goodreads

How People Discover Books Online

What is Goodreads?

Goodreads is the largest site for readers and book recommendations in the world.

9 million readers

Social Network
Recommendations
Reviews
Shelves
Book Clubs

A Comscore April US top ten social network.

Goodreads' mission is

Discovery

To help people find books they love
and share them with friends.

Deep Reading Data

315 million books shelved,
growing at 17 million a month

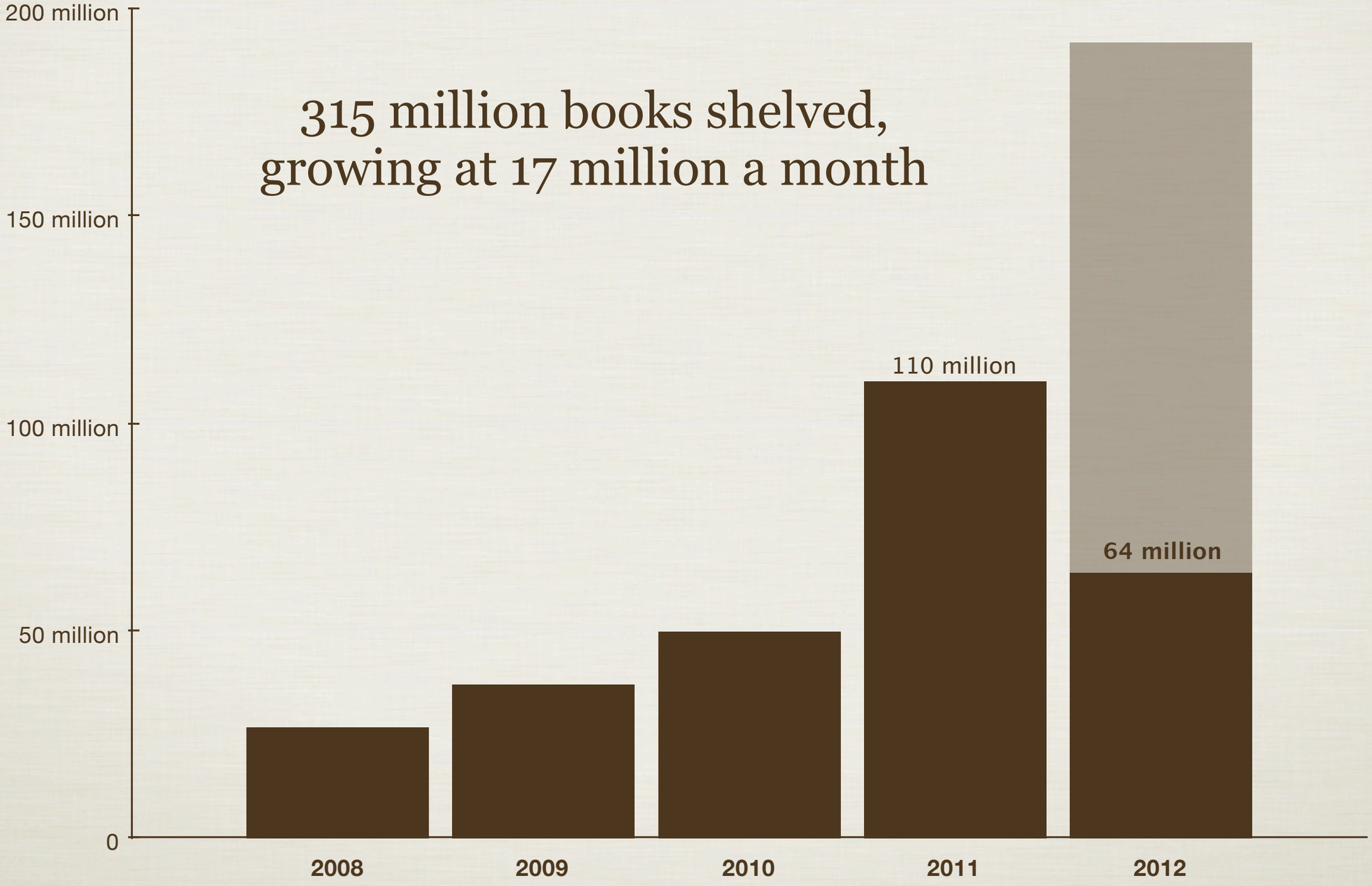

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photo by o5com

6 million books discovered a month (added to to-read)

Every second...

goodreads

photo by o5com

6 million books discovered a month (added to to-read)

Every second...

2 books are discovered on Goodreads

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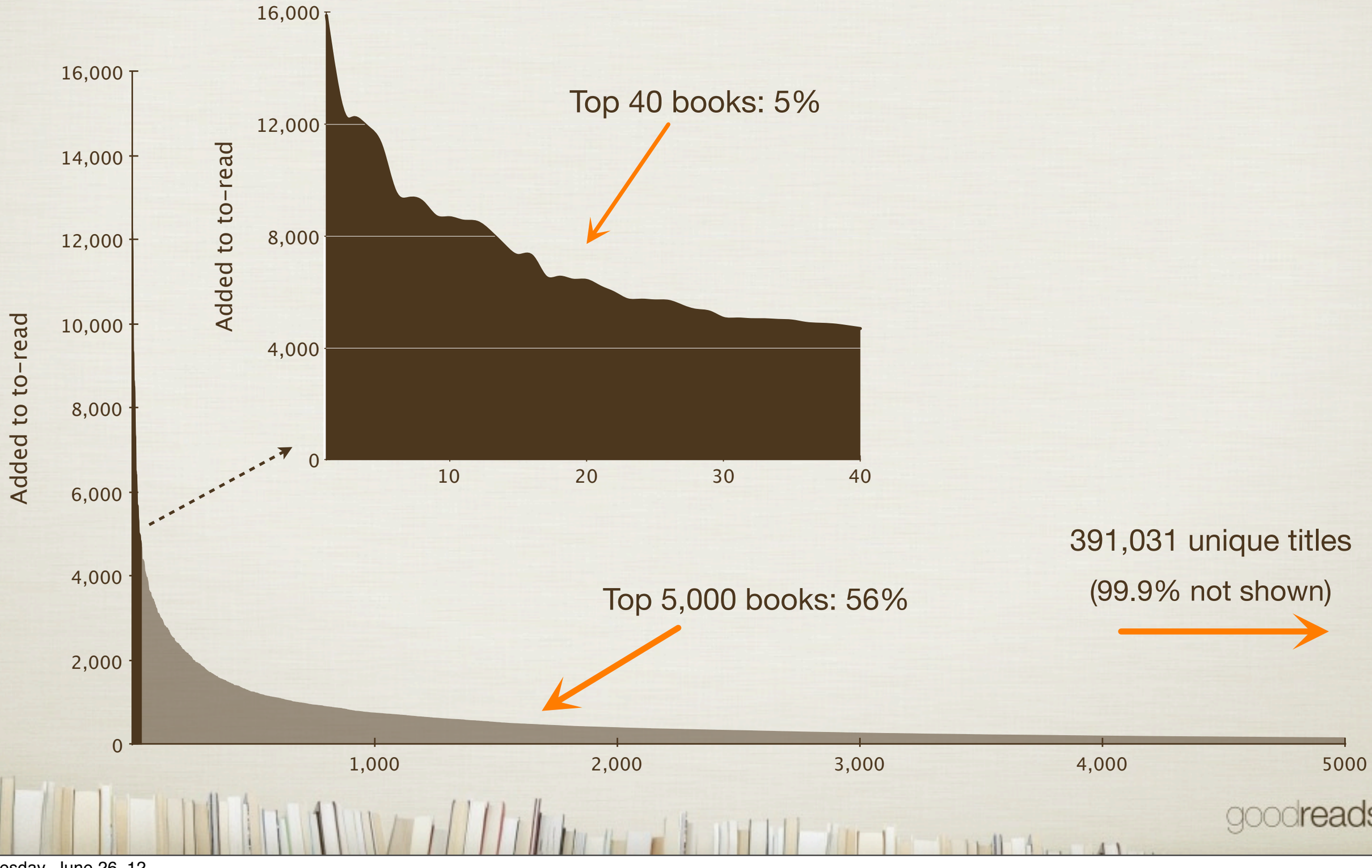
The Long Tail of To-Read Books



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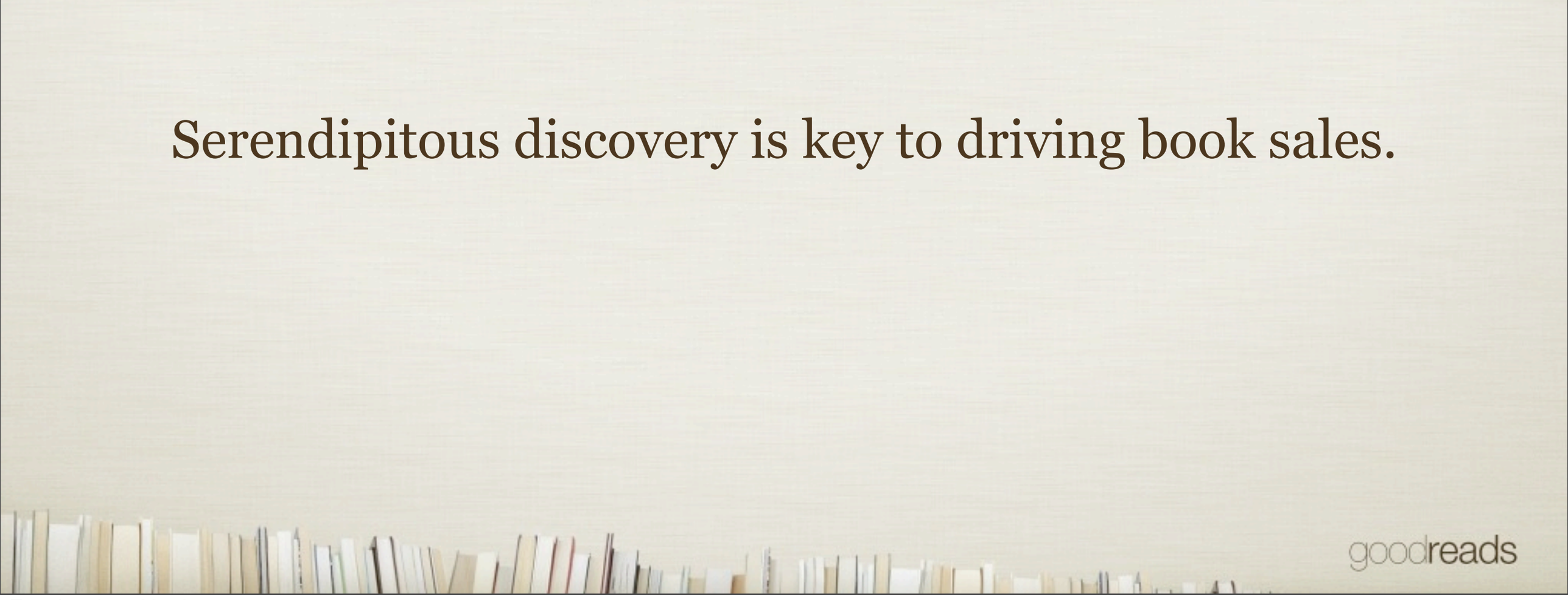
In an increasingly digital world,

discovery

is becoming more and more important.

Serendipitous discovery is key to driving book sales.



In an increasingly digital world,

discovery

is becoming more and more important.

Goodreads is leveraging social discovery to reinvent the way people find books. We'll show you discovery tools.

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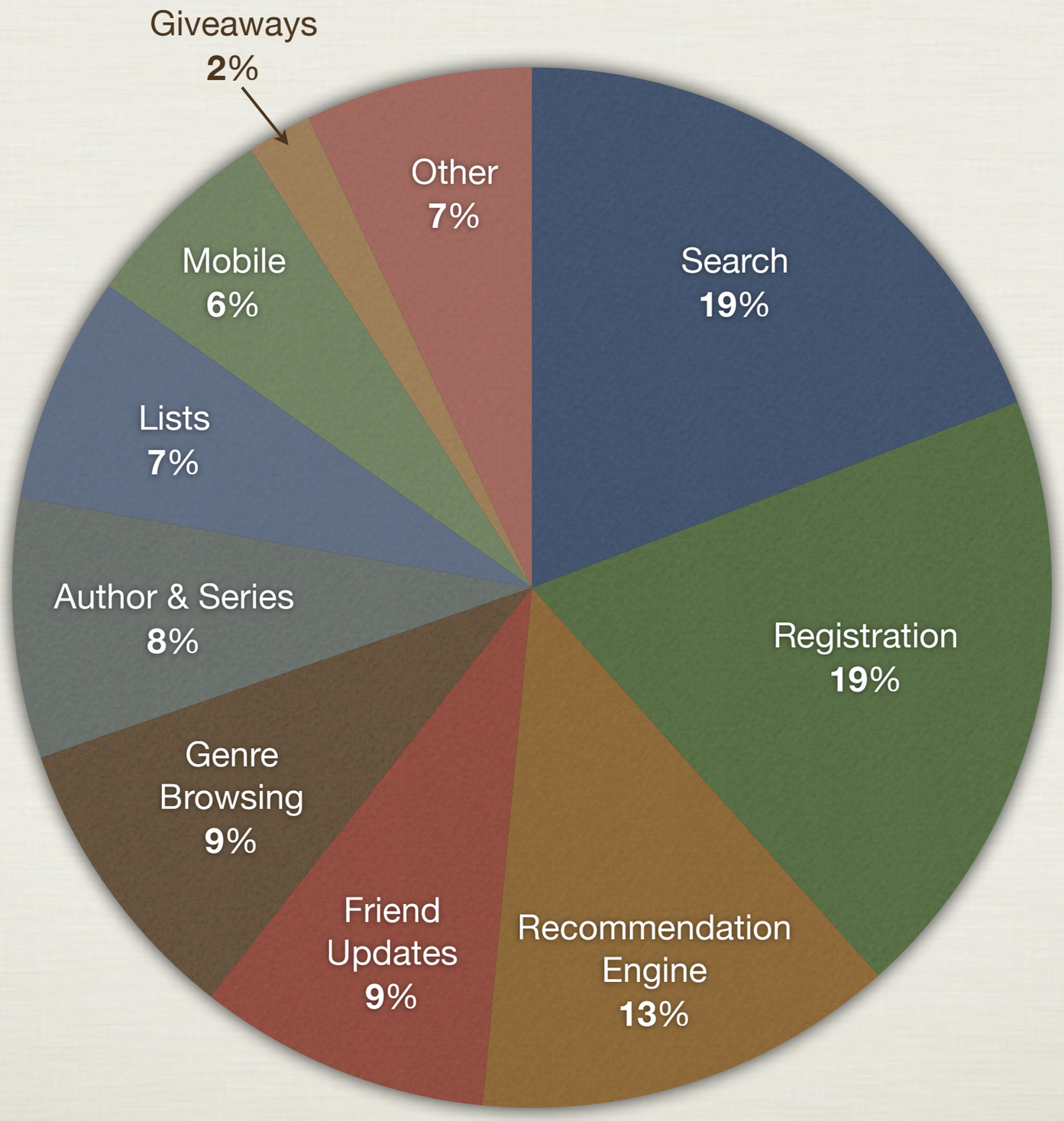
Where people discover books on Goodreads



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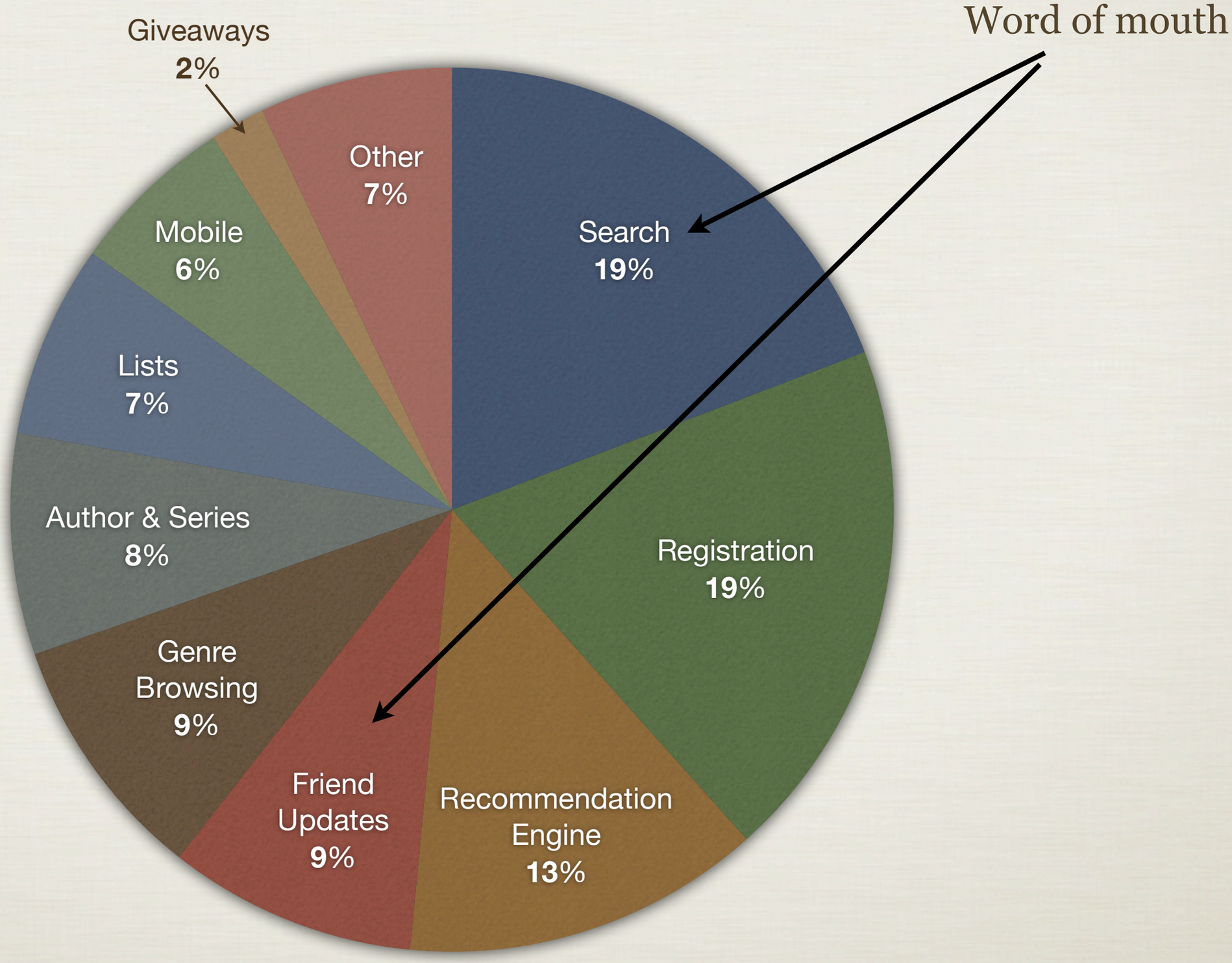
Where people discover books on Goodreads



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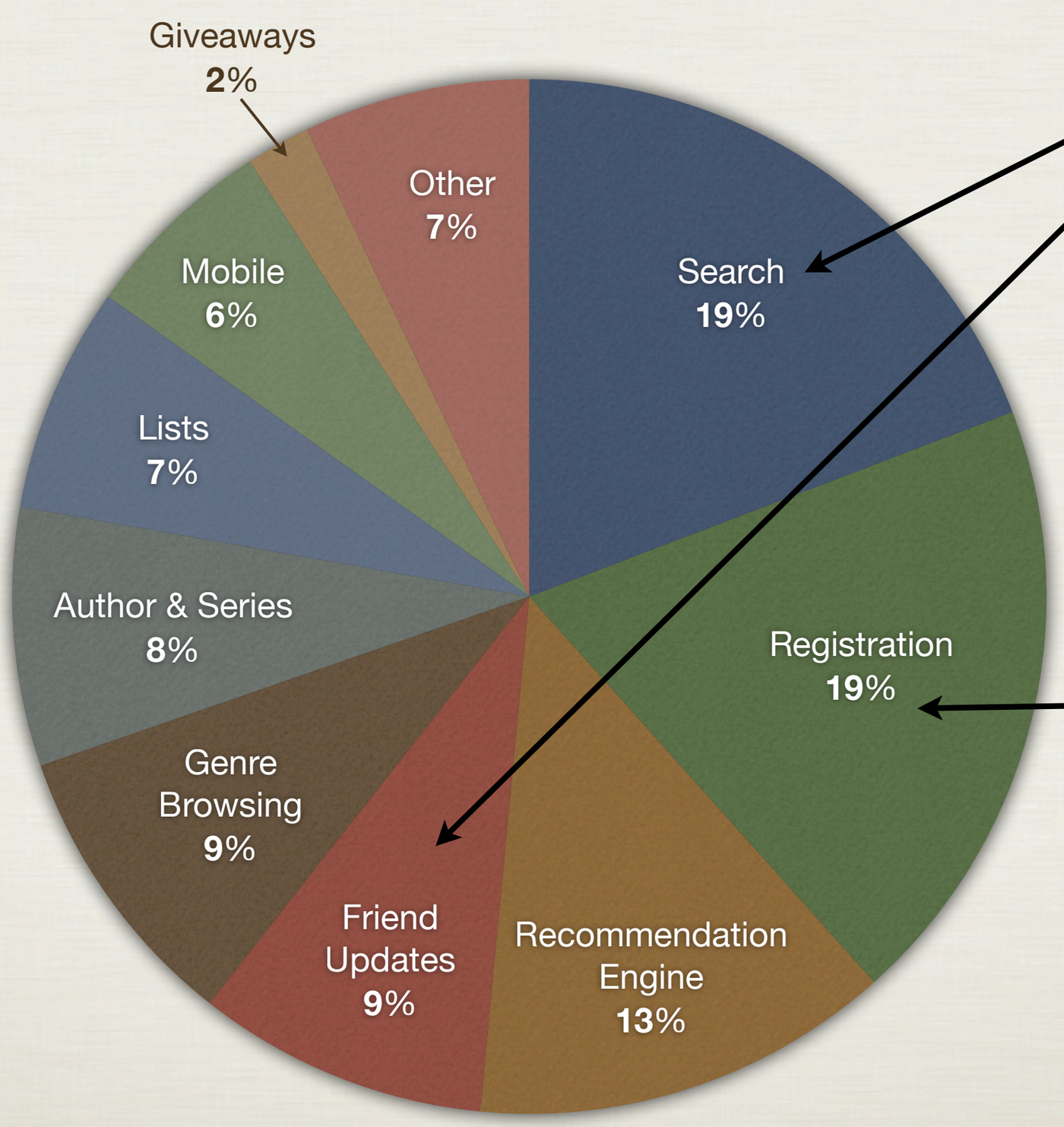
Where people discover books on Goodreads



Word of mouth

Popular books

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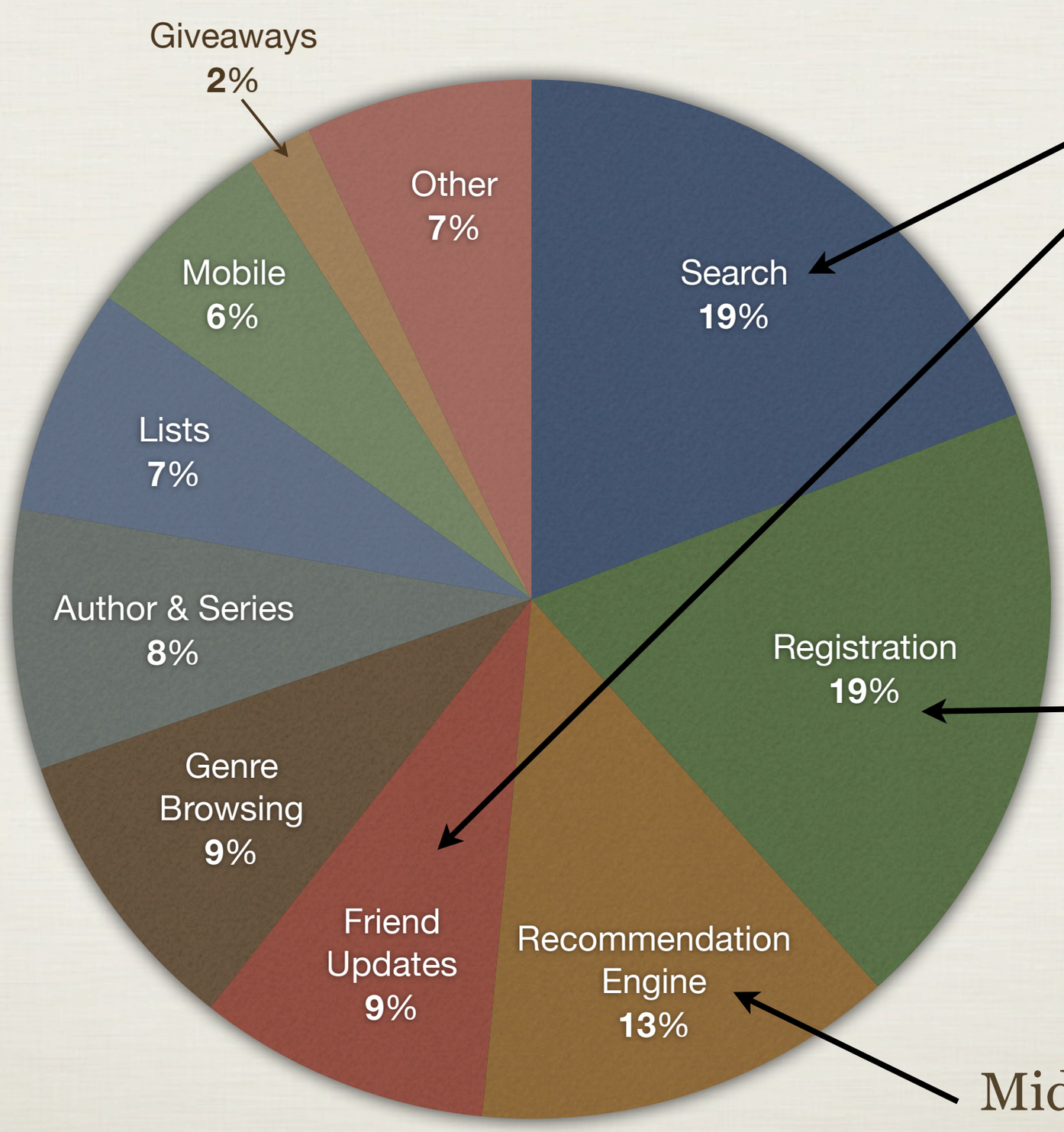
Where people discover books on Goodreads



Word of mouth

Popular books

Midlist

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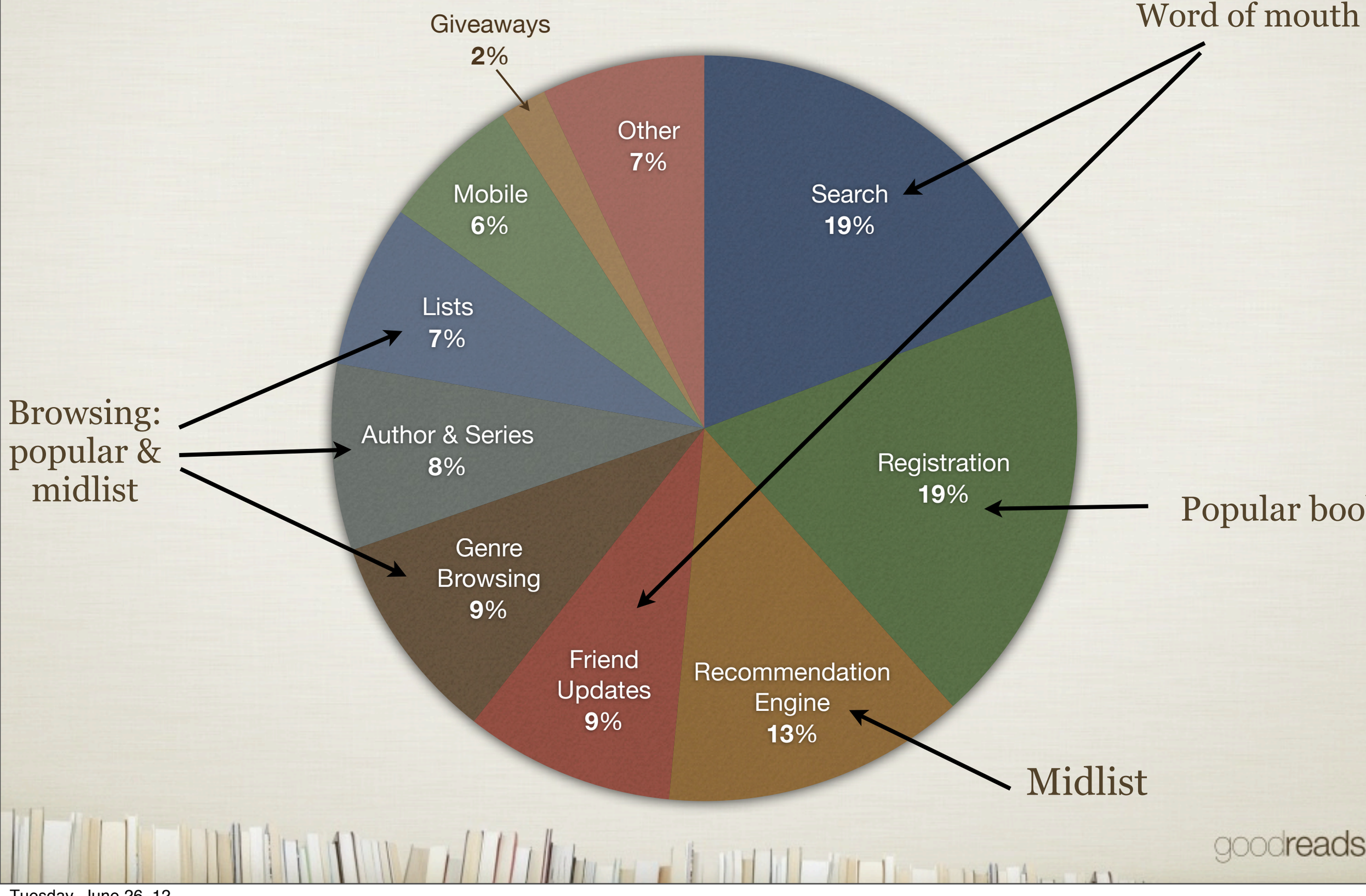
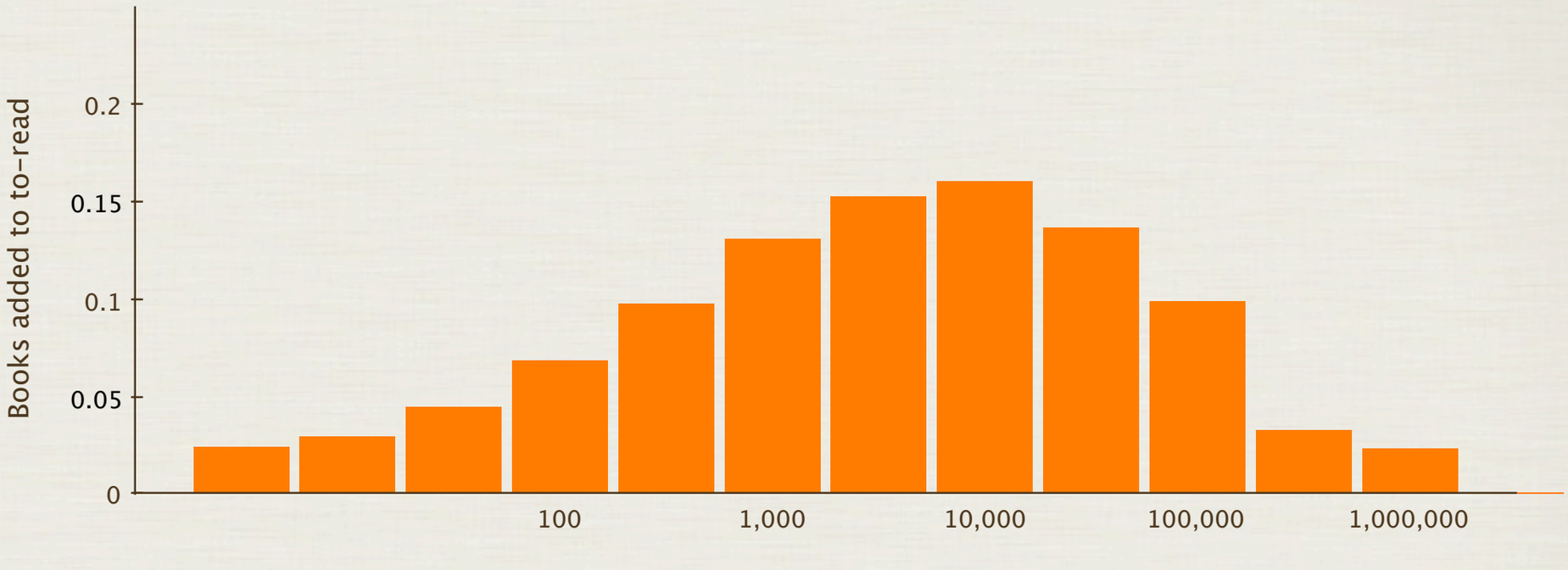
Where people discover books on Goodreads

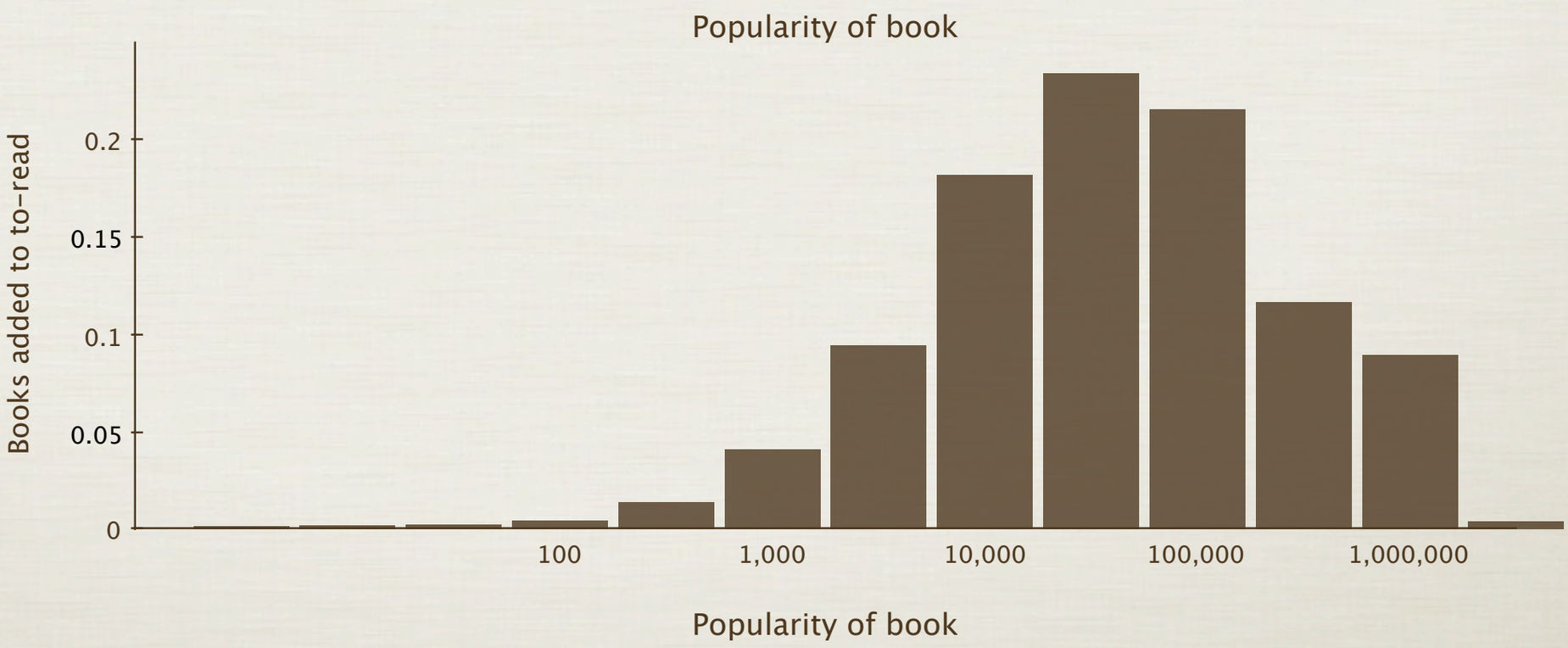


Registration has popular books, search has the long tail

Search



Registration Flow



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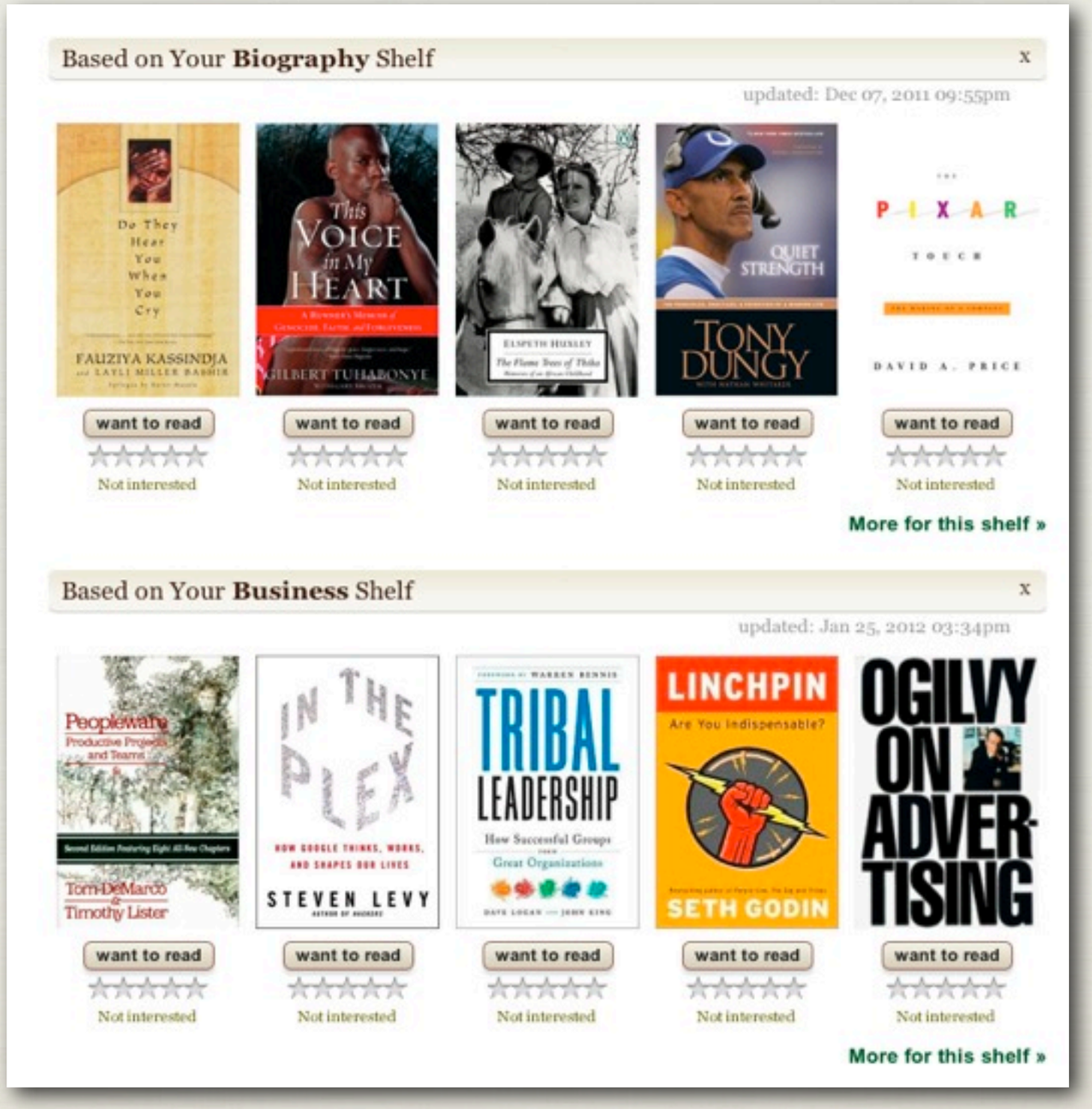
Goodreads Recommendation Engine

- Last year Goodreads acquired Discovereads.
- Netflix level recommendation algorithm.
- 20 billion data points about books.
- Launched in September 2011. Result: 60% increase in books discovered in months following launch.

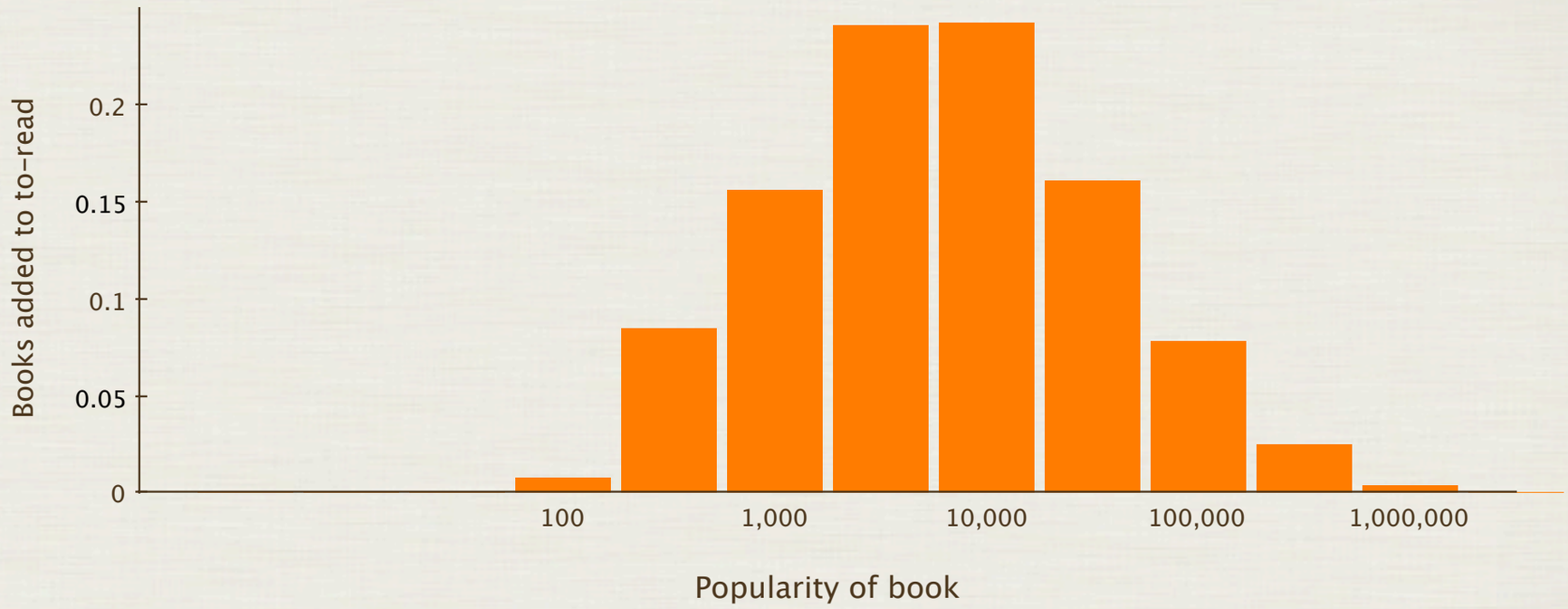
A Taste Based Algorithm

If you liked these books, thousands of other readers liked these similar books...

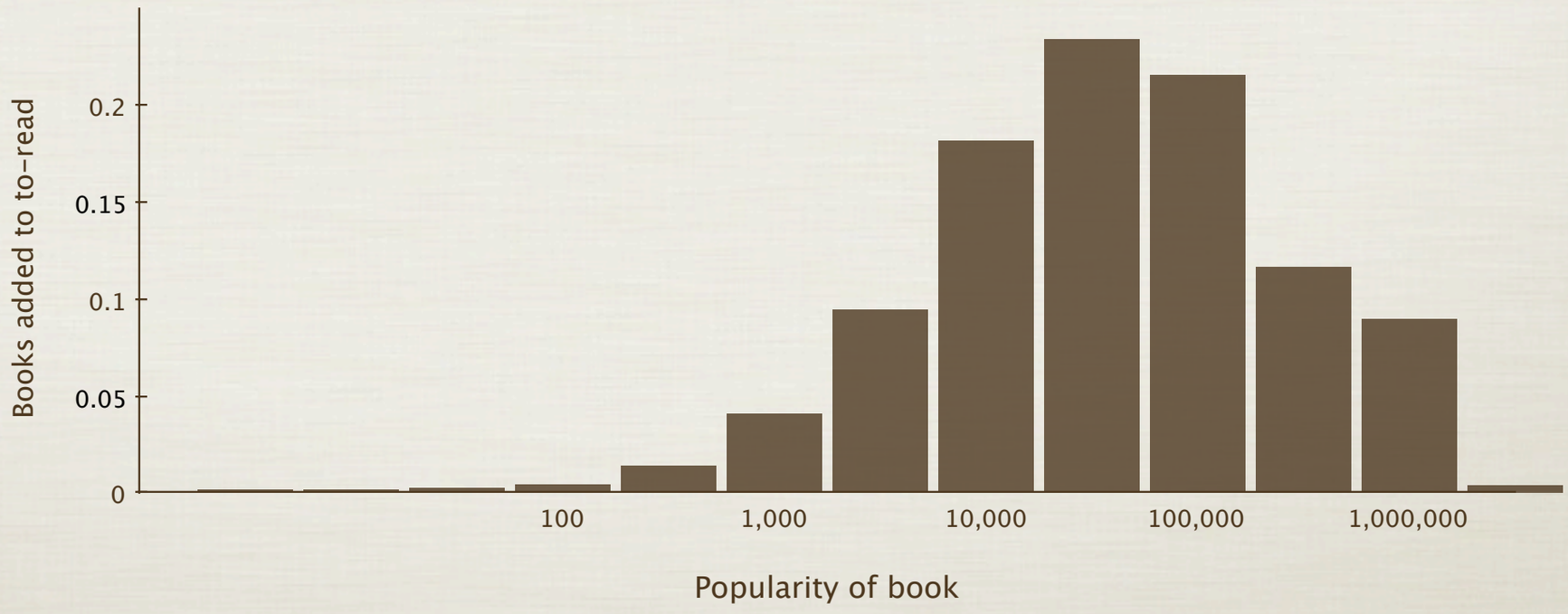


Goodreads Recommendations designed to hit mid-list sweet spot

Goodreads Recommendations



Registration Flow



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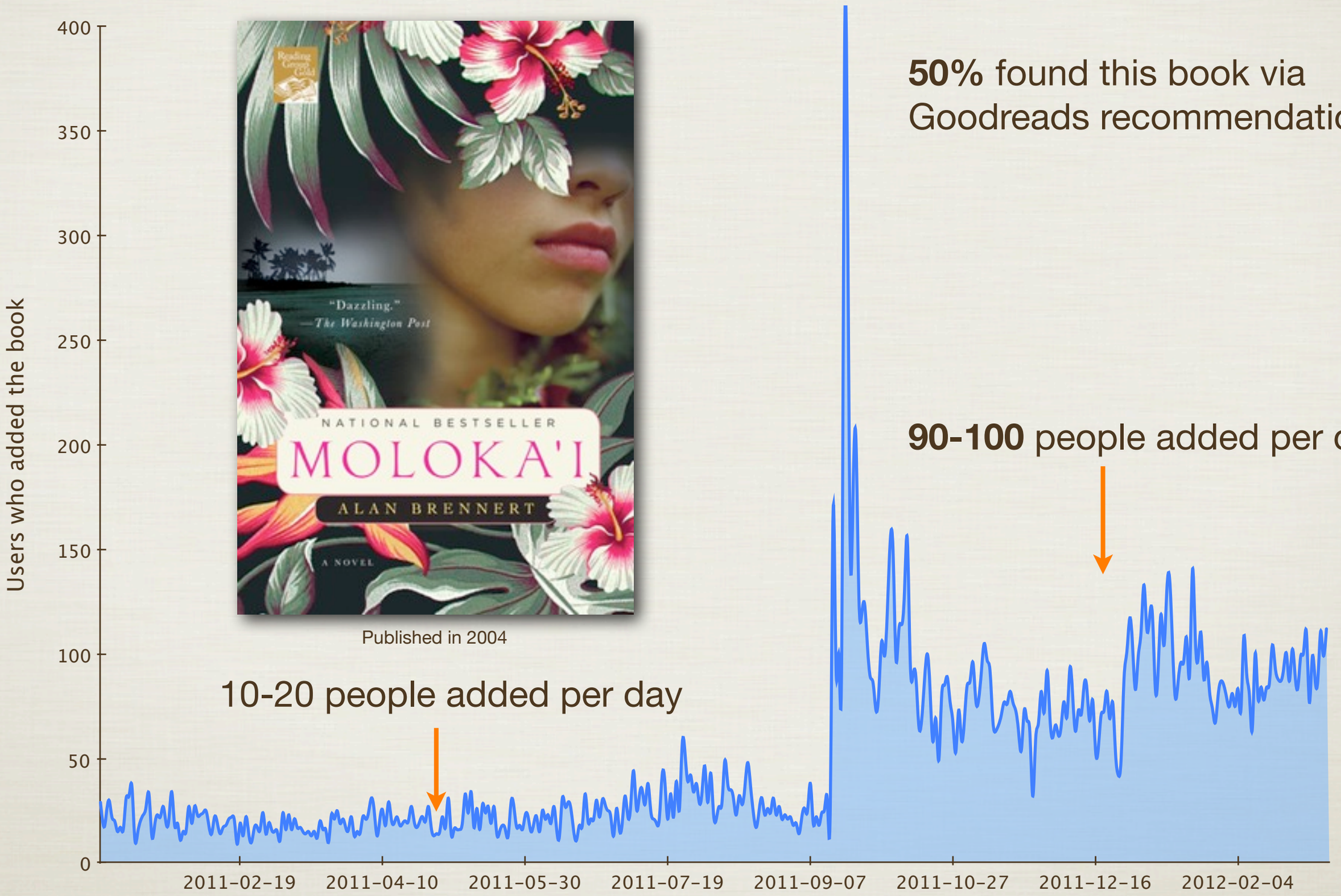
How it increases discovery of books

Published in 2004

50% found this book via Goodreads recommendations



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Lists & Genre Browsing

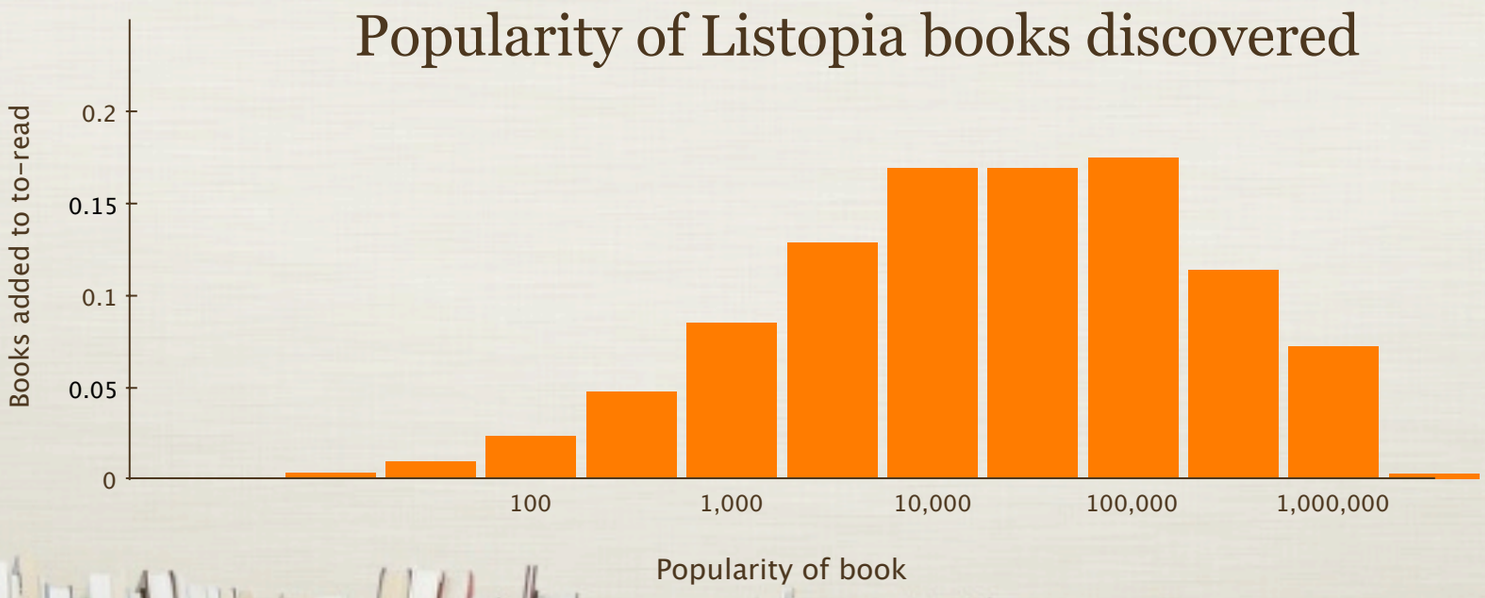
- Account for combined 16% of discovery.
- Lists are focused on popular & mid-list titles.
- Power users will put your book on the right lists, driving lots more discovery.

Can't Wait Books of 2012

1,139 books — 6,711 voters

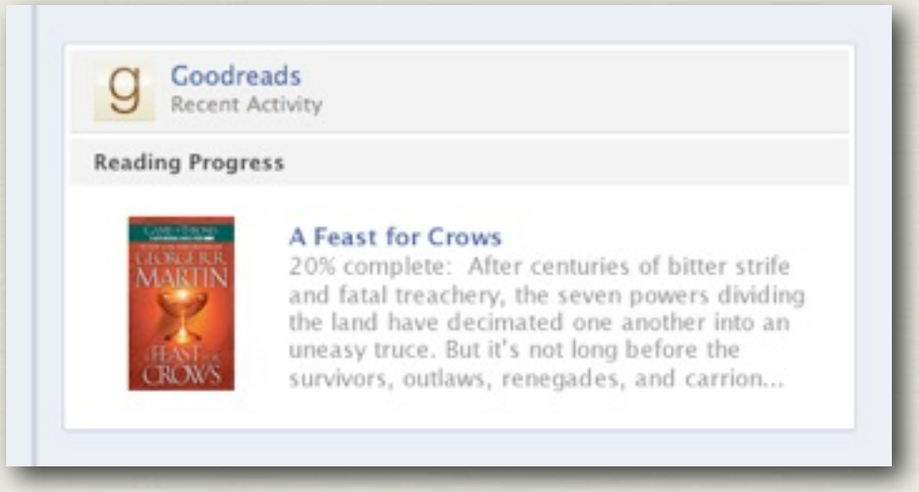
Silicon Valley

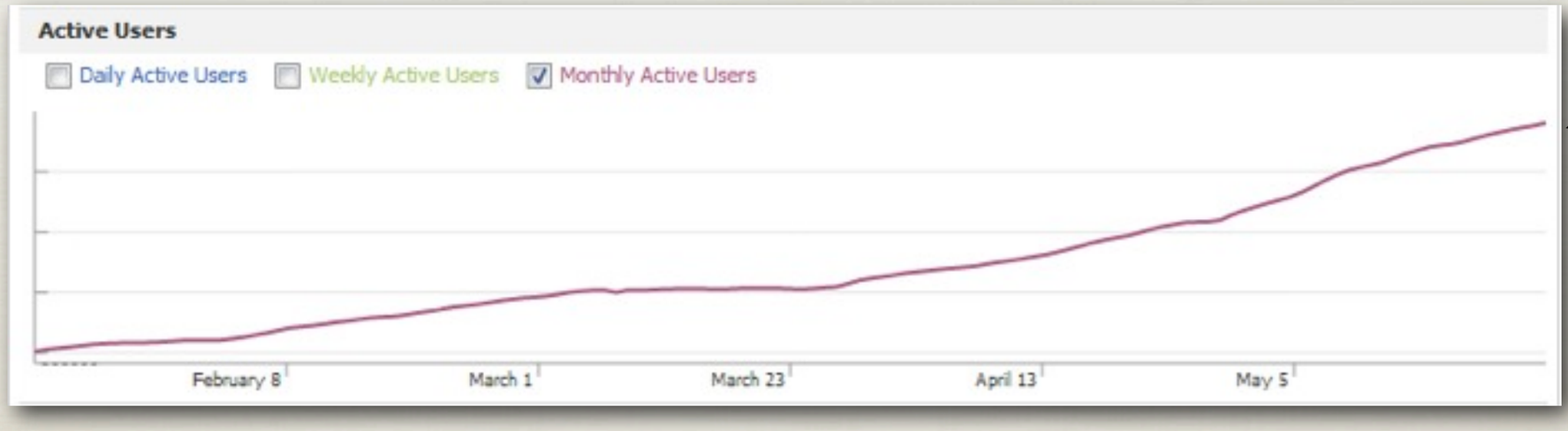
105 books — 37 voters



Goodreads Drives Book Discovery on Facebook

- Currently seeing 10 million books shared per month.
- Generating 220 million impressions per month!!!





Monthly Actives have grown 440% since January!

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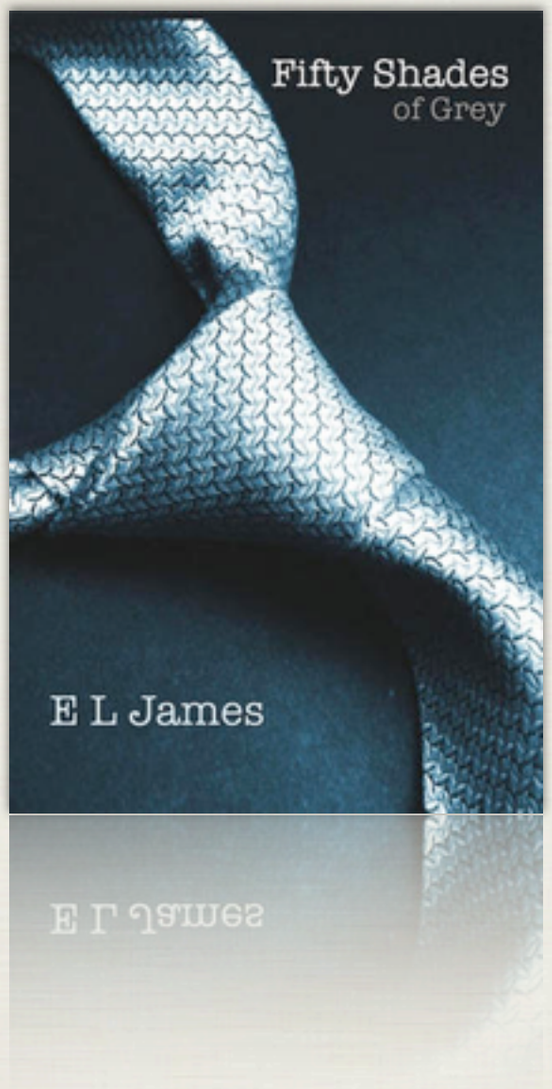
Fifty Shades of Grey

The Origins of a Publishing Phenomenon



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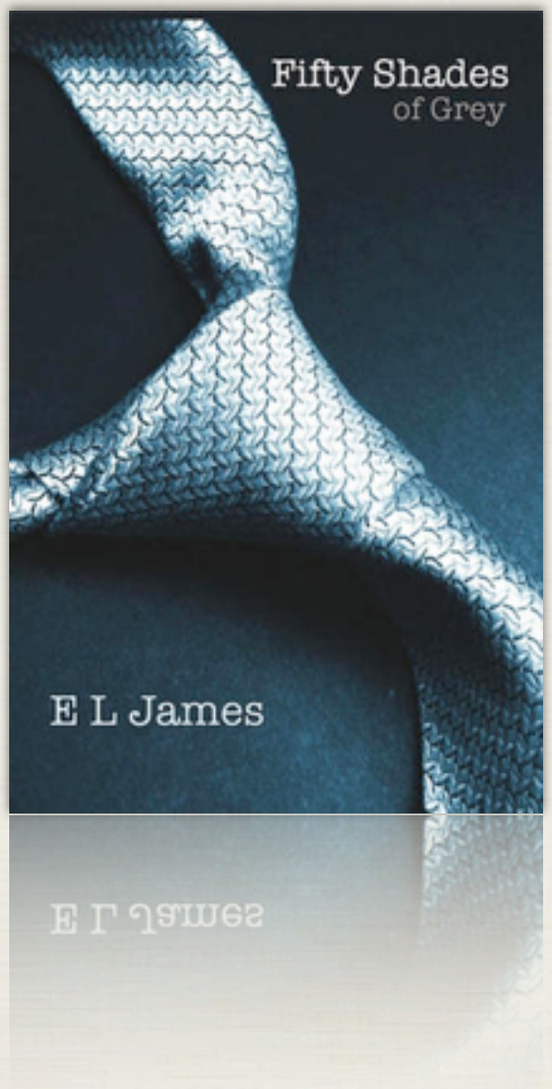

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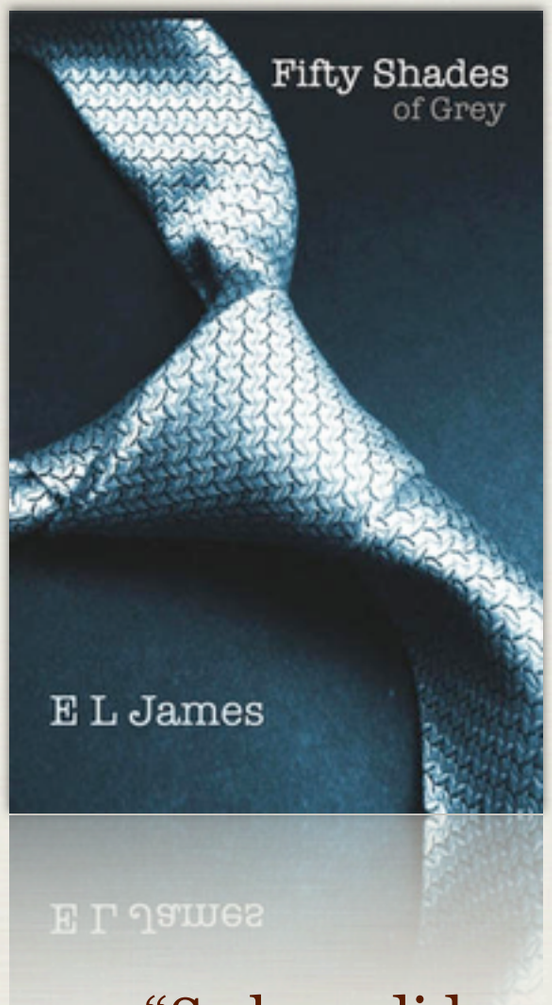

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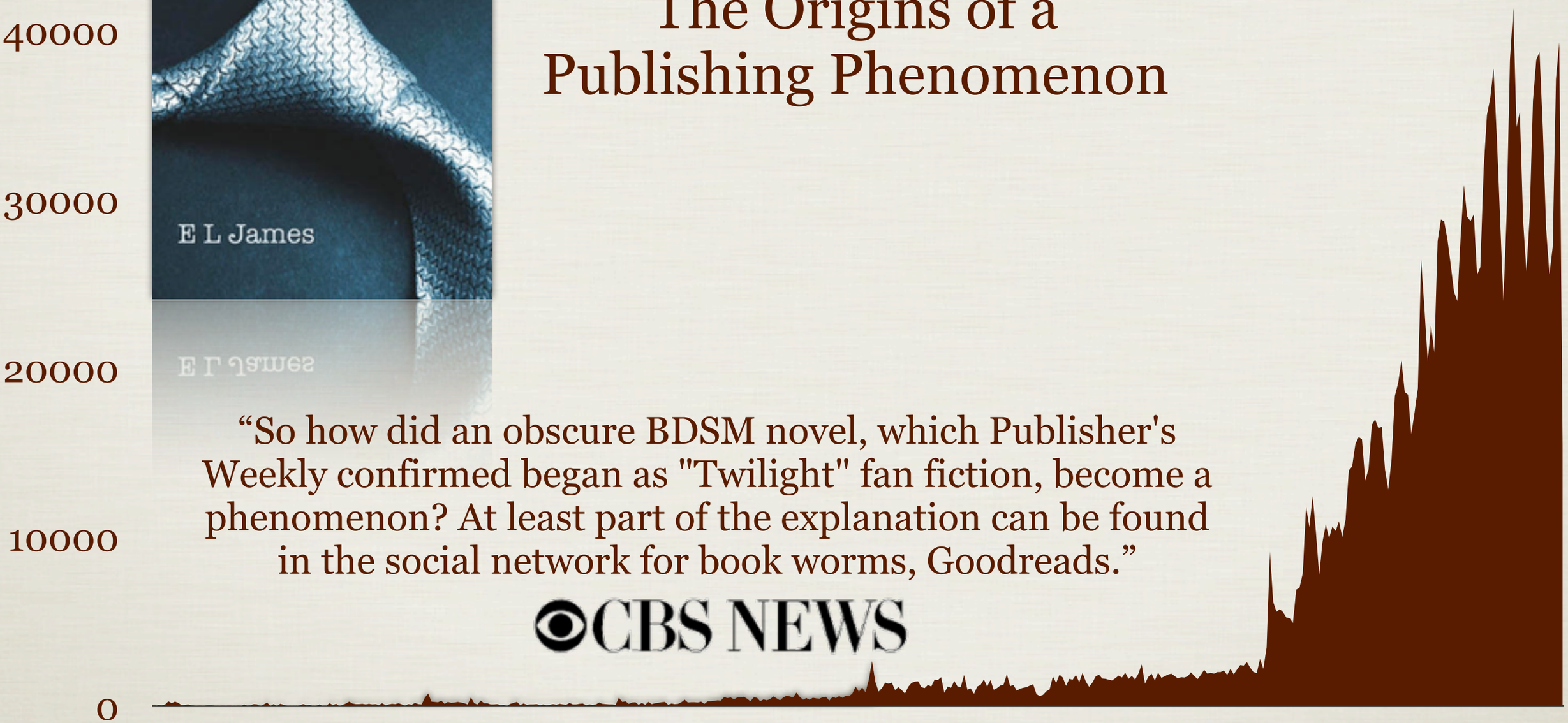

"So how did an obscure BDSM novel, which Publisher's Weekly confirmed began as "Twilight" fan fiction, become a phenomenon? At least part of the explanation can be found in the social network for book worms, Goodreads."

CBS NEWS

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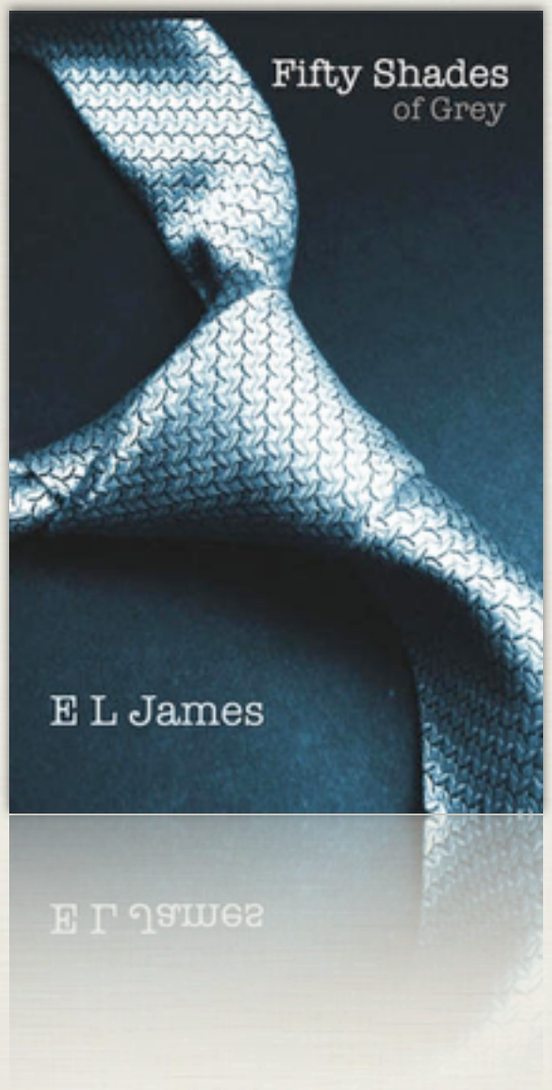

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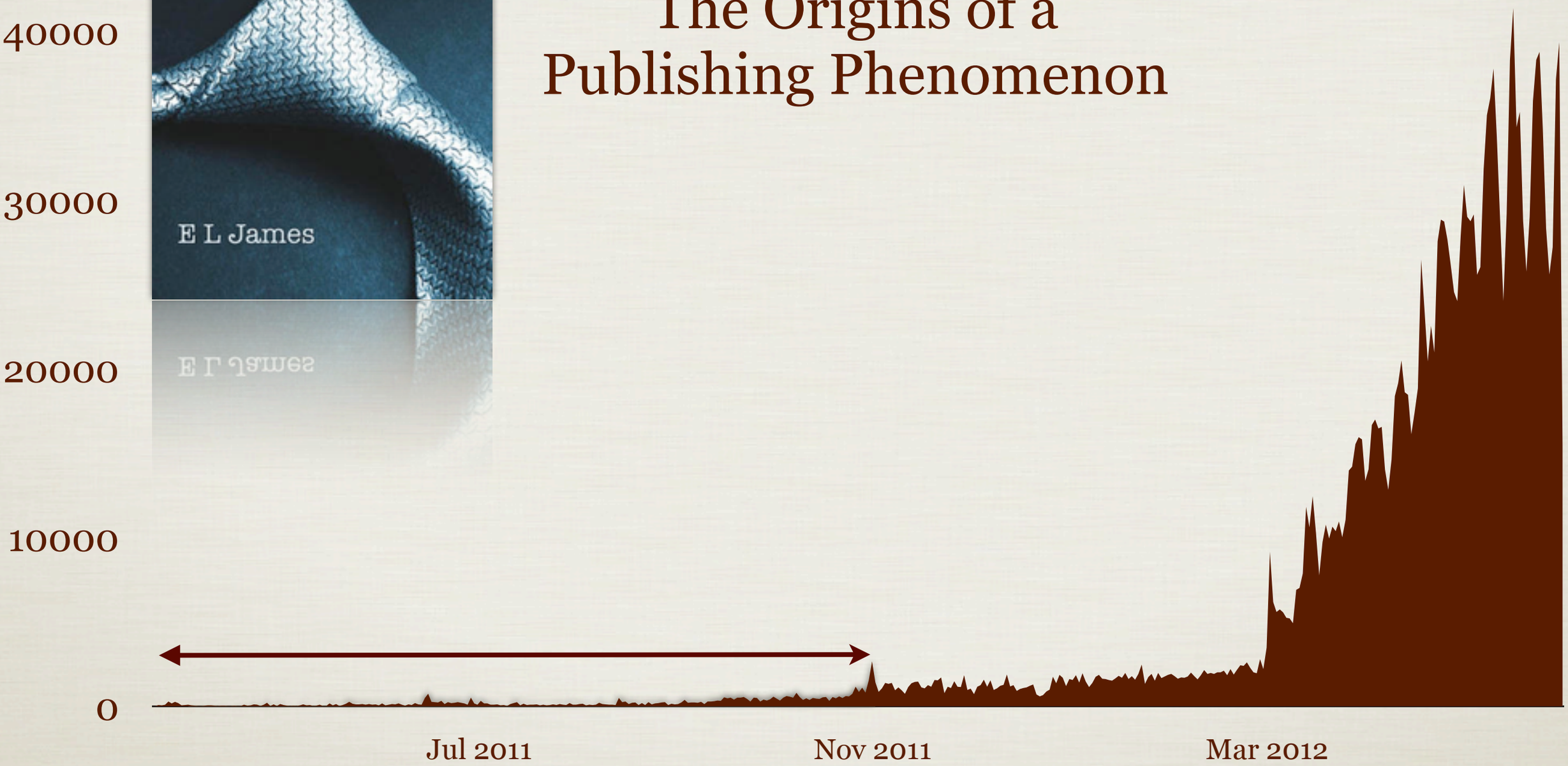

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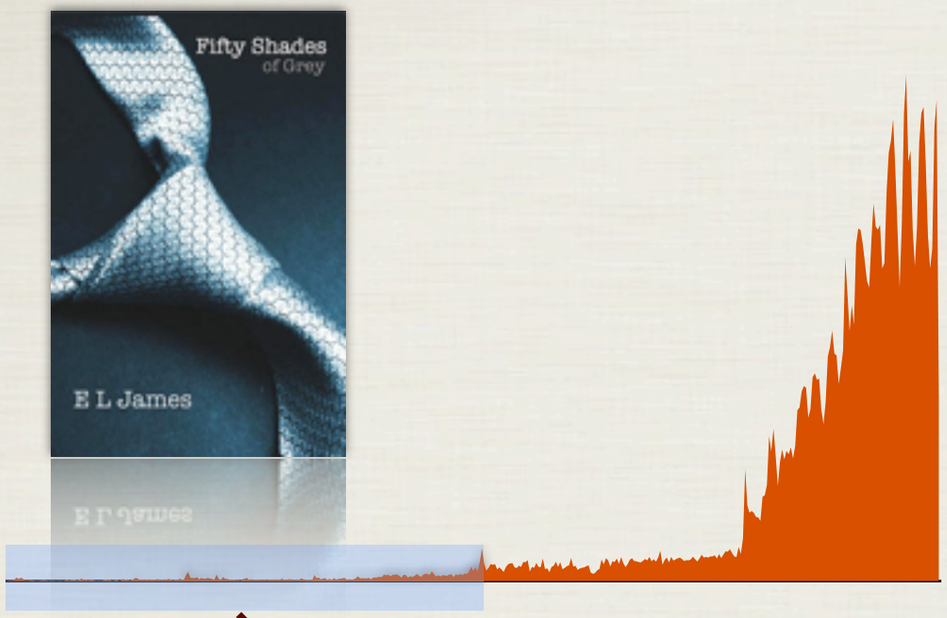

November 3: *Fifty Shades* nominated for Goodreads Choice Award in Romance, 2500+ people add the book

3000

2250

1500

750

0

Books Added

More than 4500 members, 500+ add the book in one day

More than 2400 members, 500+ add the book in one day, 600 the next

June 20: Publication

July 3: Romance Readers Reading Challenges starts reading *Fifty Shades*

October 6: Erotic Enchants starts reading *Fifty Shades*

Arp 2011

July 2011

Oct 2011

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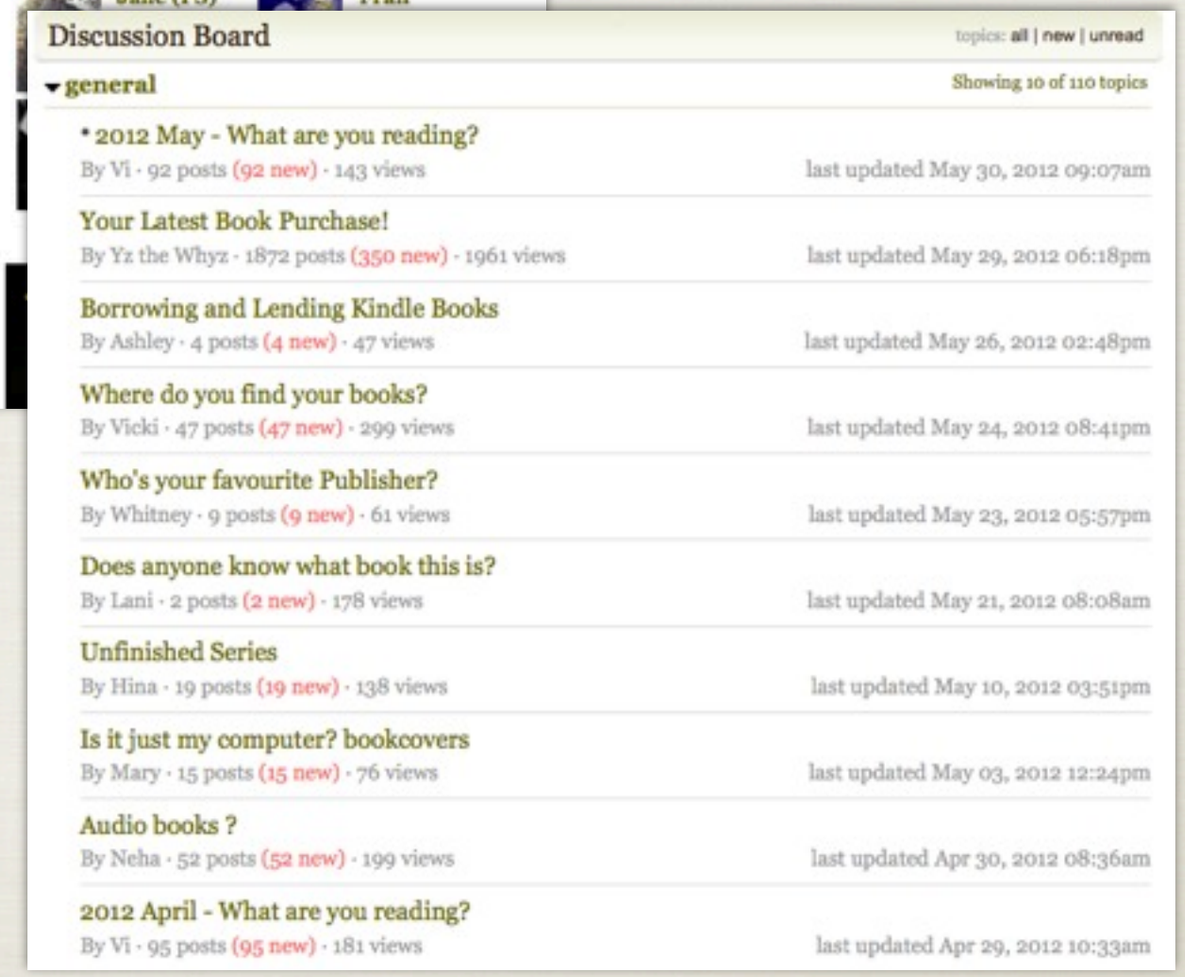
20,000 book clubs on Goodreads



4,853 members

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Tips To Leverage Book Clubs on Goodreads

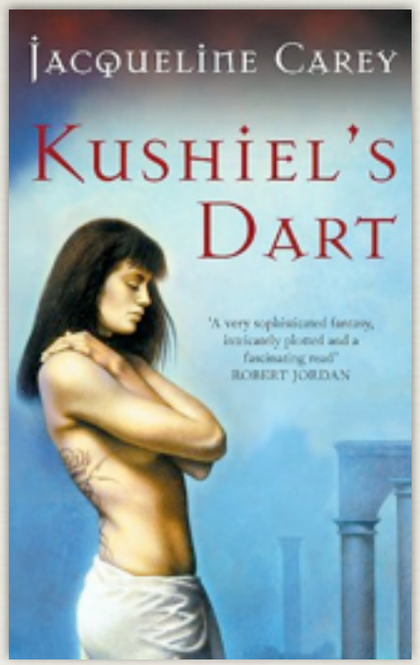
1. Follow groups in your genre

2. Author chats are popular in many groups
(E.L. James participated in a chat with a group in January)

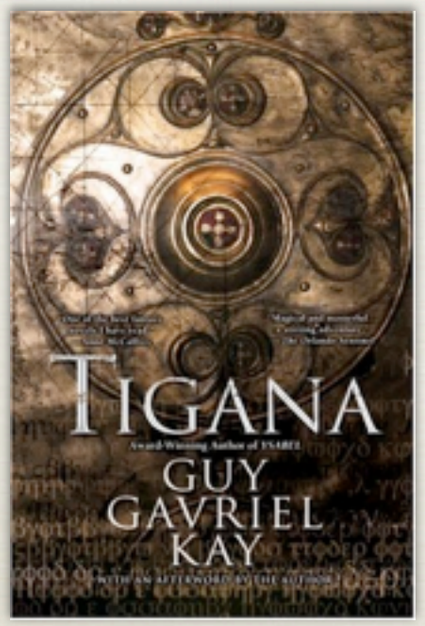
3. Follow the group rules and don't spam

4. Befriend the moderator

The Mini-Oprahs: Tastemakers of Fantasy & Sci-Fi



Originally Published: 2003



Originally Published: 1990

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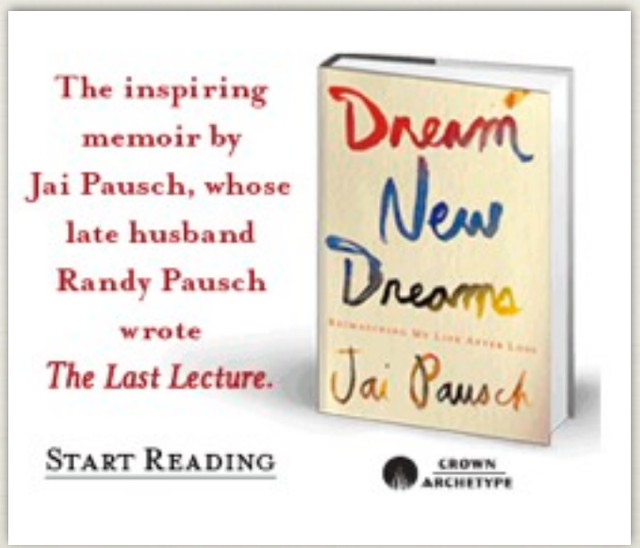
Goodreads Book Launch Package

Build buzz and increase user engagement around a book launch.

- Run giveaways well before the launch to build reviews & buzz.
- Deep targeted ads: reach readers by author or genre.
- Sponsored Poll: drive engagement and book adds.
- Newsletter or New Releases placement: reach 6.5 million.



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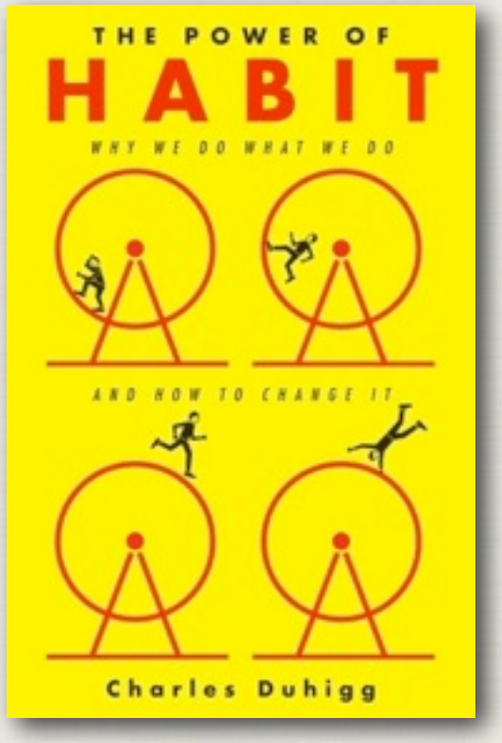
Anatomy of Book Discovery

Anatomy of Book Discovery



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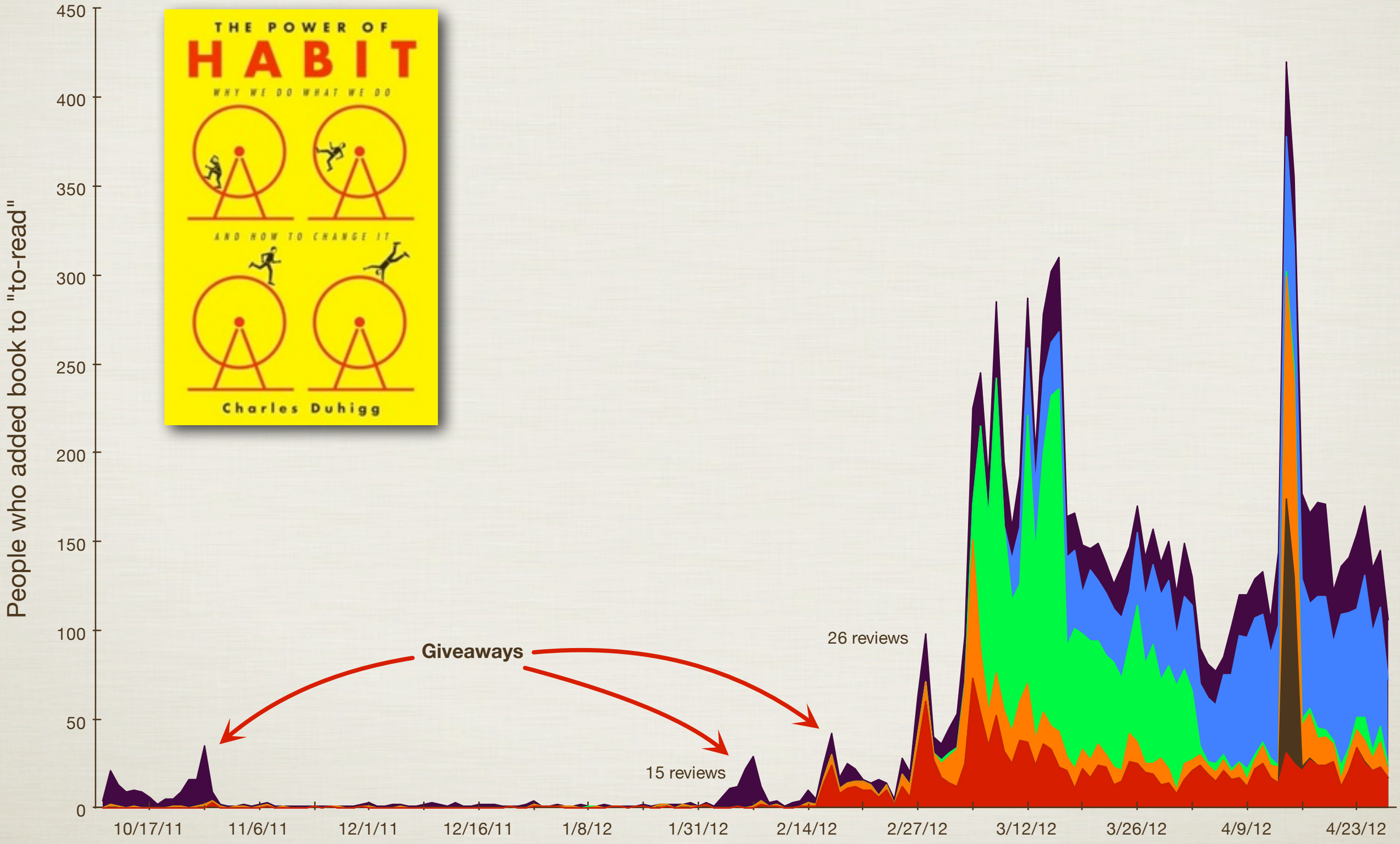

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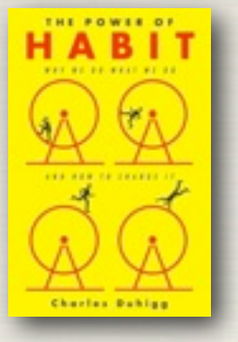


Anatomy of Book Discovery

People who added book to "to-read"

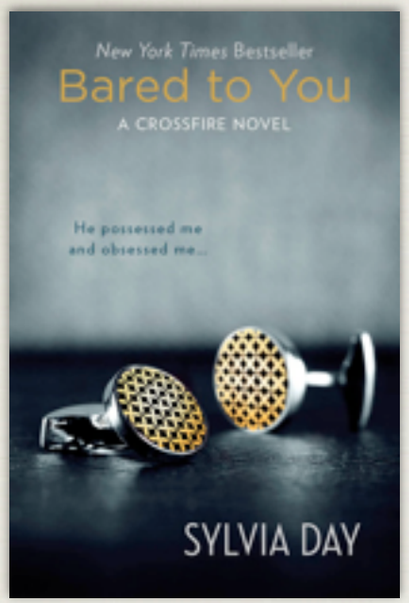
450
400
350
300
250
200
150
100
50
0

3/1/12
3/8/12
3/15/12
3/22/12
3/29/12
4/5/12
4/12/12
4/19/12
4/26/12

npr
NPR Fresh Air
Movers & Shakers
Rate Books Page
Ads + Sponsored Poll
Published
Other
Friends
Search

goodreads

Anatomy of a Bestseller



May 21:
Berkley buys *Bared*, touting "2,500 reviews" on Goodreads as a major reason, hits *NY Times* Bestseller list

Apr 23:
Became top related book for *Fifty Shades of Grey*

Mar 12:
Giveaway Began

People who added book to their shelves

100
80
60
40
20
0

Feb
Mar
Apr
May

to-read

reviews

goodreads

What does "discovery" mean anyway?

Discovery means all the touchpoints in the mind of the consumer it takes to get them to decide to purchase and read a book.

goodreads

Marketing Adage

It takes about 6-12 touchpoints in the mind of the consumer to get to a purchase.

The stronger the touchpoint, the fewer you need.

goodreads

photo by anja_johnson

“Between us and our readership, there’s a brick wall and we have little hammers, and if we keep hitting the wall eventually we’ll punch through it.”

- Marketing Manager at a large publishing house, quoted in Merchants of Culture by John Thompson

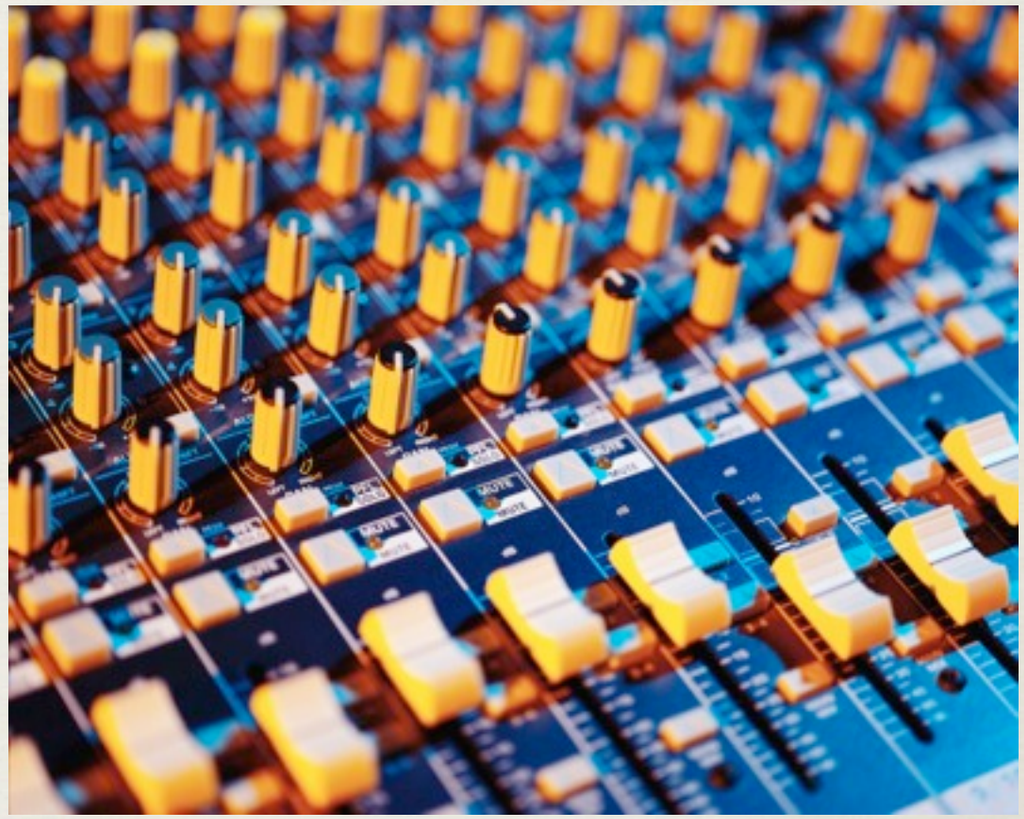
Discovery happens in lots of ways
- there is no magic bullet

But there are a few things to keep in mind.

Maximize touchpoints around launch!

Find your audience: existing fans, comp fans, etc.

Start the process well before launch.



Use the tools at your disposal to amplify any traction you get.

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