



BOOK MARKETING IN AN ONLINE WORLD

CHRC Cultural
Human Resources
Council

CRHSC Conseil des
ressources humaines
du secteur culturel

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BOOK MARKETING IN AN ONLINE WORLD

A Six-Module Training Program

INTRODUCTION

There is no doubt that the Internet has changed the world of marketing. Having an online marketing strategy is now an integral part of any overall marketing strategy in all sectors, from the auto industry to the world of education. And this concept holds true for the book publishing industry as well. Book lovers, book readers, book buyers and authors are online and doing many different things, from gathering information, chatting with online and offline friends, window shopping, participating in online book clubs and buying books. According to Statistics Canada's 2005 Canadian Internet Use Survey (CIUS) of Canadians who purchased over \$7.9 billion worth of goods and services over the Internet, 35% purchased books, magazines and online newspapers. We also know that consumers are researching and browsing for books online that they will then purchase offline.

So it's clear that to stay competitive, book publishers must pay attention to the online world. Most publishers in Canada have some kind of website, and chances are they are doing more and more online. This program aims to provide a comprehensive look at the kinds of marketing activities book publishers may want to consider in order to, as Monique Trottier would say, "join in the conversation."

Background to the Project

In 2006, the Cultural Human Resources Council (CHRC) began a process of addressing the training and career development needs of the book publishing industry. This began with developing a Competency Chart and Profile for Book Publishers, and then a related Training Gaps Analysis. After a review by the CHRC's Book Publishing Steering Committee and a lively roundtable discussion with book publishers and educators, it was determined that marketing and technology were two of the key training areas that employers are interested in providing to their teams. The *Book Marketing in an Online World* training program is designed to meet that training need.

Book Marketing in an Online World is intended to be a comprehensive program to train publishing staff, at all levels, on the ins and outs of online marketing. It is divided into six three-hour training modules that are designed to work somewhat sequentially:

1. **"Developing a Strategic Online Book Marketing Plan"** outlines what strategic planning is and why it is necessary. It provides a step-by-step model on how to develop a strategic plan, specifically an online marketing strategic plan, and how to monitor, evaluate and keep your plan current.
2. **"Knowing Your Market"** discusses the importance of determining who is reading your books, getting insights about your competition, outlining some basic concepts about marketing research with a view to selecting the right marketing tactics (including online tactics) and predicting book sales numbers.
3. **"Dynamic Websites"** covers the importance of having a website that provides opportunities for interaction, and the steps to take to create one, including hiring

- the right designer, developing blogs, podcasts and videos, and using RSS. It also provides tips on getting the content right and joining in the online conversation.
4. **“Understanding Social Networks and Other Web 2.0 Applications”** outlines the basic concepts of Web 2.0 and social media, gives examples of Web 2.0 tools, and details how to be part of social networks and make them work for you.
 5. **“Building and Sustaining an Online Audience”** covers finding your online market and planning successful online marketing campaigns. It looks at ways to build your audience with book clubs, blogs and email marketing campaigns.
 6. **“Rights Management”** introduces the important area of issues related to managing rights. It outlines the basics of copyright, the challenges of online marketing with rights in mind and the confusing topic of digital rights management (DGM), and it discusses Creative Commons licensing and open access (OA) resources.

The six modules were written by five different contributors (two modules come from one contributor) from different backgrounds; some with extensive book publishing backgrounds, and others with grounding in the “package goods” area, the legal field, and journalism. Therefore, you will find each module may be structured slightly differently, or delivered in a different style. All contributors are very knowledgeable in their areas of expertise and offer interesting perspectives to online marketing for book publishers. Short biographies for each contributor follow this Introduction.

Each module ends with Resources, a handout that can be copied and given to participants.

Program Delivery

Book Marketing in an Online World is divided into six modules, each designed to be about three hours of training. Depending on your organization and membership, you can choose various ways of delivering the program. You may choose to have a three-day intensive program, where two modules are delivered per day with a lunch break in between. Or you may choose to run the program over a six-week period, with one module per week, say, in the evening from 7:00 to 10:00 p.m. Or you may want to consider delivering the program in three one-day segments over the period of a year.

It is recommended that you have a comfortable room with seating and tabletop space for all participants. You may want to consider catering a meal or snack, appropriate to the time of day. You will also need a blackboard or whiteboard to write on. Consider giving each of the participants name tags and/or name tent cards.

Given the online nature of the material, it is essential that you have at least one computer at the front of the room with Internet access, a projector and screen. If possible, it is ideal to have wireless Internet access for all participants and to encourage them all to bring laptops (or you could supply them). Having computers can be a distraction for seminar or workshop participants, however. It is very tempting to check in on the office throughout the day. Consider setting some ground rules at the beginning of each session, such as requiring that laptop computers be kept closed except when instructed or during breaks.

Note to Trainers

You may want to take some time to read through each of the modules and visit the websites cited before the day of the program delivery. Websites do sometimes come and go, and you don't want to find that out on screen with a room full of participants. In some cases, you will be asked to set up accounts with various websites (Gmail, Facebook, etc.) beforehand. There are exercises throughout these training modules that have been designed to be done either as a large group or with the class broken up into smaller groups, sometimes depending on your technology setup. Review the exercises in advance, and consider the level of knowledge of the group you are training. You may find you will want to adjust the exercises slightly according to the group you will be addressing.

Each of the modules is roughly three hours of training with a 15-minute break. You will find the timing of the break indicated in each module, but you can adjust that depending on how things are going in each particular situation. Take the time at the beginning of each session to point out the washrooms, coffee stations and so on, and to set ground rules about cell phones, PDAs and laptops. Also, you may be given an attendance sheet to review at the beginning of each session.

THE CONTRIBUTORS

Dan Aronchick

Module 2, "Knowing Your Market"

Dan Aronchick is the president of Out-Think Inc., a Toronto-based innovative marketing company. He taught Marketing at the Schulich School of Business at York University for 15 years, where he developed the first Canadian course on Creative Idea Generation. A "packaged goods" marketer for 20 years, Aronchick is the former director of marketing at Unilever and started his career at Procter & Gamble. His past clients include Royal Bank, Kraft, Harlequin and Molson. Recently, clients include ECW Press and the Humber School of Creative and Performing Arts.

Diane Davy

Module 1, "Strategic Planning"

Diane Davy is the president of Castledale Inc., a cultural industry consulting company. Prior to founding Castledale, she was president of Key Porter Books Ltd. and served as president of NextMedia Inc., a marketing and consulting company specializing in television, music and publishing. Davy was president and publisher of Greey de Pencier/Owl Books (now Maple Tree Press). In addition, Davy has been actively involved as a volunteer member of various industry and not-for-profit boards of directors, including the Association of Canadian Publishers, the Organization of Book Publishers of Ontario, the Association for the Export of Canadian Books, the Canadian Magazine Publishers Association (now Magazines Canada), Scientists in School and PEN Canada.

Virginia Jones***Module 6, “Rights Management”***

Virginia Jones is legal counsel at Access Copyright, The Canadian Copyright Licensing Agency, is regularly involved with content producers, and frequently speaks on issues that impact the creative community. She has been extensively involved in the development of the Canadian Public Domain Registry. She has published a number of papers that explore Canada’s copyright regime and the options and opportunities that are available to content producers in the digital age. Jones obtained her law degree from Dalhousie University. She is currently in part-time studies for her Masters of Business Administration at the Schulich School of Business at York University.

Wayne MacPhail***Module 4, “Understanding Social Networks and Other Web 2.0 Applications”***

Wayne MacPhail has been a traditional and emerging media journalist for over 20 years. He’s been an editor at *Hamilton Magazine* and *The Hamilton Spectator*. In 1991, he became the founding director of Southam InfoLab, and has created online content for most major players in Canada. He’s also a published book author and playwright and is currently the president of w8nc inc., an emerging media marketing and communications company. w8nc’s clients include Mohawk College, McMaster University, York University, the Alzheimer Society of Ontario and others. He volunteers as a board member for rabble.ca, where he is also the executive producer of the rabble podcast network and the producer of two podcasts, and writes a weekly technology column.

Monique Trottier***Module 3, “Dynamic Websites”******Module 5, “Building and Sustaining an Online Audience”***

Monique Trottier is an owner and partner of Boxcar Marketing, an Internet marketing company with expertise in web design, online marketing and publicity and search marketing. She was the Internet marketing manager at Raincoast Books, where she implemented the company’s literary podcast series, making Raincoast the first Canadian publisher to podcast. She teaches and speaks on social networking, corporate blogging, podcasting and personal blogging. Her writing can be found at www.somisguided.com and www.iworkindustries.com.