



INscribe Digital

MAKE YOUR DIGITAL IMPRINT



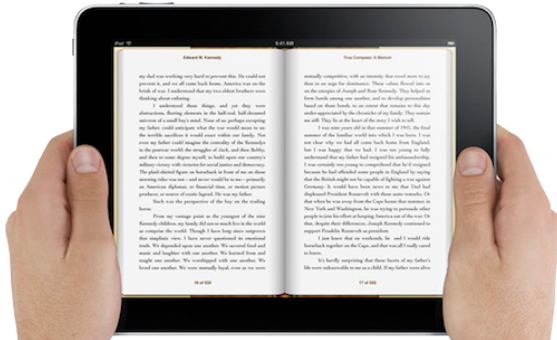
Reader Engagement
Anne Kubek – EVP/GM
INscribe Digital

Marketing Building Blocks



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- Make it easy to buy
- Experiment, test, refine, repeat
- Know your retailers
- Marketing is a workflow issue



Make it Easy



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- **Buy links = “bookseller in the book”**
- **Create retailer-specific files**
- **Focus on authors with strong backlist**
- **Use “if you like” recommendations**





- **Make your book easy to find**
- **Testing not guessing**
- **Drop price with a partner and a plan**

Know Your Retailers



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- **Understand your retailers**
 - Competitive advantages
 - Functionality
 - Marketing Focus
- **Build on retailer strengths**



- **Integrate production and marketing**
- **Plan at the point of file creation**





Visit us at www.INscribeDigital.com
for more information



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