

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.

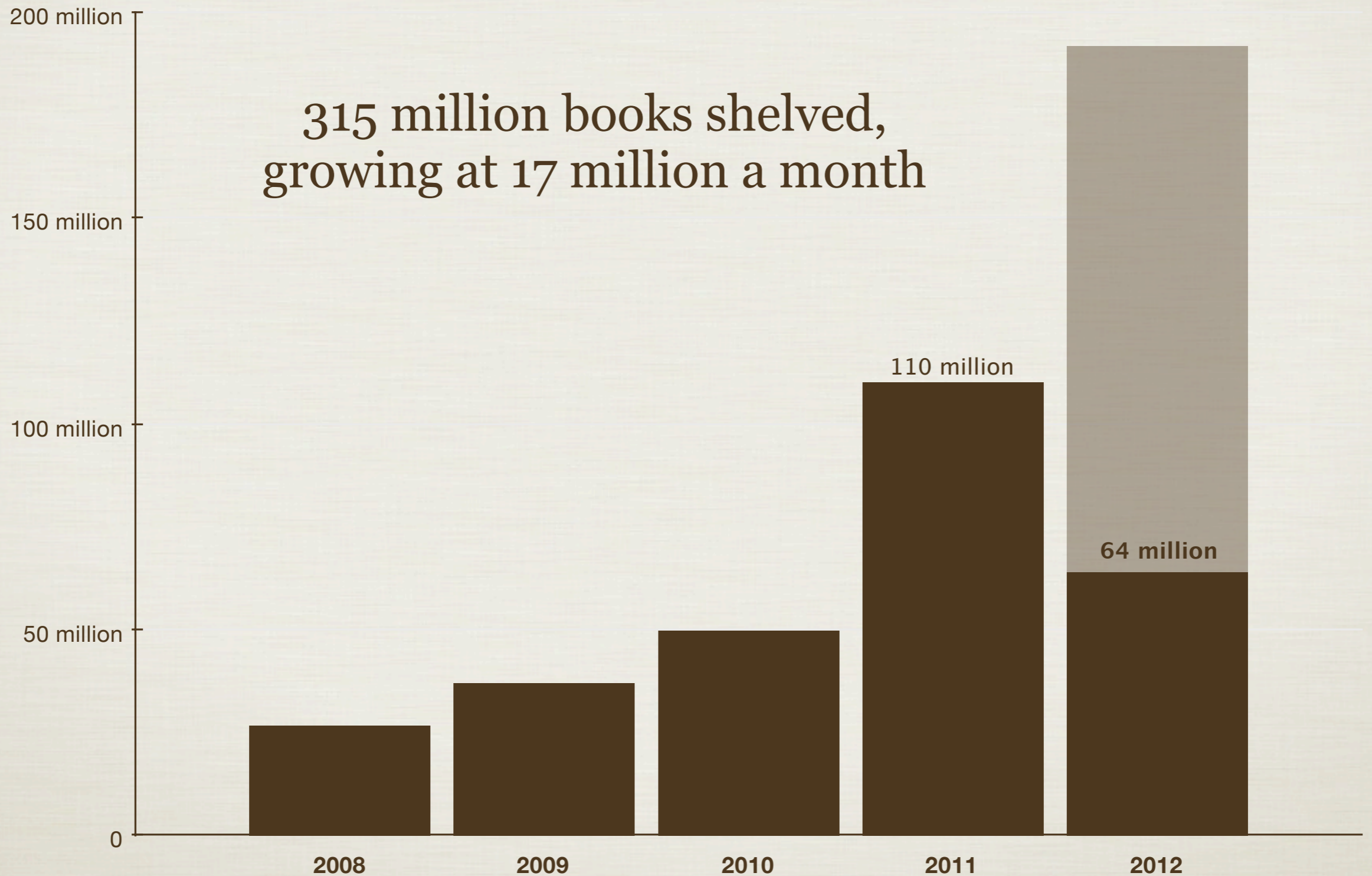
Goodreads' mission is

# 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



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



Every second...

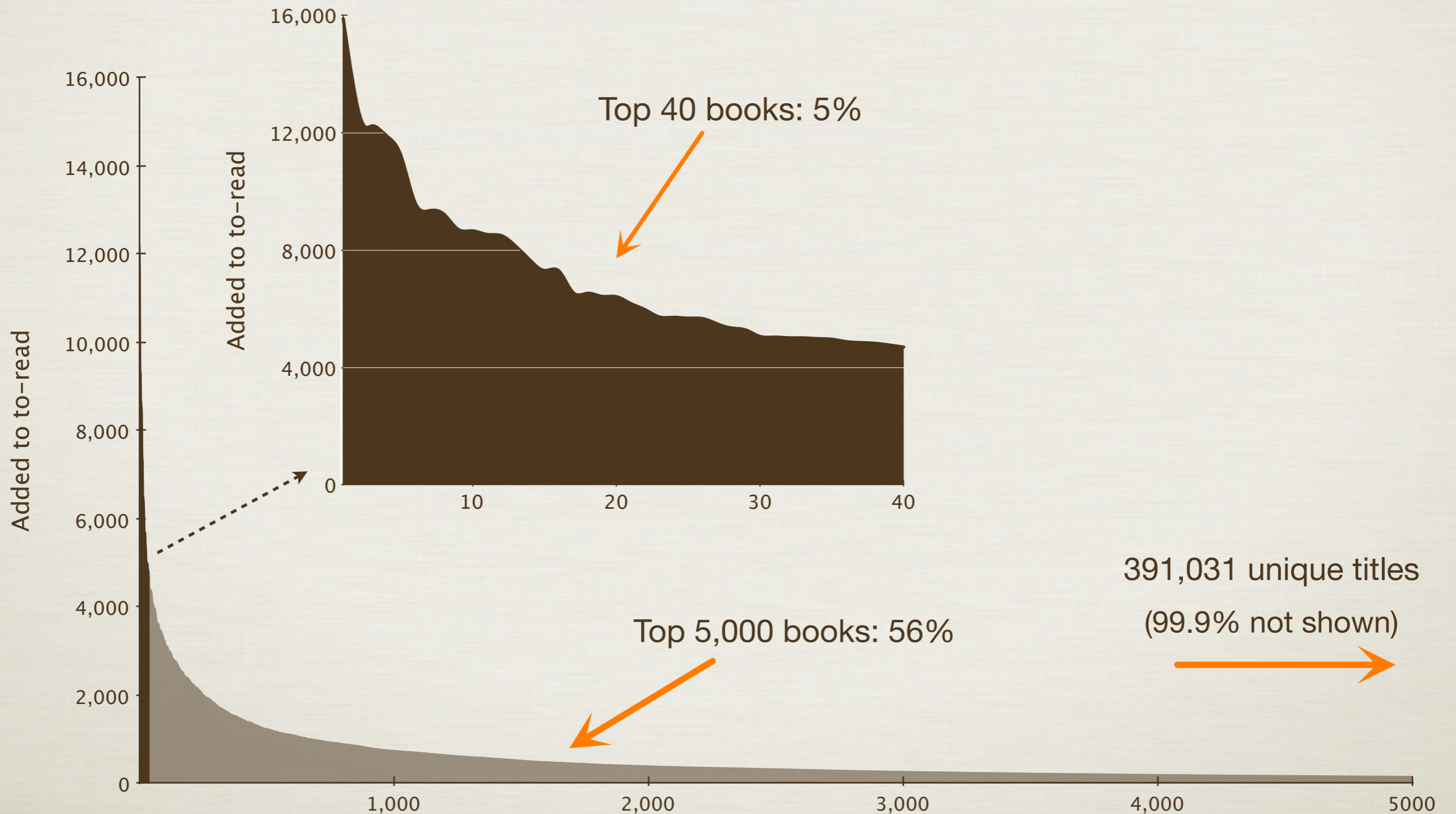
6 million books discovered a month (added to to-read)



Every second...

2 books are discovered  
on Goodreads

# The Long Tail of To-Read Books



In an increasingly digital world,  
**discovery**  
is becoming more and more  
important.

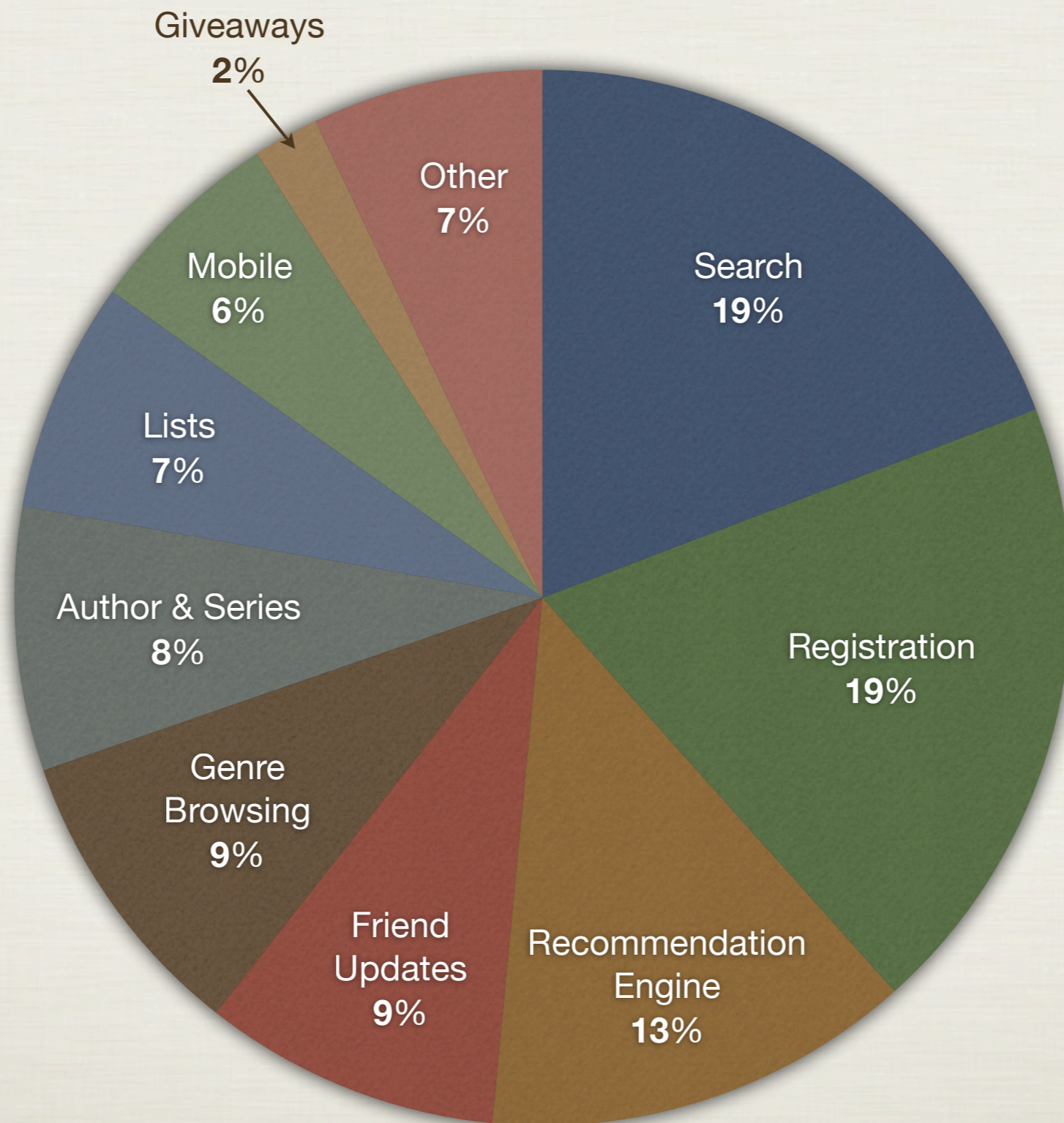
Serendipitous discovery is key to driving book sales.



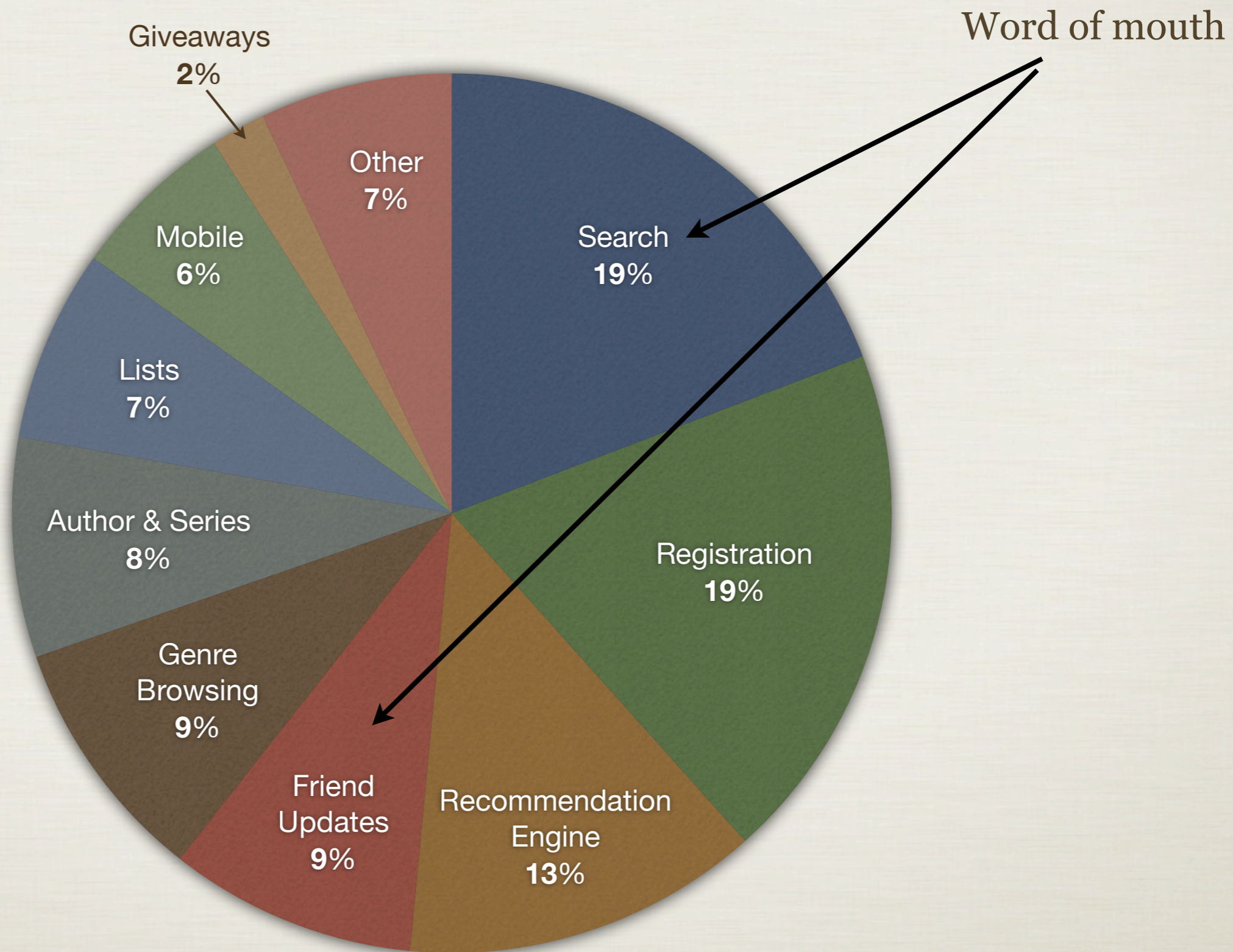
In an increasingly digital world,  
**discovery**  
is becoming more and more  
important.

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

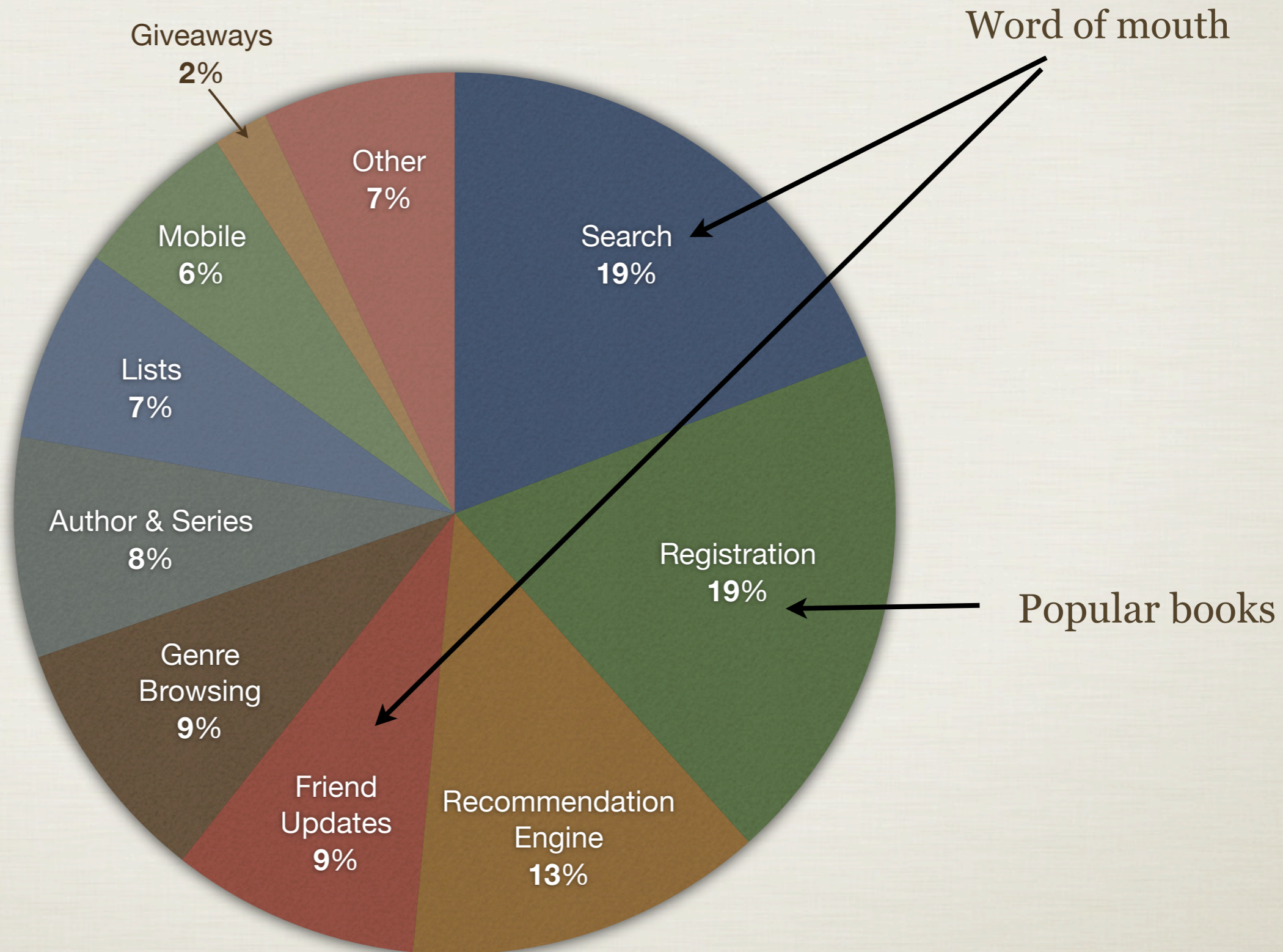
# Where people discover books on Goodreads



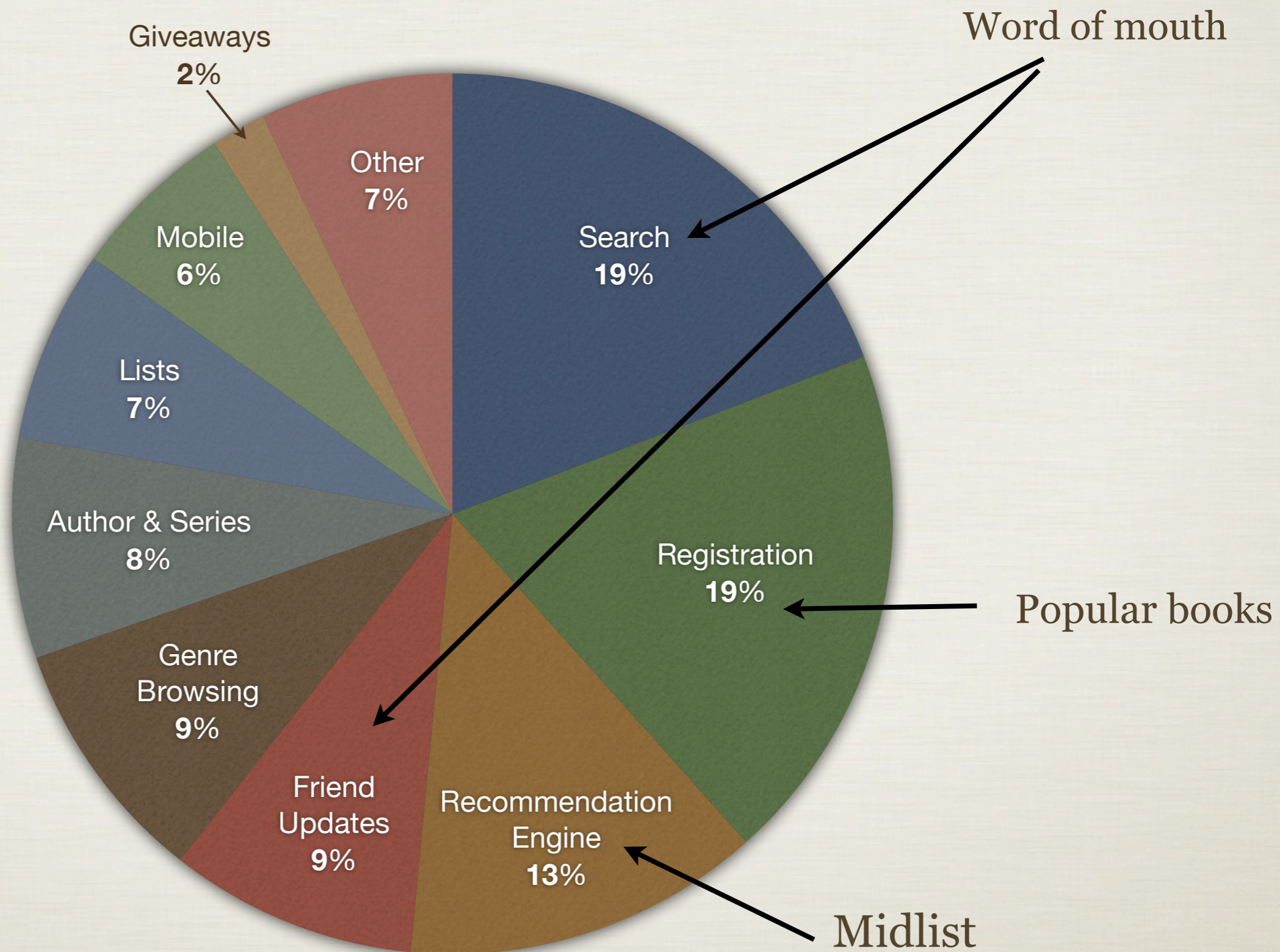
# Where people discover books on Goodreads



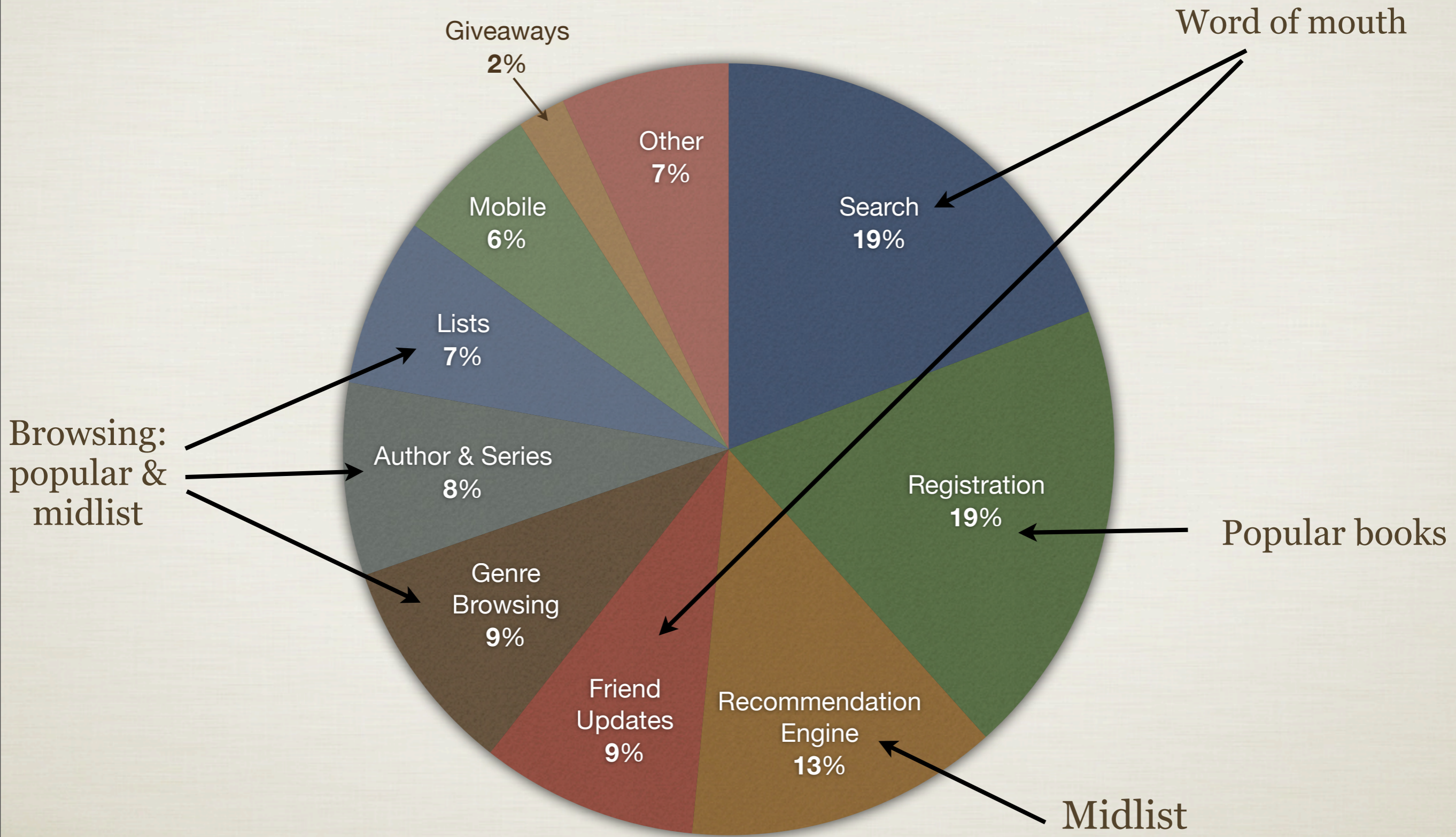
# Where people discover books on Goodreads



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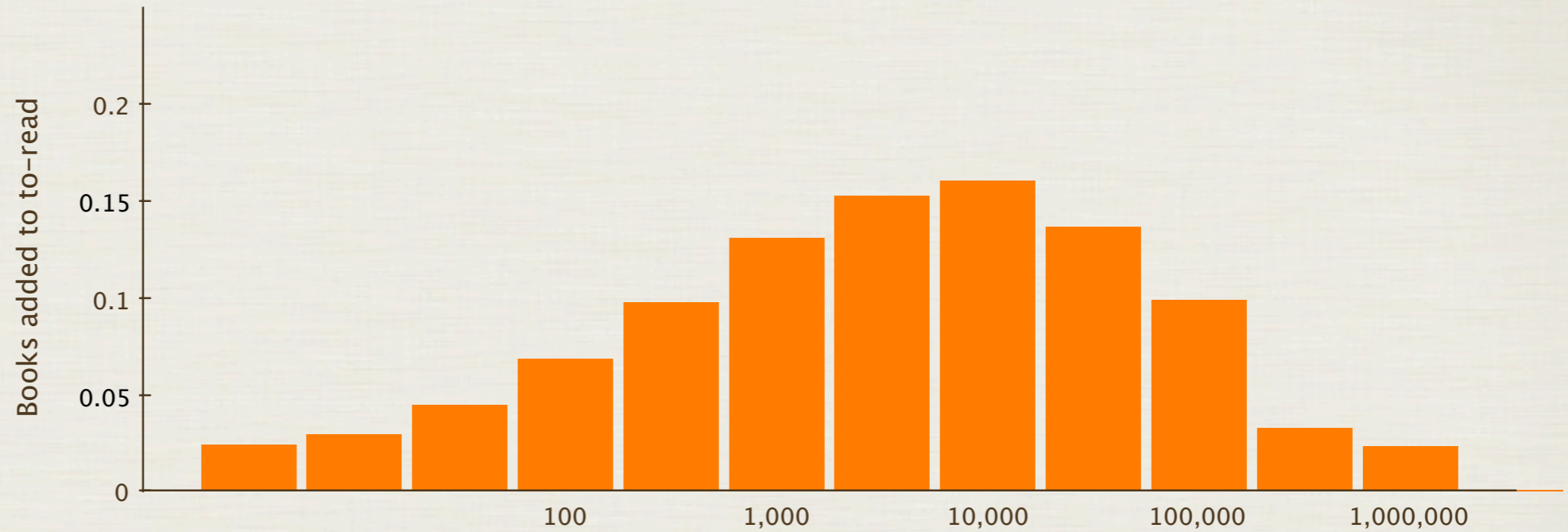


# Where people discover books on Goodreads

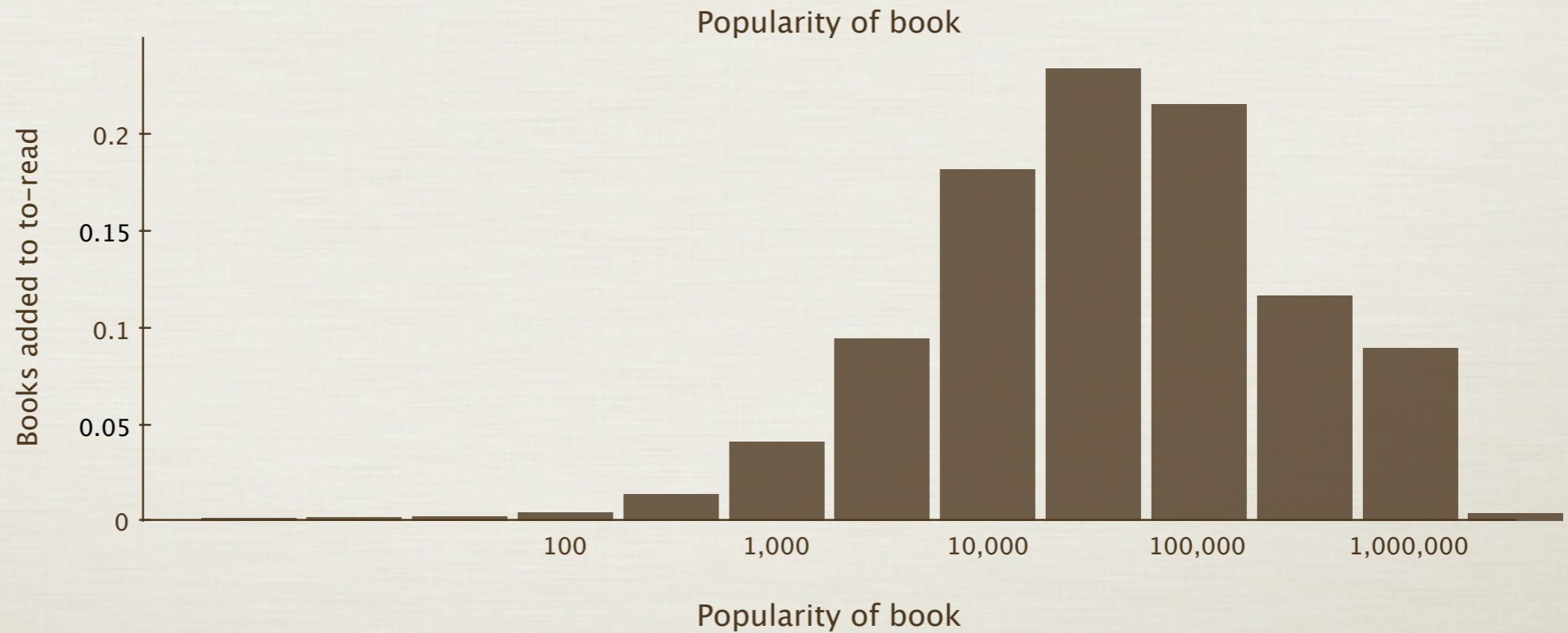


# Registration has popular books, search has the long tail

Search



Registration  
Flow



# 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.



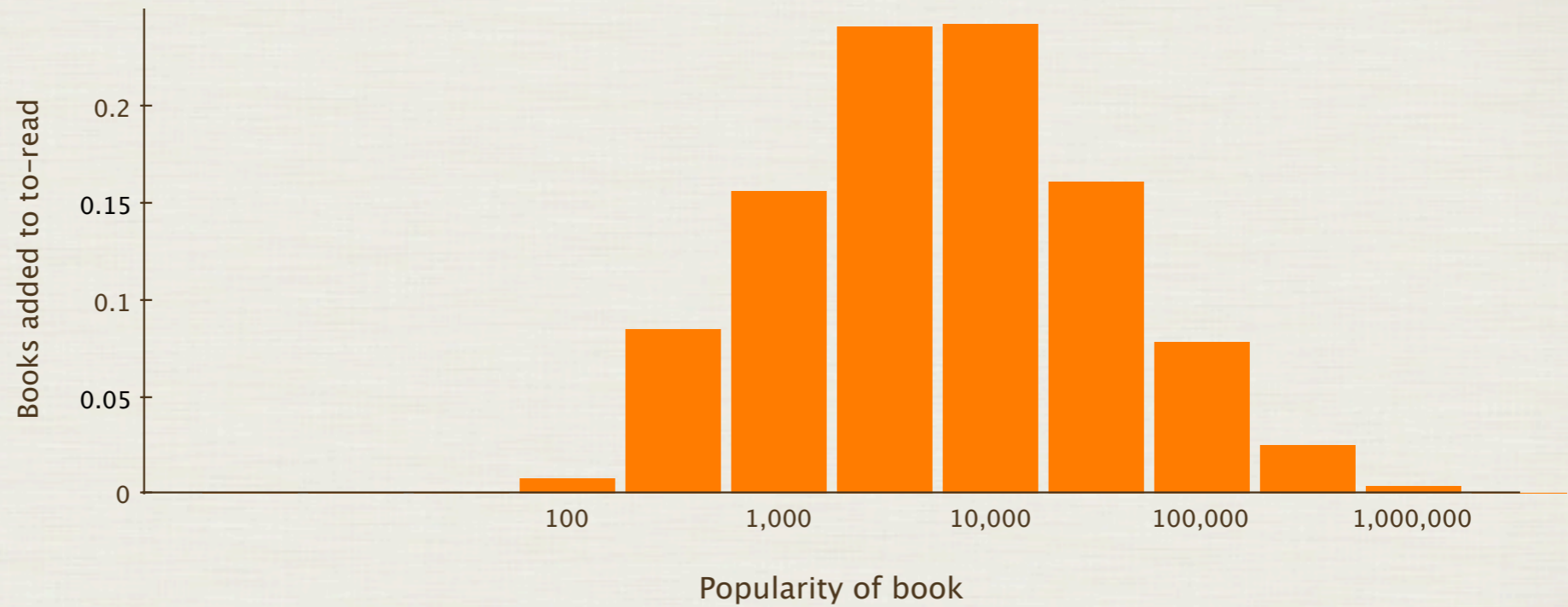
# A Taste Based Algorithm

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

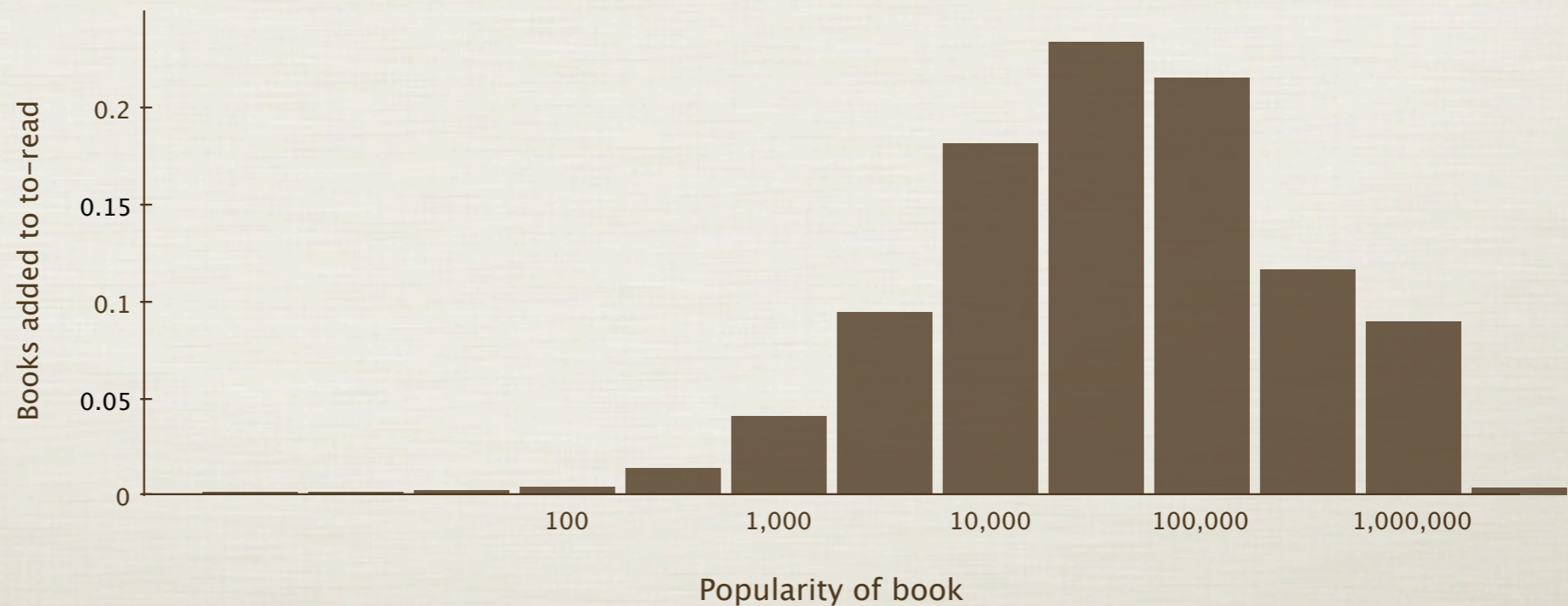
The screenshot displays two recommendation sections from the Goodreads website. The first section, titled "Based on Your Biography Shelf" (updated Dec 07, 2011 09:55pm), features five book covers: "Do They Hear You When You Cry" by Faliziya Kassindja and Layli Miller-Muhammad; "This Voice in My Heart" by Gilbert Tuharony; "The Flame Tree of Thika" by Elspeth Huxley; "Quiet Strength" by Tony Dungy; and "The Price of the River" by David A. Price. Each book has a "want to read" button, a five-star rating, and a "Not interested" button. A "More for this shelf" link is at the bottom right. The second section, titled "Based on Your Business Shelf" (updated Jan 25, 2012 03:34pm), features five book covers: "Peopleware: Productive Projects and Teams" by Tom DeMarco and Timothy Lister; "In the Plex" by Steven Levy; "Tribal Leadership" by Dave Logan, John King, and Warren Bennis; "Linchpin: Are You Indispensable?" by Seth Godin; and "Ogilvy on Advertising" by Ogilvy & Mather. Each book also has a "want to read" button, a five-star rating, and a "Not interested" button. A "More for this shelf" link is at the bottom right.

# Goodreads Recommendations designed to hit mid-list sweet spot

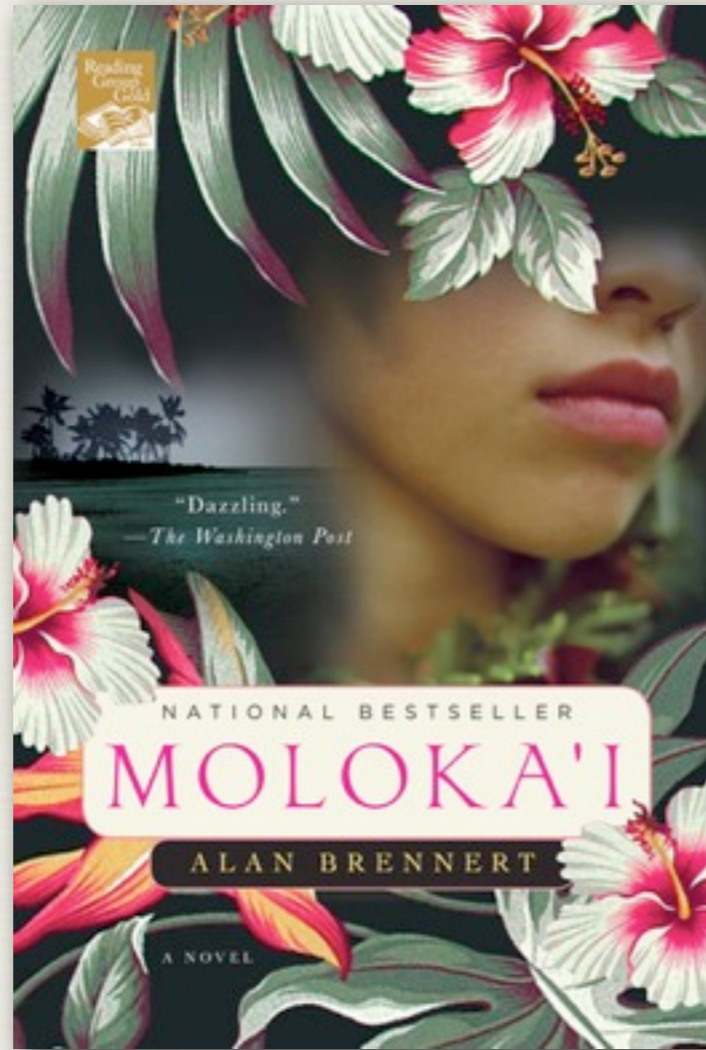
Goodreads Recommendations



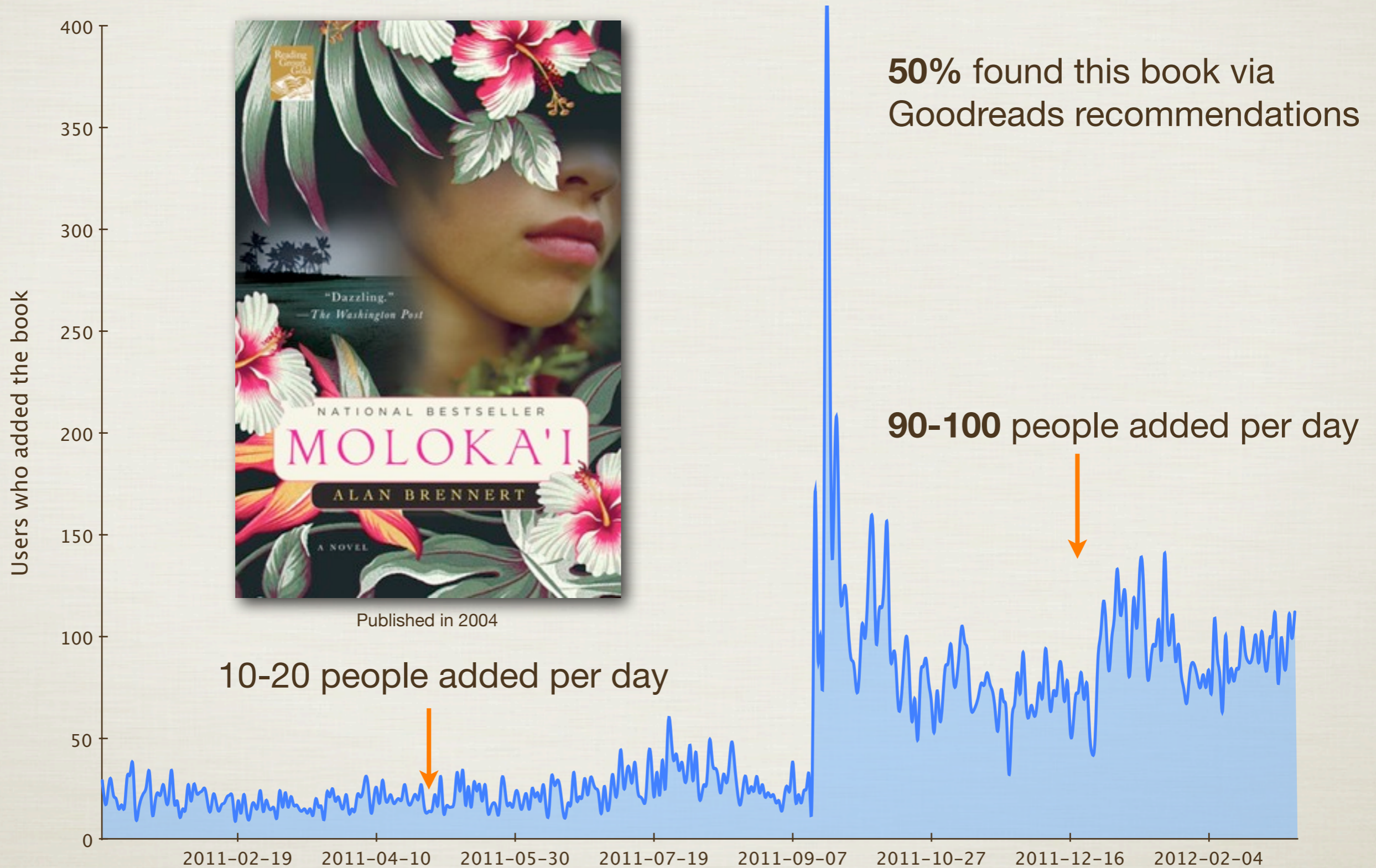
Registration Flow



# How it increases discovery of books



Published in 2004

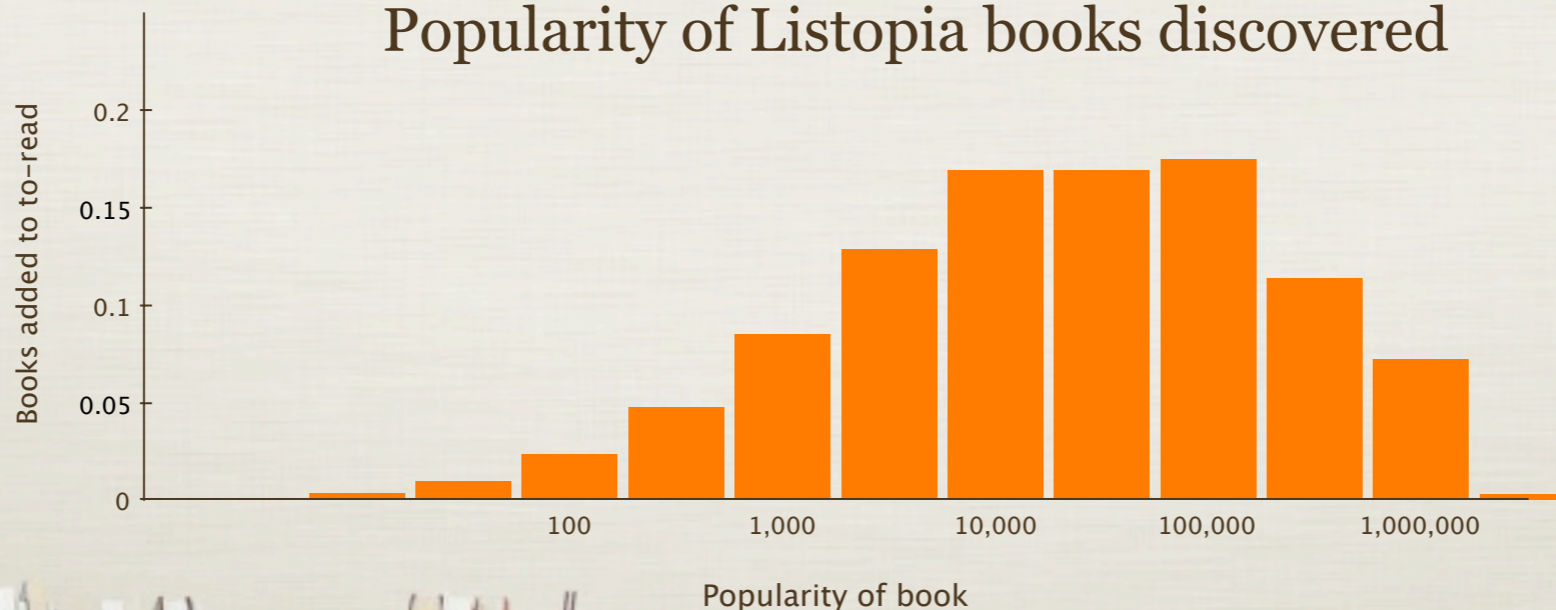


# Lists & Genre Browsing

- 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.

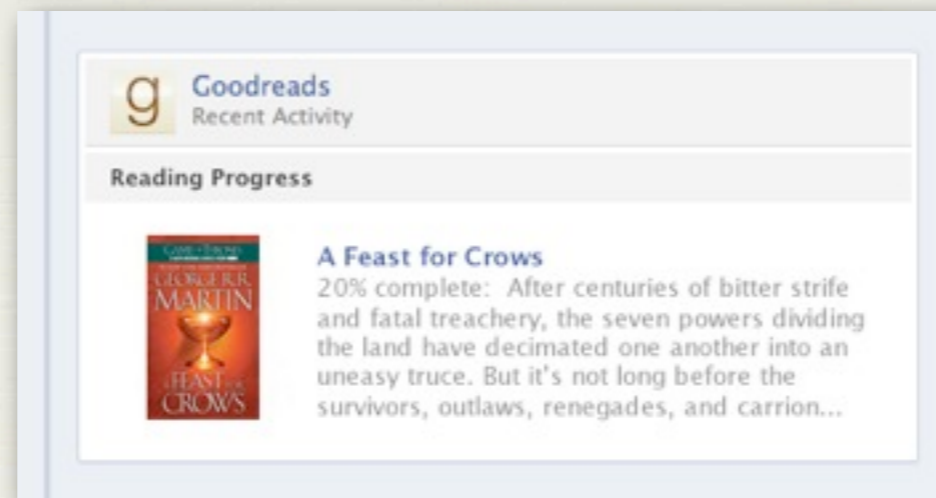


Popularity of Listopia books discovered

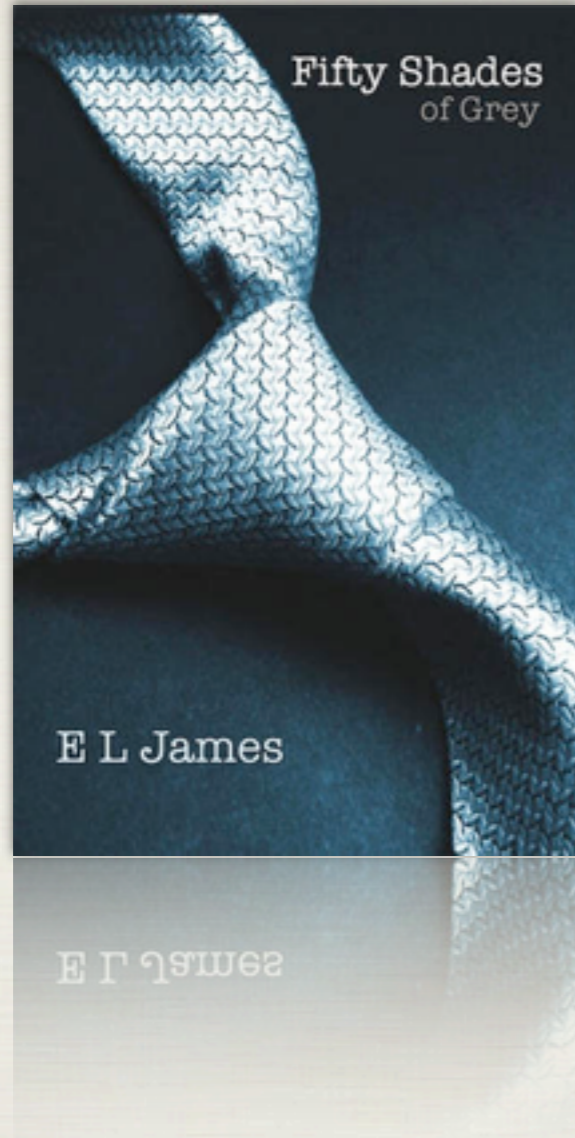


# Goodreads Drives Book Discovery on Facebook

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

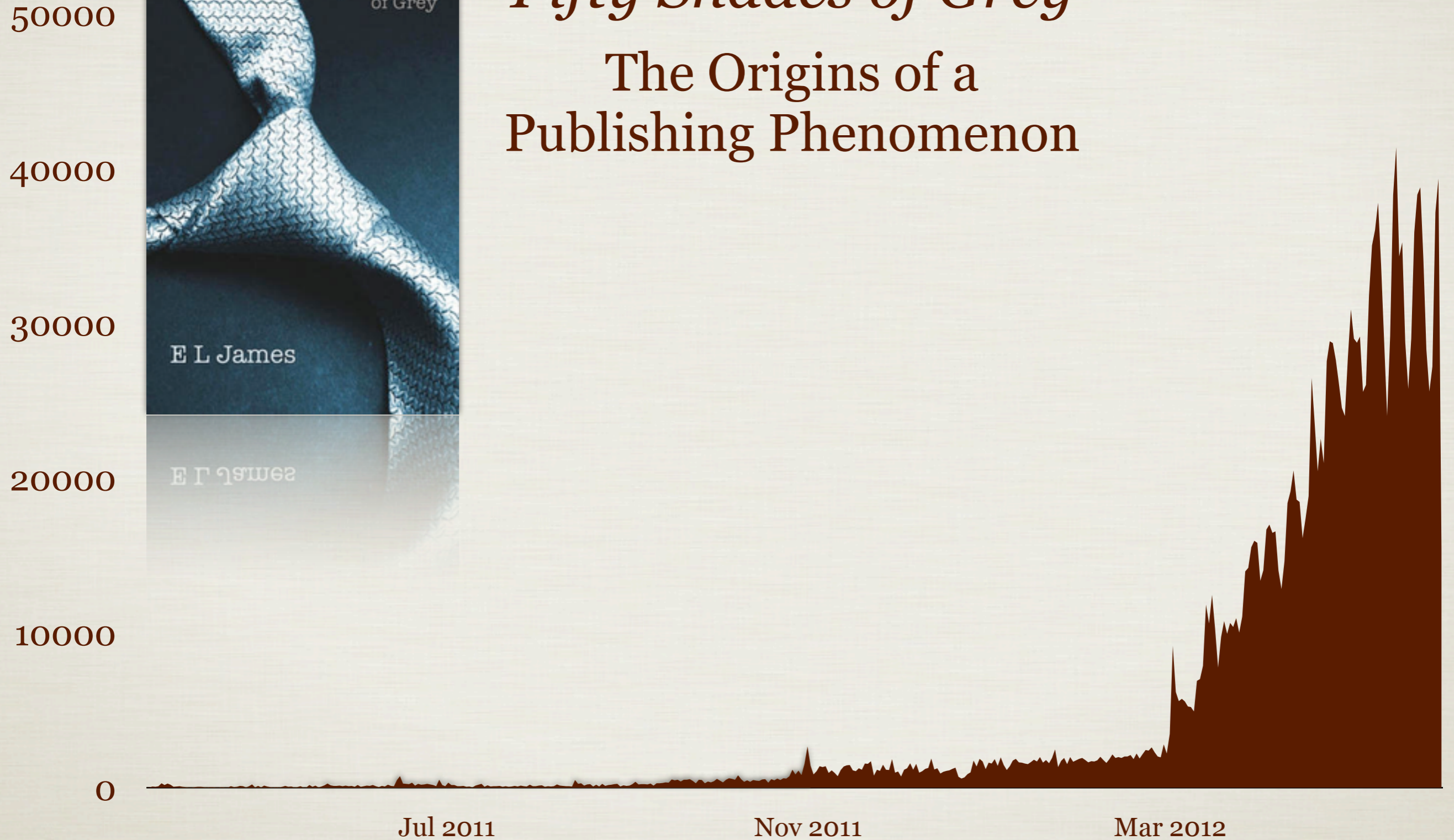


Monthly Actives have grown 440% since January!



# *Fifty Shades of Grey*

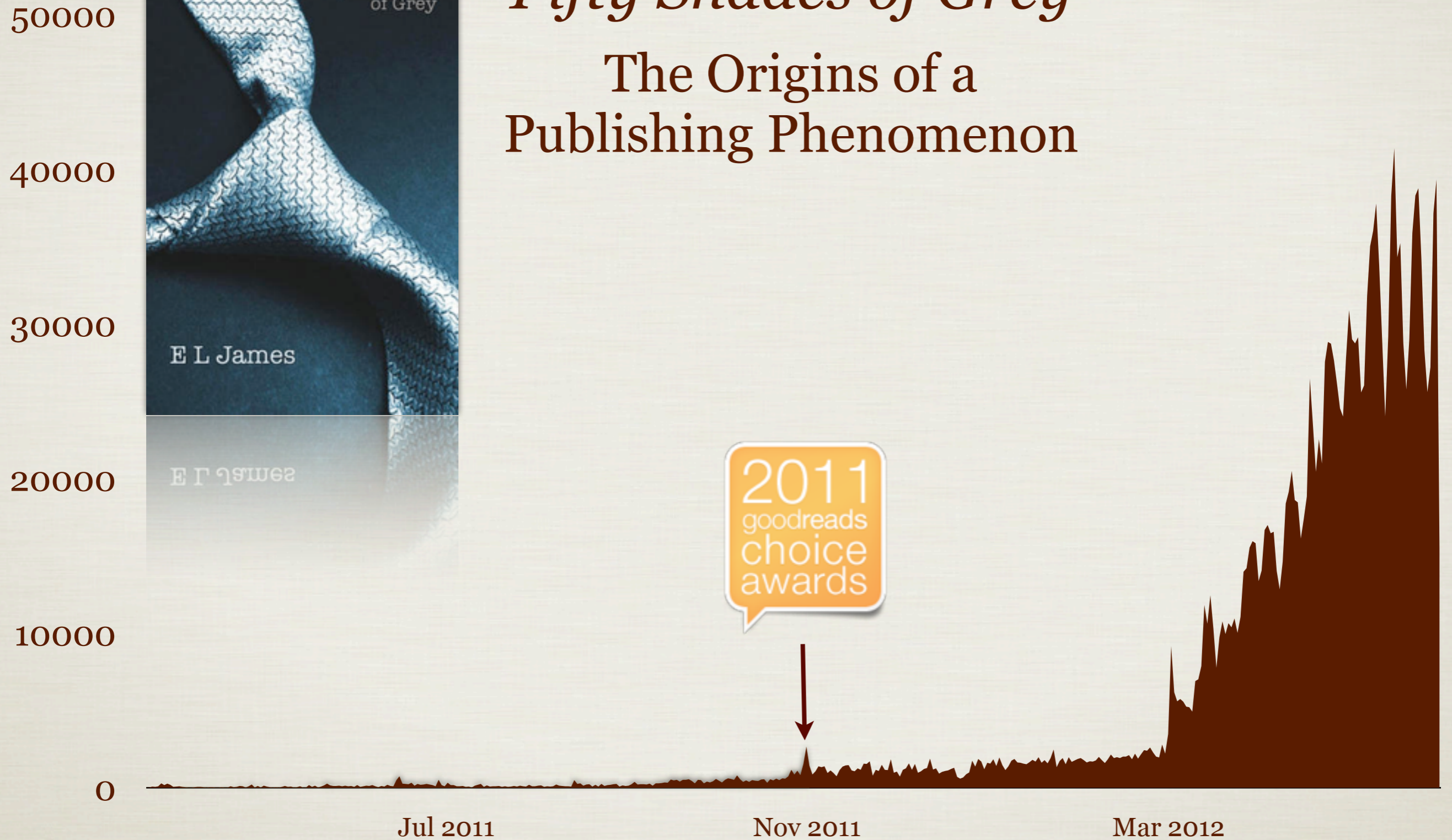
## The Origins of a Publishing Phenomenon





# *Fifty Shades of Grey*

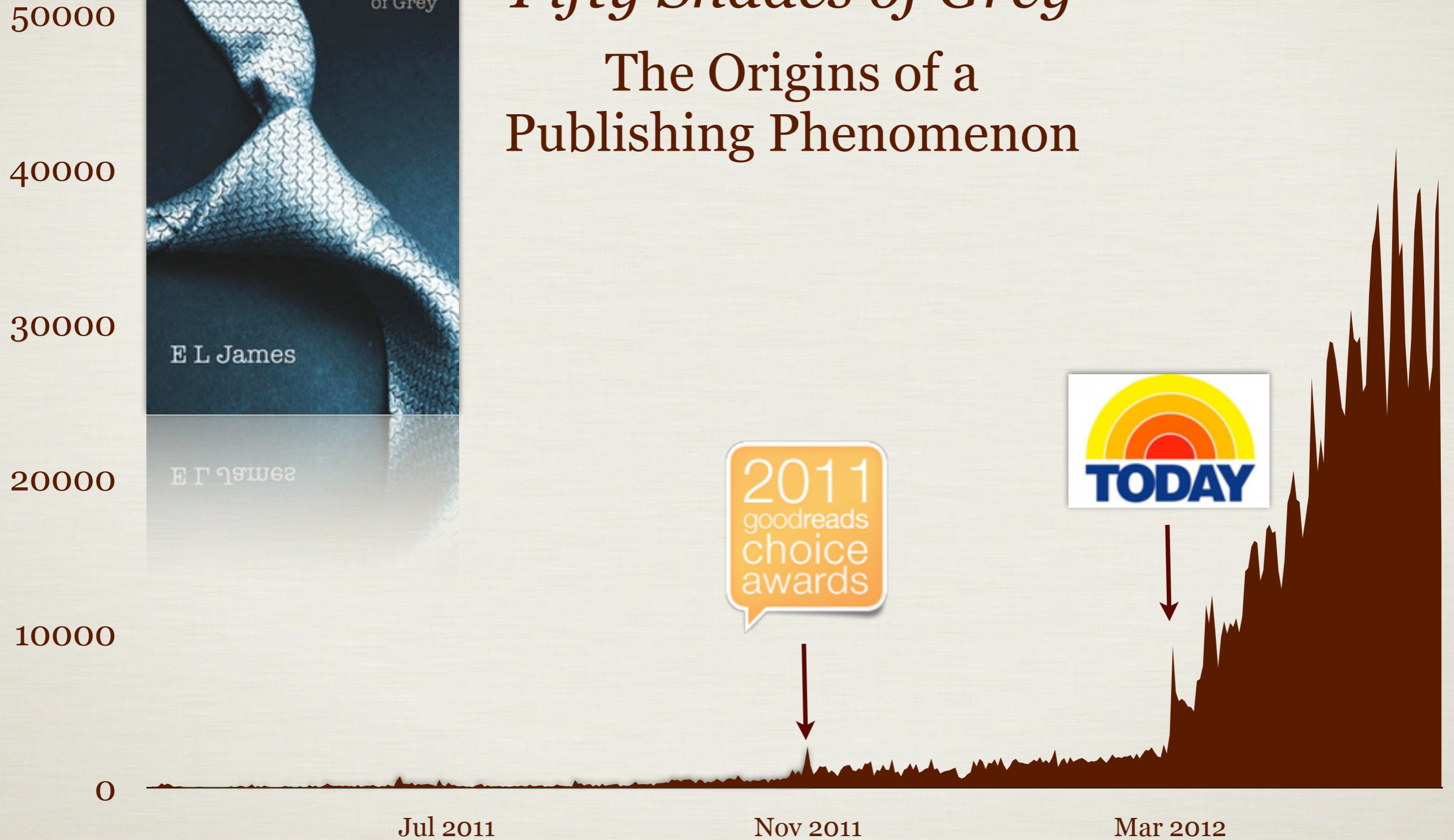
## The Origins of a Publishing Phenomenon





# *Fifty Shades of Grey*

## The Origins of a Publishing Phenomenon



goodreads





# *Fifty Shades of Grey*

## The Origins of a Publishing Phenomenon

“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.”

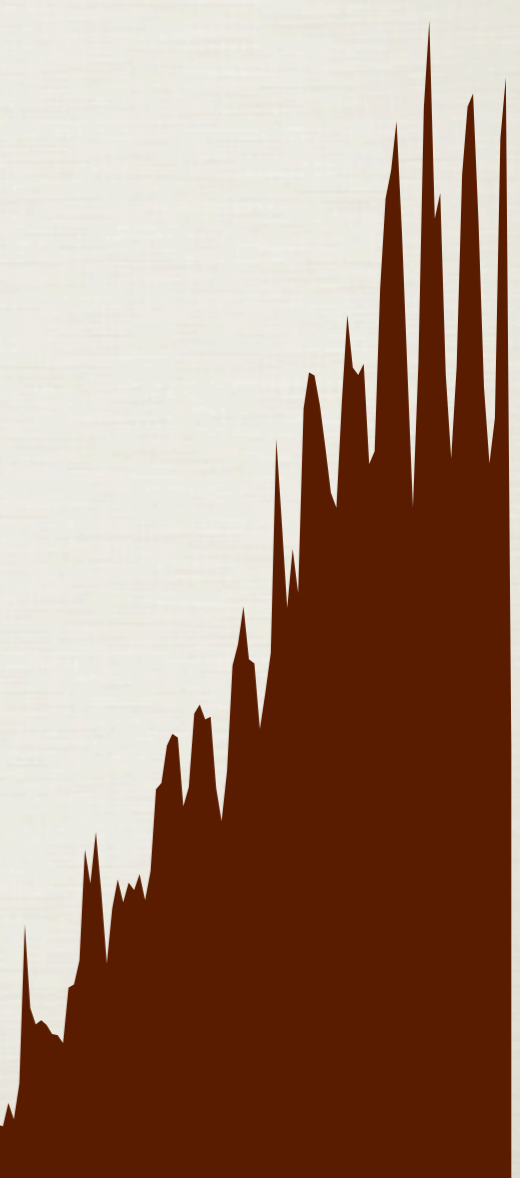


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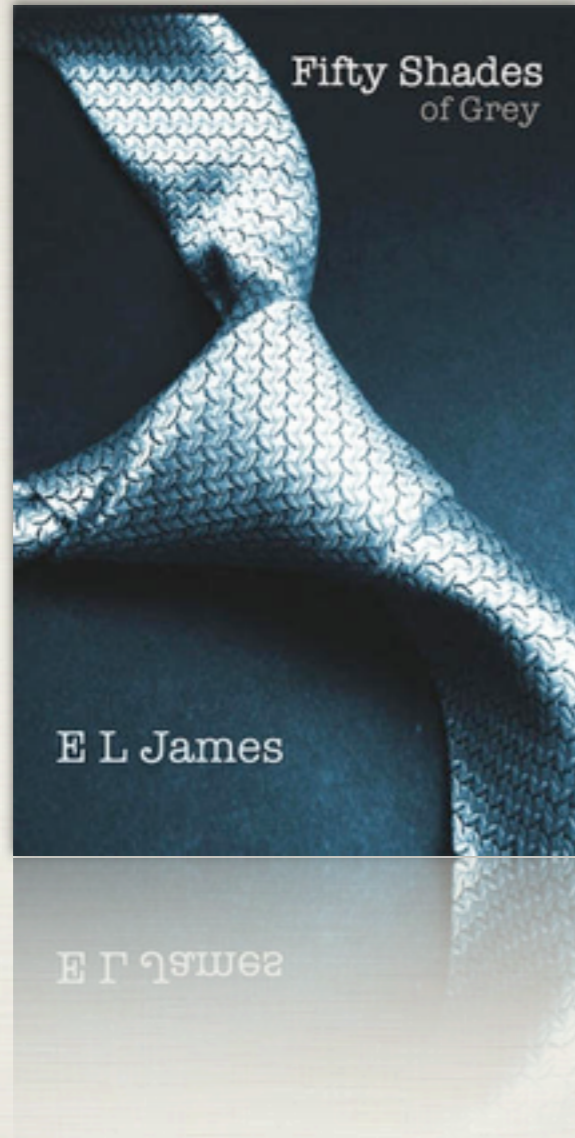
Jul 2011

Nov 2011

Mar 2012

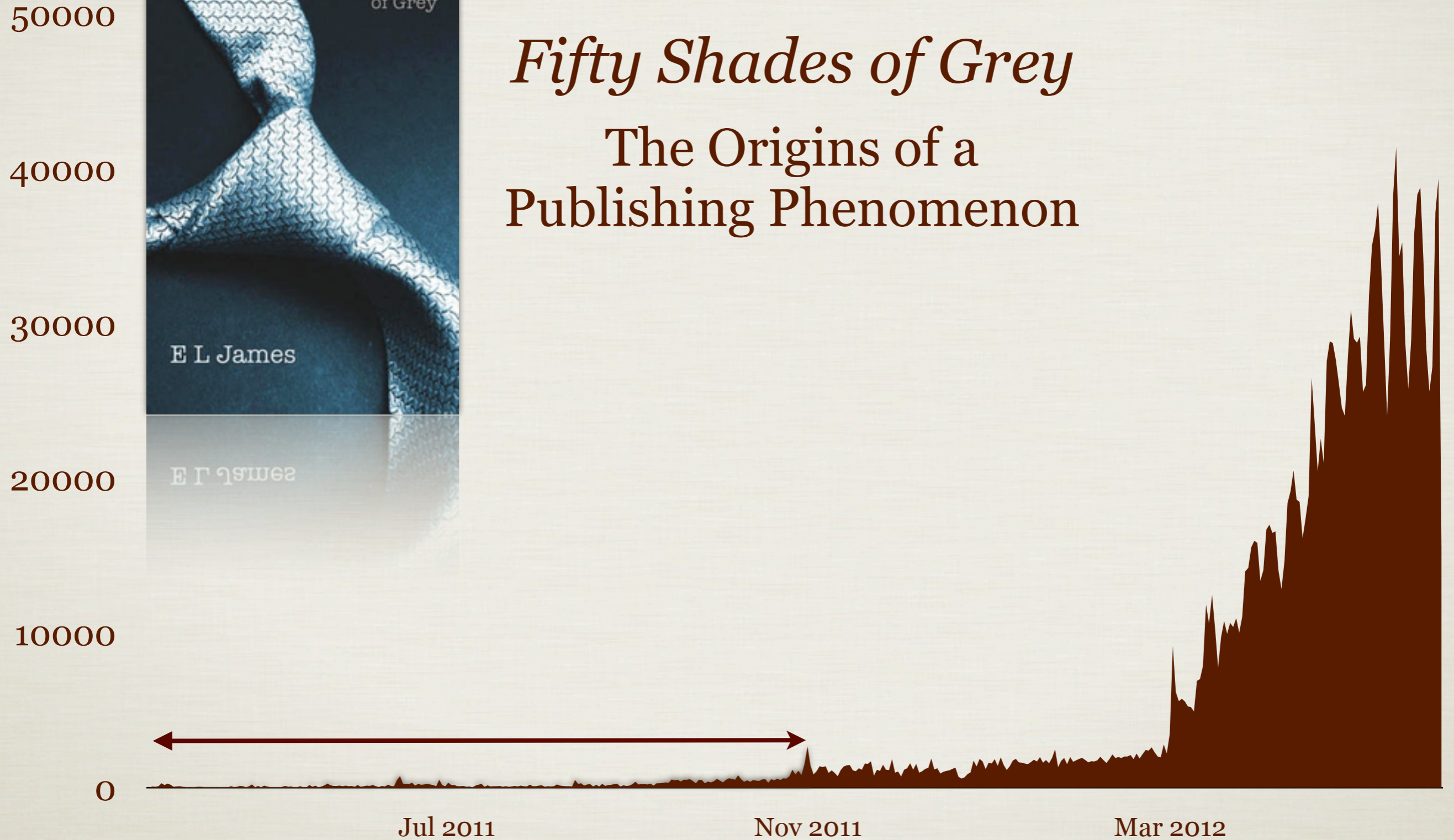


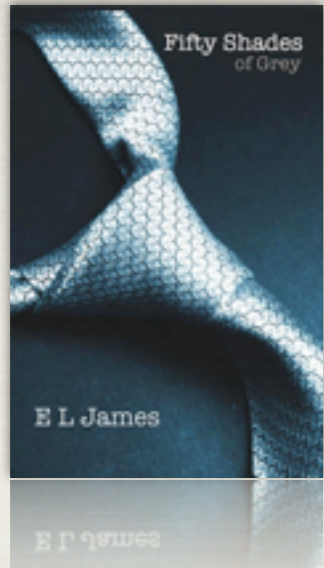
goodreads



# *Fifty Shades of Grey*

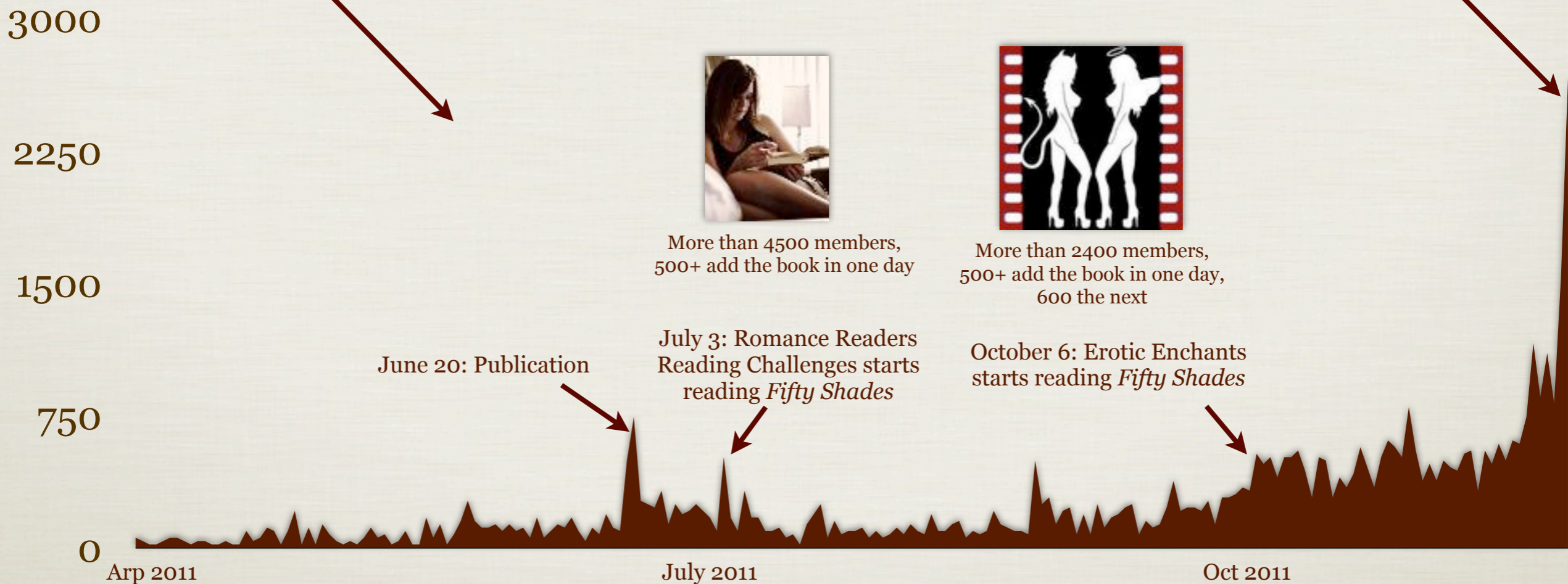
## The Origins of a Publishing Phenomenon






2011  
goodreads  
choice  
awards

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



Books Added

# 20,000 book clubs on Goodreads



## Romance Readers Reading Challenges

If you love to read romance novels, or just read, and you like reading challenges, come and join this group. If you look at your TBR list and don't know which book to start with, worry no more. We will give you a reason to.

We have a variety of reading challenges, monthly book recommendations, buddy reads, book-and non-book-related discussions, author interviews/giveaways and plenty of fun and games to keep you entertain while hanging out with a bunch of people that love to read and talk about bo...more



[Join Group](#)

category **Books & Literature -> Romance**

tags **book-discussions, bookclub, challenge, challenges, reading-challenges, romance, and romance-novels**

group type **This is a public group. Anyone can join and invite others to join.**

### Currently Reading

 <p><b>Lirael (Abhorsen, #2)</b> by Garth Nix <a href="#">view »</a></p>	 <p><b>Magic Strikes (Kate Daniels, #3)</b> by Ilona Andrews <a href="#">view »</a></p>
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**group home**    events    invite people





bookshelf    photos    members

discussions    videos    polls

search discussion posts    [search](#)

### Moderators

[tools & guidelines](#)

 <b>Yz the Whyz</b>	 <b>Rossy</b> Literary Slut
 <b>Jane (PS)</b>	 <b>Fran</b>

### Discussion Board

[topics: all | new | unread](#)

Showing 10 of 110 topics

**general**

- \* 2012 May - What are you reading?**  
By Vi · 92 posts (92 new) · 143 views  
last updated May 30, 2012 09:07am
- Your Latest Book Purchase!**  
By Yz the Whyz · 1872 posts (350 new) · 1961 views  
last updated May 29, 2012 06:18pm
- Borrowing and Lending Kindle Books**  
By Ashley · 4 posts (4 new) · 47 views  
last updated May 26, 2012 02:48pm
- Where do you find your books?**  
By Vicki · 47 posts (47 new) · 299 views  
last updated May 24, 2012 08:41pm
- Who's your favourite Publisher?**  
By Whitney · 9 posts (9 new) · 61 views  
last updated May 23, 2012 05:57pm
- Does anyone know what book this is?**  
By Lani · 2 posts (2 new) · 178 views  
last updated May 21, 2012 08:08am
- Unfinished Series**  
By Hina · 19 posts (19 new) · 138 views  
last updated May 10, 2012 03:51pm
- Is it just my computer? bookcovers**  
By Mary · 15 posts (15 new) · 76 views  
last updated May 03, 2012 12:24pm
- Audio books ?**  
By Neha · 52 posts (52 new) · 199 views  
last updated Apr 30, 2012 08:36am
- 2012 April - What are you reading?**  
By Vi · 95 posts (95 new) · 181 views  
last updated Apr 29, 2012 10:33am

4,853 members

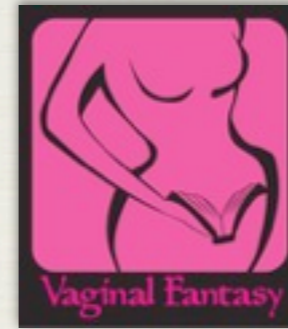
# Tips To Leverage Book Clubs on Goodreads

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

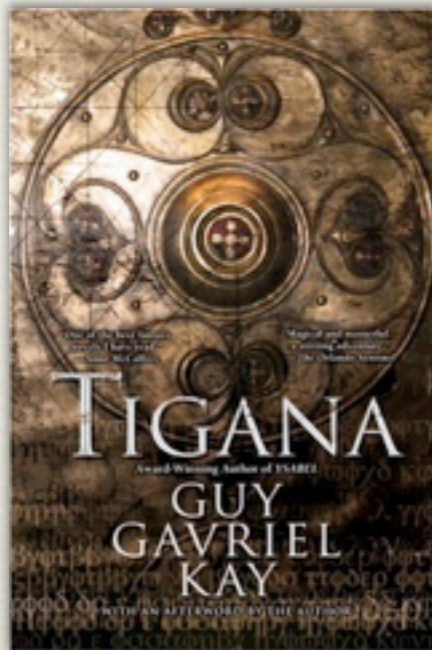
# The Mini-Oprahs: Tastemakers of Fantasy & Sci-Fi



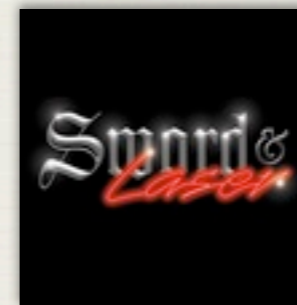
Originally Published: 2003



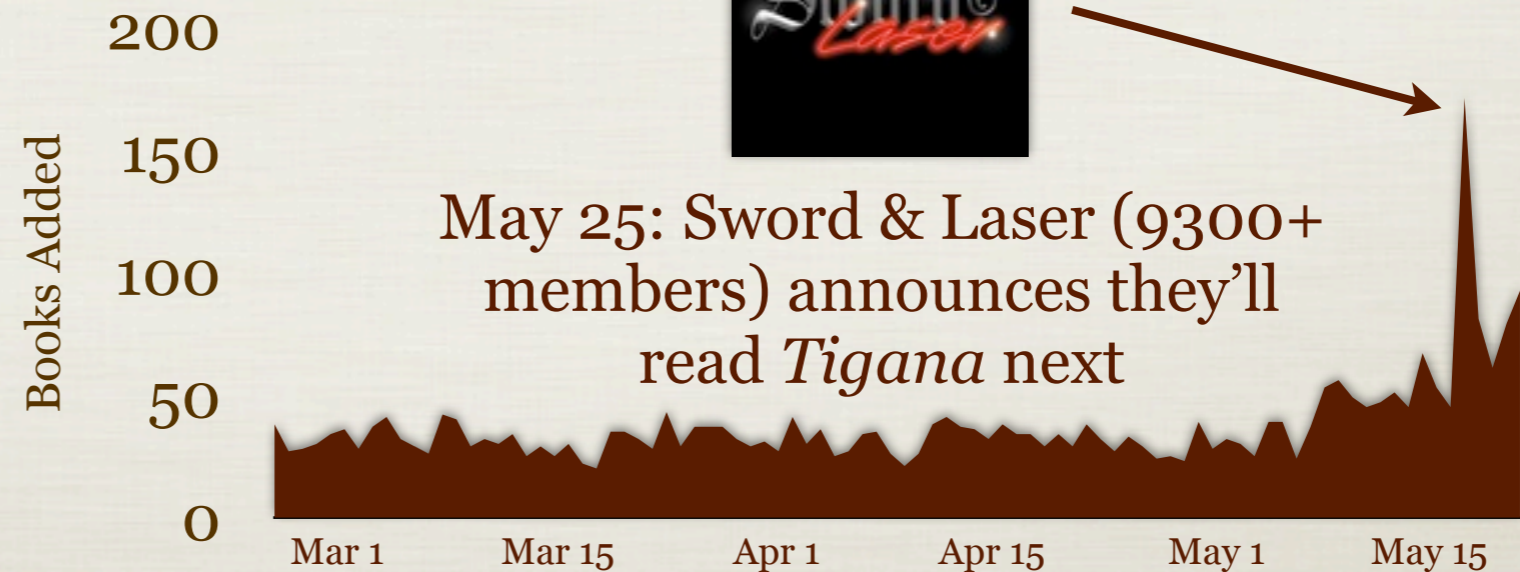
May 28: Vaginal Fantasy Hangout (3500+ members) begins reading *Kushiel's Dart*



Originally Published: 1990



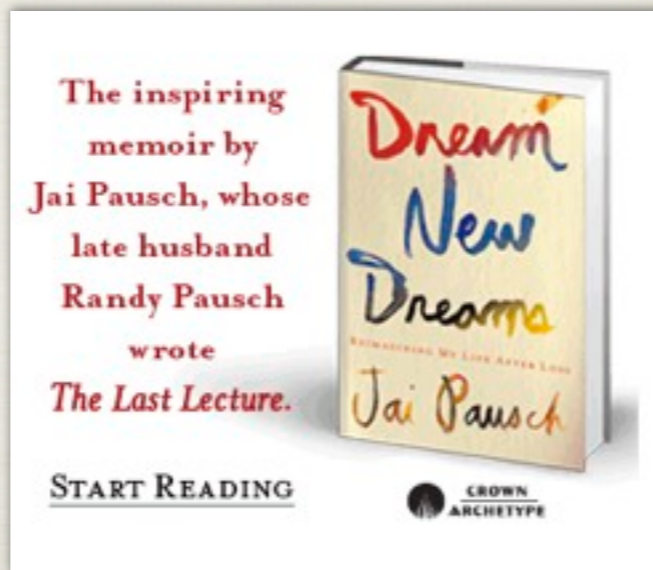
May 25: Sword & Laser (9300+ members) announces they'll read *Tigana* next



# Goodreads Book Launch Package

Build buzz and increase user engagement around a book launch.

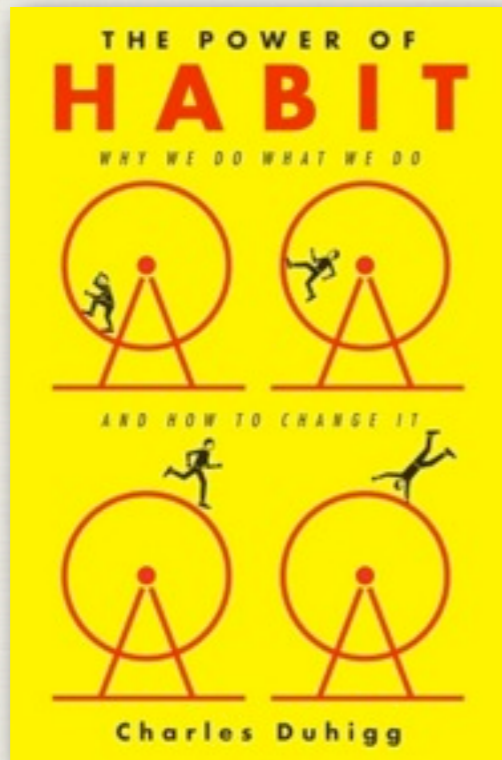
- Run giveaways well before the launch to build reviews & buzz.
- Deep targeted ads: reach readers by author or genre.
- Sponsored Poll: drive engagement and book adds.
- Newsletter or New Releases placement: reach 6.5 million.



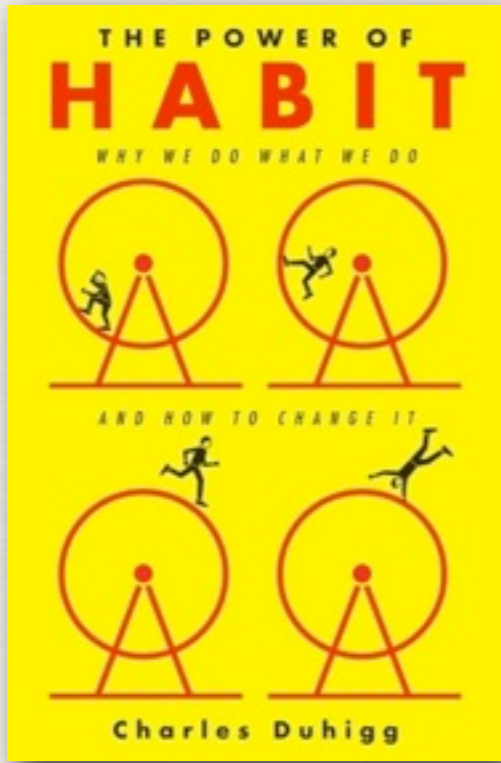
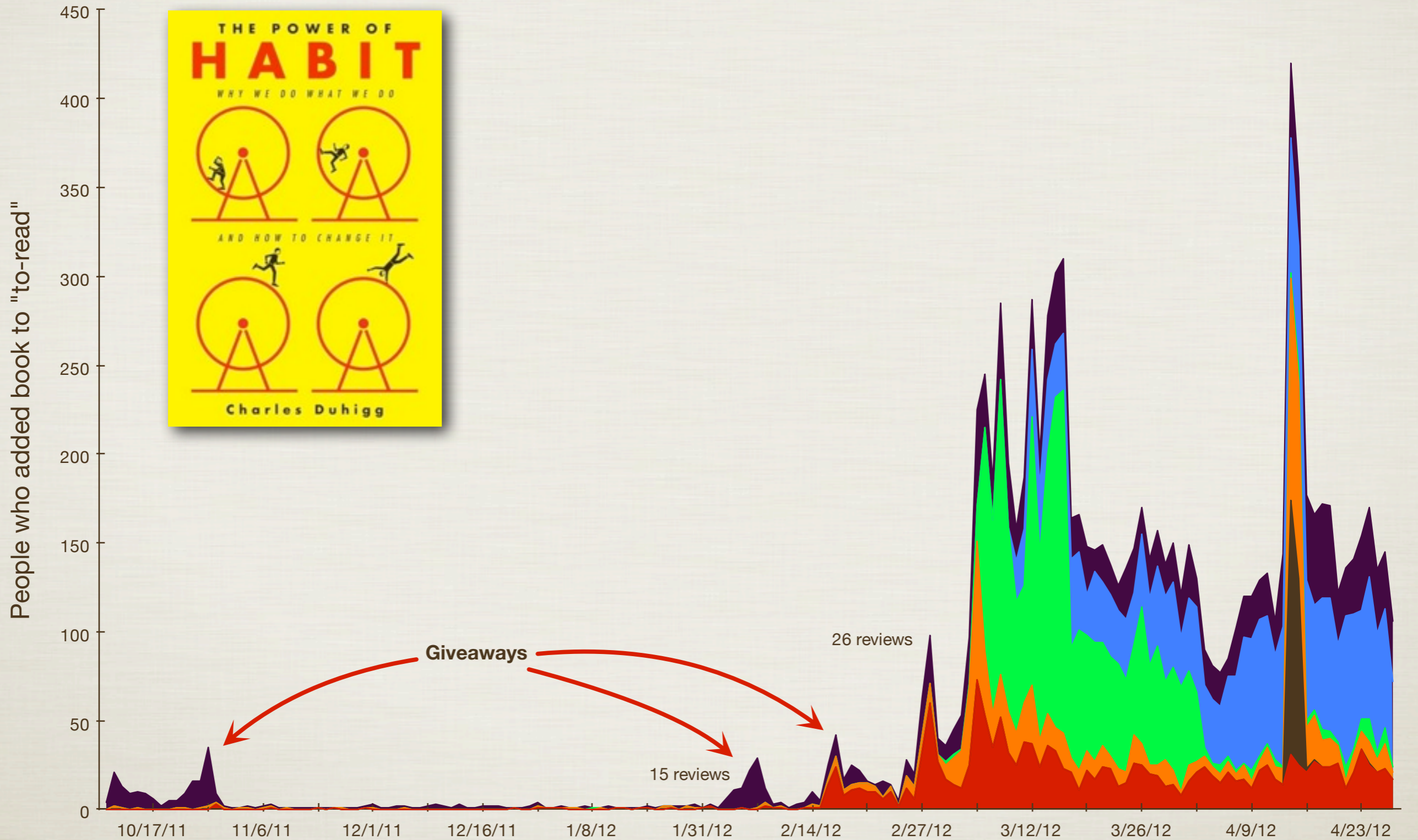
# Anatomy of Book Discovery

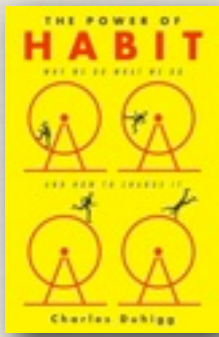


# Anatomy of Book Discovery

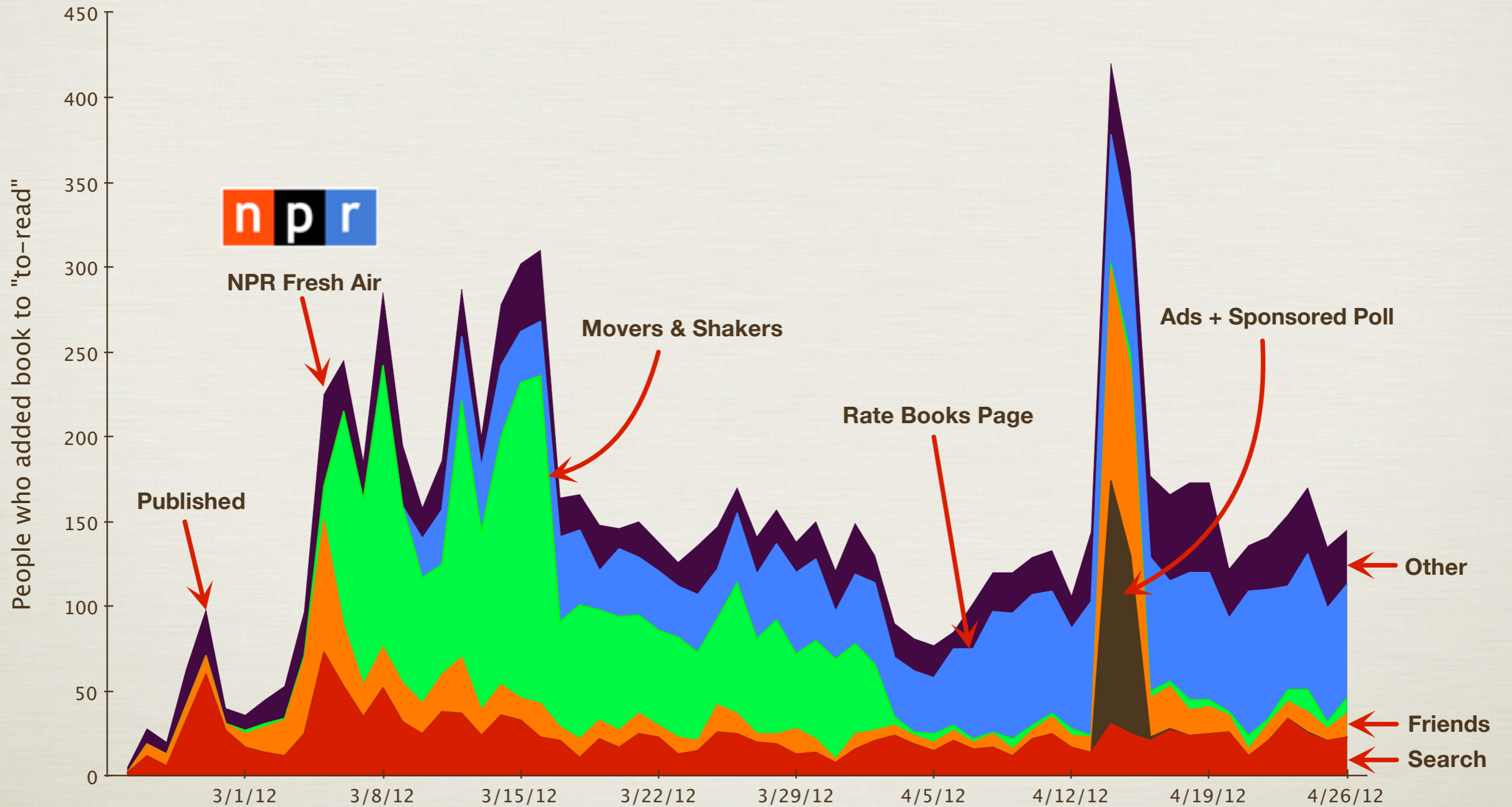


# Anatomy of Book Discovery





# Anatomy of Book Discovery



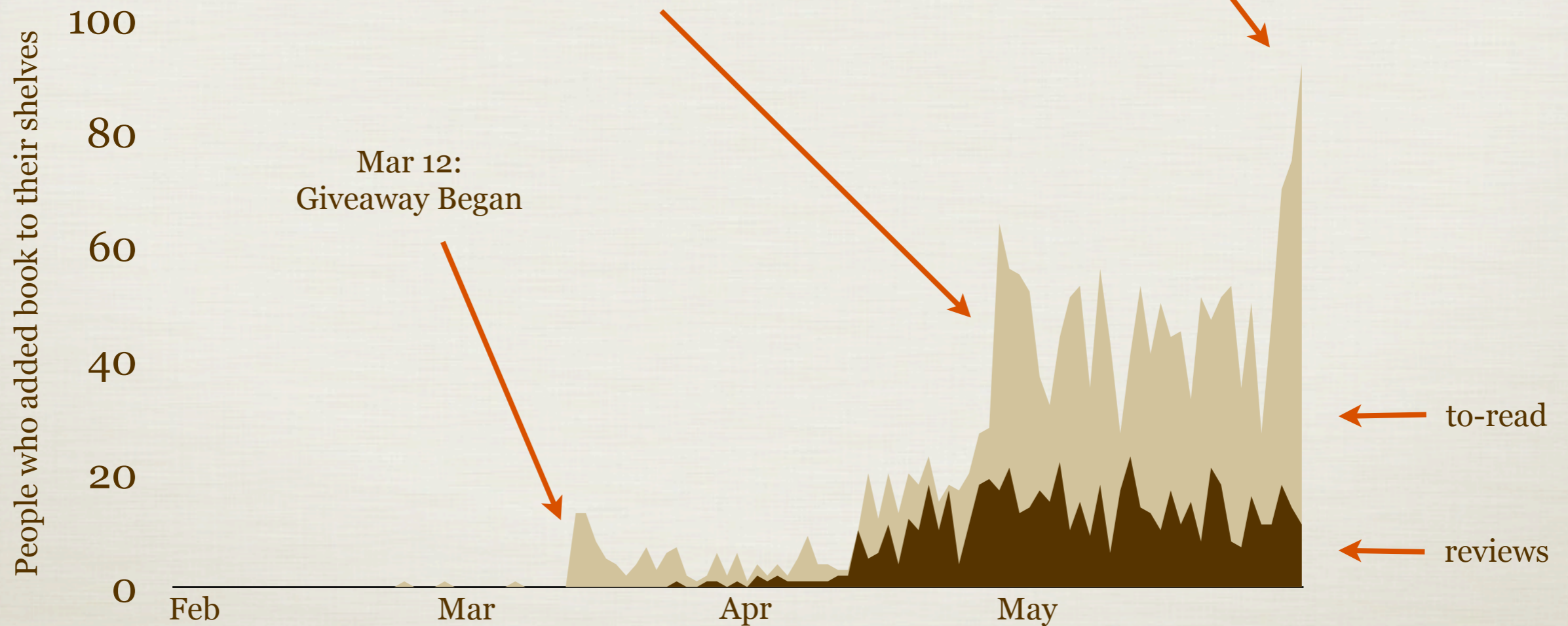
# Anatomy of a Bestseller



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



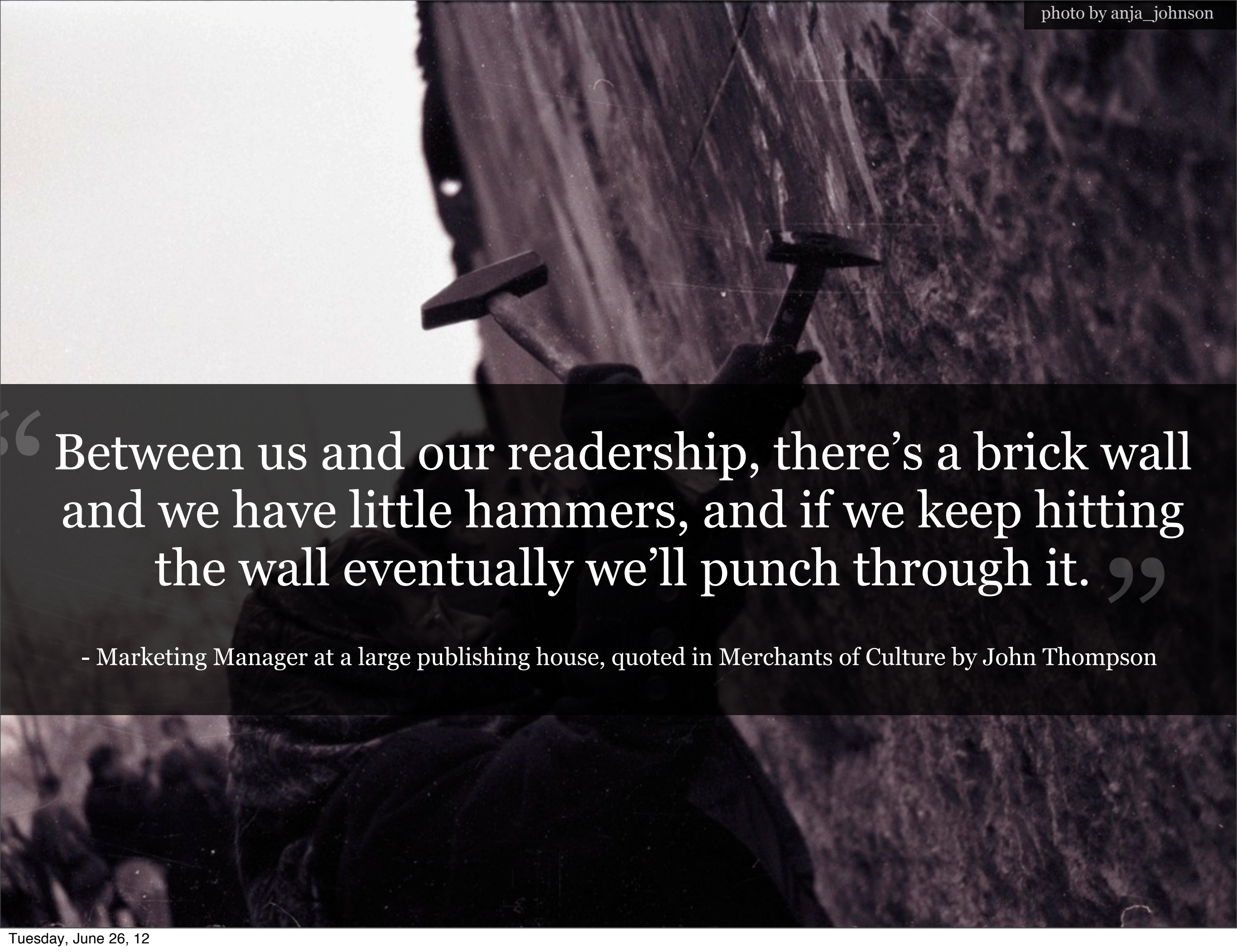
*What does “discovery” mean anyway?*

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

## *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.



“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.



# goodreads

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[twitter.com/otown](https://twitter.com/otown)