

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.

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.