

Publishing Processes

Life cycle of the publishing process has been illustrated below.



It all starts with an idea. If you have got an idea about a fiction or non-fiction book, probably you have started your journey. It needs to be shaped into the process called book life cycle.

This document is part-3 of the publishing process. Please refer to other two documents if you want to learn about ideation and publishing processes.

3. Book Marketing FAQs:

1. What are the types of marketing services available to a publishing house?
 - a. This is a very vast question and there is no limit to answer it. Marketing is all about reaching more and more people.
 - b. Please find the differences below between various marketing funnels

Traditional Channels	New Age Digital channels
Book store display	Social media planning
News Paper Ad	Digital ads (Amazon, google etc)

TV ads	Key-word based marketing
Banner displays	Micro-influencer marketing
Free books distribution	Give Away through digital channels
Talk shows	Digital connect (AMA sessions)
Radio	Content Marketing
	Yes
	Email marketing
	Message & notification marketing
	Video trailer marketing
	Growth-hacking techniques
	Affiliate marketing
	Referral marketing
	Customized website for authors
	Viral marketing techniques

2. I want to become best-seller. Which marketing technique best suitable for me.
 - a. A combination of new age digital channels and traditional channels.
 - b. Always remember a best-seller is career shift and a bright future for rest of your life. Hence the effort and money is equivalently required to make the dream come true.
3. What are the book-store display marketing?
 - a. You might have seen some books are placed at the front or special displays in many book store. It is a marketing activity for the book.
 - b. Special display cost varies between Rs5K-Rs30K per month for various good book stores. In airports, it normally varies between Rs25K-30K depending upon the type of display.
4. What are the cost of News Paper ads?
 - a. It varies based on circulation.
 - b. A national daily charges Rs150,000 for 4inch x 4inch ad
 - c. If it is a front-page ad, it costs between Rs1,00,00,000 to Rs1,50,00,000 for leading national daily.
5. Are all newspaper charge money for book Ad?
 - a. Mostly Yes, unless you have special relationship with chief-editor of a channel.

- b. Advertisements are the major source of revenue for newspapers, hence it does not come free of cost.
6. **At what stage of Book Marketing, I should try News Paper Ad?**
- a. News Paper ad, TV Ad should be 3rd stage of book marketing. By that campaign time, the books must have sold 500K-1M copies before opting for this costly campaign plans.
 - b. At StoryMirror, we do not recommend this kind of campaign at all, as the return on investment is very low. Rs150K spent on digital campaigns can do magic.
7. **Can you explain Banner display, free book distribution, Talk shows and Radio and their approximate cost and return on investment?**
- a. This is a big question and require a detailed explanation.
 - b. Banner display is road side display of banners for the book. The cost varies based on city, locality, size of the banner etc. In prime location, 12 feet by 12 feet banner for 7 days costs few hundred thousand INR.
 - c. Free book distribution is same as Giveaways, where few copies of the books are provided to readers so that word of mouth can spread. The costing depends upon no of free books to be distributed and relevant courier costs.
 - d. Radio shows are sometimes free if they invite author, which happens in case author becomes a national best-sellers. Prior to that it is paid medium and charge varies from Rs100K-Rs300K for various radio channels.
8. **What are social media marketing? What are the advantage and approximate cost of such marketing funnel?**
- a. It is the most commonly used marketing funnel. It includes various platforms such as Facebook, Instagram, whatsapp, Telegram, LinkedIn, Pintrest etc.
 - b. Typically the reach is 10x the amount of money spent. Conversion is not guaranteed, but from our experiences, we can say if the book is very good and there is some decent traction already built, then 1.25x to 1.5x you can expect from social media campaigns. It will also depend upon how you are creating customer buckets, segmentation of users and many other parameters which are critical for social media campaigns.
 - c. All social media campaigns are heavily dependent upon the quality of the image, creativity and out of box thinking which attracts audience to the book
 - d. For LinkedIn Ad, your language of social media marketing must be more professional and polished language, whereas in case on Instagram, more casual approach helps in reaching wider audience. In telegram and WhatsApp marketing, the funnel needs to be established well before marketing activities are initiated.
9. **Can you explain digital ads (e.g. Amazon and google etc)**
- a. It is bit different from social media marketing, but these are essential elements of book marketing.
 - b. Books are normally searched in google and the one of the largest platforms for distribution is Amazon. Both the platforms run with keyword based algorithms and you need to choose right keywords and bid amounts to be searchable by readers
 - c. There is no standard rules, but with Rs5K ad spent you can get 500-700 clicks to your book. Sales conversion will depend upon the book reviews and quality and content description on the cover pages.
10. **What is micro-influencer marketing?**
- a. Many social media influencers have built millions of followers and make some money by providing their marketing services known as micro-influencer marketing.

- b. Micro-influencers are provide with images, videos or free books and they post in their social media platforms. For that they charge between Rs500-Rs500K depending upon the type of influencer. It is one of the very powerful way of marketing in short period of time.
 - c. At StoryMirror, we have connect to over 3000 micro-influencers with cumulative reach of over 200M worldwide.
11. If money is not constraint, is micro-influencers are the best method of marketing?
- a. It is not just money, but creative image and videos are important in doing micro-influencer marketing. Yes, this is one of the powerful ways of marketing,
12. Please explain email marketing, content marketing and notification/messaging marketing.
- a. Email marketing : Oldest form of digital media marketing and still one of the most powerful marketing techniques. For an effective email marketing, the marketing platform must have already a decent subscriber base, well-defined user bucketing and good open rate of emails.
 - b. Content marketing : A new age digital media marketing where various blogging mediums are used to talk about book. Earlier days of book reviews have been replaced by content marketing by bloggers. It requires extensive research around book, making a draft plan and modifying the scope of the content as the campaigns run.
 - c. Notification/messaging marketing: It happens through web/push notifications and SMS services to readers
13. What are video trailer, affiliate and referral marketing?
- a. Video trailer: An effective video is more powerful than thousands of words. An effective video with befitting music and content can do wonders for a book
 - b. Affiliate and referral marketing: It is a type of marketing channel where referral incentives are provided to readers or marketers for their campaign. A strong referral program can make thousands of sells in a single day. This style of marketing is called revenue sharing campaign management. Only tech companies can execute this kind of campaigns unlike any traditional publishing companies.
14. What is growth-hacking marketing techniques?
- a. This is most advanced form of marketing and there is no standard rules.
 - b. Rules and campaign planning is done based on types of books.
 - c. Technology based methods are implemented using the power of guerilla and viral marketing to reach millions of users in shortest possible time.
15. What are the marketing techniques StoryMirror supports?
- a. All marketing techniques mentioned in this document
16. What are the budgets for marketing a book to a national best-seller?
- a. There is no fixed budget. But to make a new author and a new book to a national best-seller require budget between Rs500K-Rs2000K INR.
 - b. Once book reaches the best-sellers mark, book keep on selling for a long time through word of mouth and basic level of marketing
17. What is the difference between Amazon best-seller and national best-seller?
- a. There is a huge difference.
 - b. An amazon best-seller is category based ranking. Someone can become Amazon best-seller(or Amazon #1, just by selling few copies in a segment).
 - c. A national best-seller tag requires a book to be sold at least 10,000 copies in a period of 6 months-1 year.
18. How the book is marketed internationally?
- a. Same techniques as above

19. I have written a great book and I do not have budget. Still can I be best seller?
- a. Yes, you can be. That will be little bit slow process, but eventually it will happen if the quality of the book is very good.
20. If I have more questions around this subject, whom to send a mail?
- a. You can drop all your questions through an email to marketing@storymirror.com and/or admin@storymirror.com.
 - b. Typical turn around time is 3-5 days.