

# Smart Marketing for Authors in the Age of Amazon

Resources for the Stanford Continuing Ed. class, February 1, 2020

## Doing Market Research on Amazon

1. Let Amazon auto-complete searches for you.
2. Browse the categories. (You can have up to 10 for your book: 2 when you submit)

Know how to read a book page. Where can you find:

- How long the book has been out
- Publisher info
- Author info
- Sales rank
- Categories
- Also-bought books
- Formats

## Learning More about Amazon

Sign up for David Gaughran's email list and you'll get a copy of his ebook *Amazon Decoded*. Here's the link: <https://davidgaughran.com/books/amazon-decoded/>

## Using Amazon's Tools for Authors

### Author Central (AuthorCentral.Amazon.com)

As soon as your book is out, take advantage of this resource to:

- Create your author page
- Watch sales rank and retail sales
- Request *up to 10 categories* for your book (use the Contact Form under Help)
- Tinker with book descriptions in one place
- Track reviews
- Get help with other questions

**On KDP: Reports:** Track your book's purchases: I suggest entering monthly sales numbers from KDP dashboard into a spreadsheet. You'll like having the data.

**On Amazon itself:** set a reminder to check your book's "Also bought" data monthly.

## Marketing with Amazon

Make sure Amazon knows how to market your data. Don't chase short-term sales of the wrong audience!

## Work the “Also Bought” Data

Find real ways to link your book with others. Be creative

- Write reviews of a target book and share it with your followers.
- Advertise to people who like that book.
- Look for people who have reviewed that book on Amazon and ask if they would review yours.

## Amazon Associates

Here are four good reasons to sign up for Amazon’s affiliate marketing program, Amazon Associates:

1. Get easy-to-share, custom links to your books
2. See how many people purchase from your links
3. See what other things they buy
4. Earn a few extra pennies

## Advertising on Amazon (Amazon Marketing)

This is a great way to expand your reach, but it takes some time and learning. Here are a few tips.

1. Take a class first to learn about advertising. Here are two free ones:  
<https://courses.kindlepreneur.com/courses/AMS>  
<https://blog.reedsy.com/learning/courses/marketing/amazon-ads-authors/>
2. Stick to Sponsored Product ads.
3. Use lots of targeted keywords.
4. Use your own “Also bought” books and authors as keywords in your ad campaigns.

## Other Things to Share

### BookBub ads

David Gaughran again is the master of this subject. Check out his book BookBub Ads Expert: <https://davidgaughran.com/books/bookbub-ads-expert/>

### Audiobooks

Audiobooks belong as part of *nearly* any book’s marketing strategy. It’s a lot easier to get reader/listener attention in the as-yet-uncrowded audiobook marketing.

- You don’t have to record your own: use ACX or Findaway Voices to find narrators
- If you want to record your own, consider ProAudioVoices for help
- Don’t be exclusive to Amazon/ACX for distribution! I’d recommend Findaway Voices (to have control over pricing.) Being exclusive to ACX will limit your options.

---

### *Too many links?*

Don’t worry, you can find this handout and the links at [annejanzer.com/workshop](https://annejanzer.com/workshop).

*Email me:* Finally, if you have questions we didn’t have time to cover, or if you get an offer for services that seems suspicious but aren’t sure, send me an email: [anne@annejanzer.com](mailto:anne@annejanzer.com).