

# Agile Marketing

Digital Book World/Publishers Launch Marketing Expo

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

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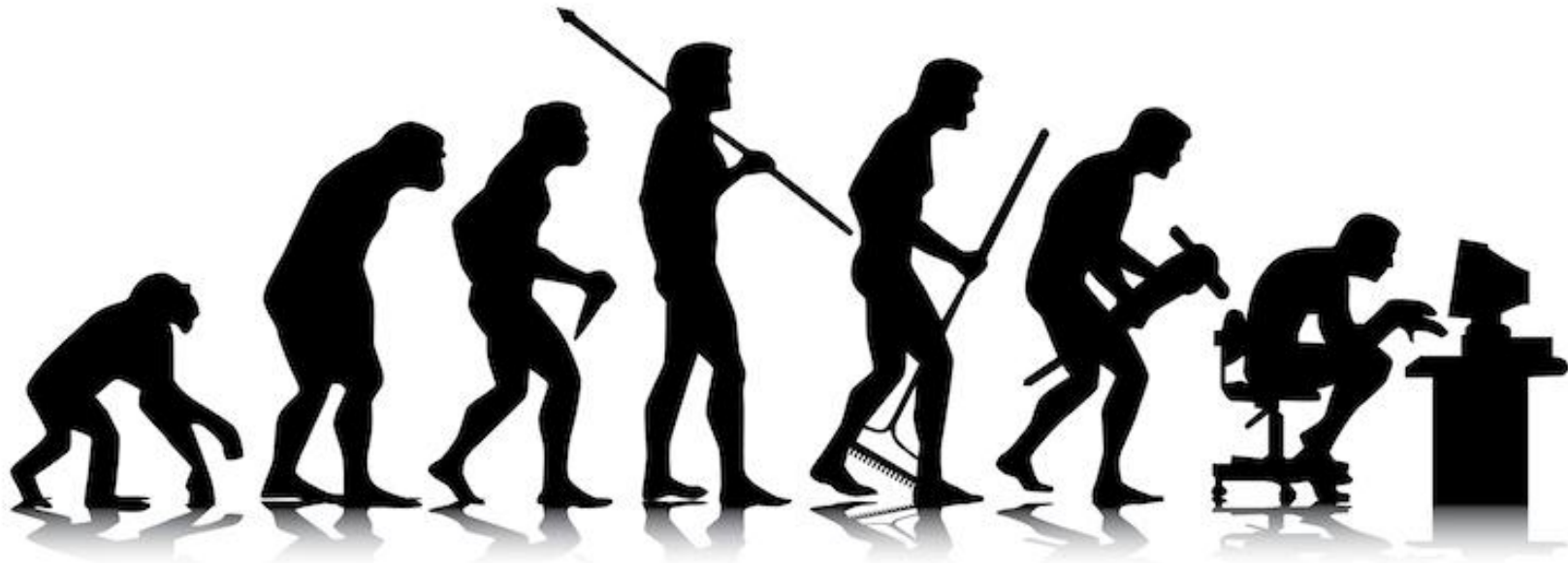
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# Authors and Readers: The Constants



- » **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



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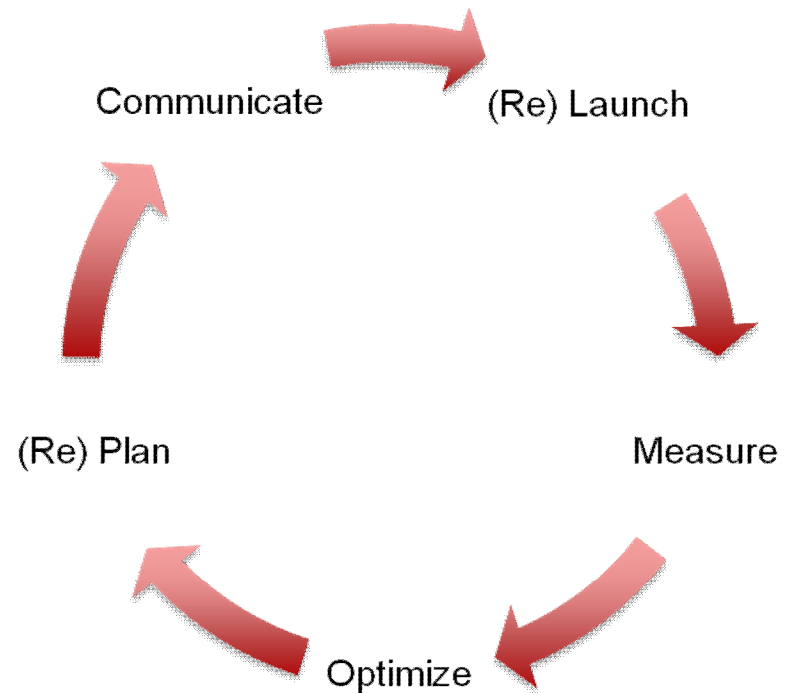
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## Agile Marketing \*

- » **Responding to change**
  - ÷ over following a plan
- » **Rapid iterations**
  - ÷ over Big-Bang campaigns
- » **Testing and data**
  - ÷ over opinions and conventions
- » **Numerous small experiments**
  - ÷ over a few large bets
- » **Individuals and interactions**
  - ÷ over target markets
- » **Collaboration**
  - ÷ over silos and hierarchy

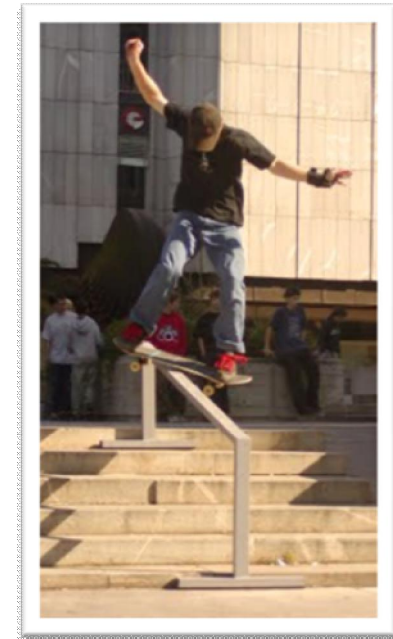


\* Definition adapted from Jim Ewel: <http://www.agilemarketing.net/what-is-agile-marketing/>

## 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



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## Strategy Breakdown: Marketing Efforts

### » B2B

- %Known+ and well understood and utilized today . *some* room for optimization
- Will benefit most from **improved consumer marketing efforts**

### » B2C %Known+

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

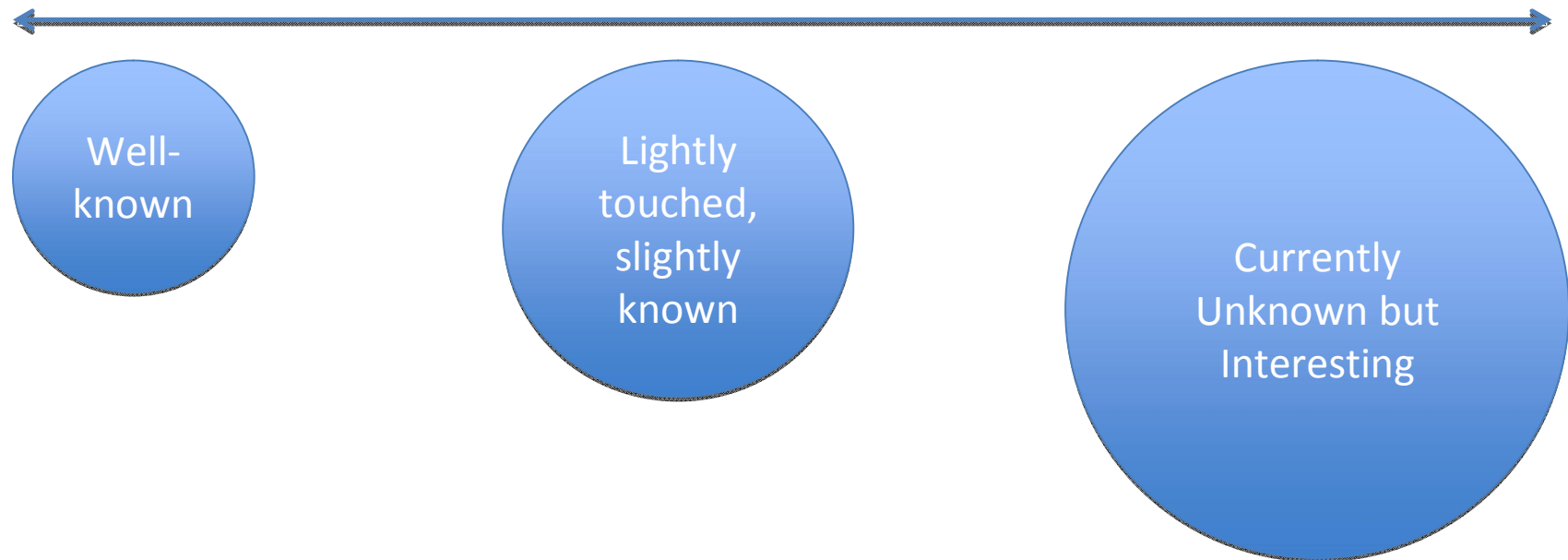
### » B2C %Unknown+

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

## %Backend+

- Web analytics
- Sales analytics
- Surveys
- Communicating

Etcõ

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## 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.