Agile Marketing

Digital Book World/Publishers Launch Marketing Expo

Peter McCarthy
September 26, 2013
Contents

» Why We’re Here
» Agile Marketing (of Books)
» Breaking it Down: Frameworks
» Implications
Contents

» Why We’re Here
» Agile Marketing (of Books)
» Breaking it Down: Frameworks
» Implications
Authors and Readers: The Constants

» Who bests connects authors’ works to consumers (aka readers)
  ▪ Need for demonstrable, repeatable Unique Selling Propositions/Actions
    » Gaps
      ▪ Consumer marketing
      ▪ Digital (multi-channel) marketing
We’ve evolved greatly, but we’re not there yet
Contents

» Why We’re Here
» Agile Marketing (of Books)
» Breaking it Down: Frameworks
» Implications
Agile Marketing *

» **Responding to change**  
  - é over following a plan

» **Rapid iterations**  
  - é over Big-Bang campaigns

» **Testing and data**  
  - é over opinions and conventions

» **Numerous small experiments**  
  - é over a few large bets

» **Individuals and interactions**  
  - é over target markets

» **Collaboration**  
  - é over silos and hierarchy

---

* Definition adapted from Jim Ewel: [http://www.agilemarketing.net/what-is-agile-marketing/](http://www.agilemarketing.net/what-is-agile-marketing/)
But where to start?

Goals + audience research – the “base” and beyond

» Demographics
  - Gender, age group, income level, education level, etc.
  - Note: I include geographic region here

» Psychographics
  - Beliefs, values, attitudes, opinions, lifestyles

» Behaviors
  - What people have done, are doing, most likely to do next

Result: options narrowed | Plan: right book, right time, right message
Contents

» Why We’re Here
» Agile Marketing (of Books)
» Breaking it Down: Frameworks
» Implications
Strategy Breakdown: Marketing Efforts

» B2B
  - Known and well understood and utilized today with some room for optimization
  - Will benefit most from improved consumer marketing efforts

» B2C Known
  - Consumers who have engaged with publisher (and hopefully visa versa)

» B2C Unknown
  - A potentially new consumer
D2C

» It is a spectrum
  - Different goals, opportunities, tactics, KPIs, etc.
  - Consumers move across spectrum (some exit)
Publisher marketing activities

**Inbound & Outbound**
- Author, Title, Vertical Sites
- Corp. Social Media – Earned + Paid
- Author Social Media Earned + Paid
- Email Marketing
- SEO (sites, meta-data +)
- SEM
- Display ads

**Backendò**
- Web analytics
- Sales analytics
- Surveys
- Communicating

**Other**
- Apps
- Advance Reading Materials
- Trad. Marketing, Publicity, sales
- Multimedia
- Mobile
- Owned communities
- Direct eCommerce
- “Listening”
- B2B Sites

Etcé
Contents

» Why We’re Here
» Agile Marketing (of Books)
» Breaking it Down: Frameworks
» Implications
Implications

» **Orientation**
  - Digital- and audience-first
  - Data-driven measurement/optimization
  - Flexibility

» **Organizational**
  - Alignment between revenue & cost centers
  - Staffing "marketing scientists" (trained or hired)
  - Scale processes, tools

» **Multi-Channel**
  - Use digital to inform offline and visa-versa

» **Communication**
  - Stakeholder partnership and continuous collaboration
  - Need to "market the marketing" transparently

» **Increased efficiency and measurable ROI** (nuanced, though)

---

Be bold, realistic, creative, innovative patient

Most of all, start
Thank you, let's get to it.