweak can make the difference." For example, the email might get flagged by filters which reject messages that carry too many images. Or, the delivery system might dislocate the images from where you placed them in the email. Wolf recommends [www.marketingexperiments.com](http://www.marketingexperiments.com) and [www.marketingsherpa.com](http://www.marketingsherpa.com). "Online marketing is a whole industry," Wolf says. "Get educated." 📖



Scott Wolf

## Appendix B: Glossary of Online Advertising Terms

*Are you new to online advertising? Here is a list of online advertising terms to help you on your way.*

**Ad click:** When a user or visitor clicks on ad.

**Ad impressions:** An advertisement that was delivered to a qualified visitor.

**Ad space:** The location on a page of a site in which an advertisement can be placed.

**Banner advertisement:** A graphic image displayed on an HTML page used as an ad.

**Benchmarking:** Continuous measurement of a process, product, or service compared to those of the toughest competitor, to those considered industry leaders, or to similar activities in the organization in order to find and implement ways to improve it.

**Call to action:** Also known as CTA, the call to action is ad copy that encourages users to take a defined action. Examples include "Click here" or "Buy now."

**CAN-SPAM Act:** Otherwise known as the "Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003," it requires that businesses: clearly label commercial e-mail as advertising; use a truthful and relevant subject line; use a legitimate return e-mail address; provide a valid physical address; provide a working opt-out option; process opt-out requests within ten business days.

**Click rate:** The ratio of ad clicks to ad impressions. See Click-through.

**Clicks:** The result of a measurable interaction with an advertisement or key word that links to the advertiser's intended Web site or another page or frame within the Web site.

**Conversion:** In online advertising, a conversion is a defined action in response to your ad's call to action. Some examples of conversions include a sale, registration, or download depending on the goal of your campaign.

**Cookie:** A file on the user's browser that uniquely identifies the user's browser.

**CPA (Cost-per-action):** The cost of advertising based on a visitor taking some specifically defined action in response to an ad. "Actions" include a sales transaction, a customer acquisition, or a click.

**CPC (Cost-per-customer):** The cost an advertiser pays to acquire a customer.

**CPC (Cost-per-click):** The cost of advertising based on the number of clicks received.

**CPL (Cost-per-lead):** The cost of advertising based on the number of database files (leads) received.

**CPM (Cost-per-thousand):** The media term describing the cost of 1,000 impressions.

**CPO (Cost-per-order):** The cost of advertising based on the number of orders received. Also called Cost-per-transaction.

**CPS (Cost-per-sale):** The advertiser's cost to generate one sales transaction.

**CPT (Cost-per-transaction):** See CPO (Cost-per-Order).

**Click-through:** The result of "clicking on" an advertisement that links to the advertiser's Web site or another page within the Web site. Also known as click-through-ratio (CTR).

**Double opt-in email:** Lists of Internet users who have voluntarily signed up to receive commercial e-mail about topics of interest. After the sign up occurs, users receive an email and are required to click on a link in the email to active their request.

**Drill down:** When an online user accesses additional pages of the Web site.

**FTP (File Transfer Protocol):** Internet protocol which facilitates the transfer of files.

**Firewall:** A security barrier placed between an organization's internal computer network and the Internet.

**Flash:** Macromedia's vector-based graphics file format which is used to display interactive animations on a Web page.

**GIF (Graphical Interchange Format):** A common and compressed file format, developed by CompuServe, used to create Web ads or other images.

**Home page:** The page designated as the main point of entry of a Web site or the starting point when a browser first connects to the Internet.

**HTML (Hypertext Markup Language):** A set of codes called markup tags in a plain text (\*.txt) file that determine what information is retrieved and how it is rendered by a browser.

**HTML page:** A Hypertext Markup Language document stored in a directory on a Web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio, and other files.

**HTTP (Hyper-Text Transfer Protocol):** The format most commonly used to transfer documents on the World Wide Web.

**Impression:** A measurement of responses from a Web server to a page request from the user browser.

**IP address:** Internet protocol numerical address assigned to each computer on the network so that its location and activities can be distinguished from other computers.

**Java:** A programming language designed for building applications on the Internet. It allows for advanced features, increased animation detail and real-time updates.

**JPEG (Joint Photographic Experts Group):** The file format that uses a compression technique to reduce the size (number of bytes) of graphic files.

**Landing page:** The first page website visitors arrive to after clicking on a link.

**Opt-in:** Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to market the company's products and services. Also known as permission marketing.

**Opt-in e-mail:** Lists of Internet users who have voluntarily signed up to receive commercial e-mail about topics of interest.

**Page impressions:** The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

**Privacy policy:** A statement about what information is being collected; how the information being collected is being used; how an individual can access his/her own data collected; how the individual can opt-out; and what security measures are being taken by the parties collecting the data.

**Rate card:** The list of prices, products, and packages offered by a media company.

**ROI (Return on Investment):** The ratio of money gained or lost on an investment relative to the amount of money invested.

**RON (Run-of-Network):** The scheduling of advertising whereby an ad network positions ads across all sites it represents at its own discretion, according to available inventory.

**Skyscraper:** A tall, thin online ad unit. The IAB guidelines recommend two sizes of skyscrapers: 120 X 600 and 160 x 600.

**White Space:** Also known as negative space, it is the portion of a page left unmarked. The term arises from graphic design practice, where printing processes generally use white paper.

*Glossary words taken from <http://www.iab.net/resources/glossary.asp>*

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