

ONLINE MARKETING FOR AUTHORS

V1.3 – Last updated October 17, 2011

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WATERBROOK MULTNOMAH
PUBLISHING GROUP

Dear Author,

The web has been around the block and back. Since the days of the dial up modem and AOL (who inundated your mail box and post office wait line with floppy discs and CD-ROMs) the internet has grown with astounding speed—especially in the last few years.

No longer just a place to send e-mail and check the news, the Internet is responsible for gigantic shifts in our culture today. While some view the Internet as something to be feared, I believe the web is a tool that can be used to expand God's kingdom.

With so many voices, comments and opinions battling for the time and attention of those who have their faces glued to their screen – how can you as an author strategically place your ideas, convictions and stories out there?

Step 1: Do *something!*

There is a popular saying, “Evil prevails when good men fail to act.” This saying applies all too perfectly to the web.

Whether it be starting to tweet, creating a Facebook page, or blogging – it is important to set aside time and find a place online where you can engage and let your voice be heard.

Get started today. Use this document as your field guide. If all else fails, know that I'm here to help answer your questions and equip you through monthly web training sessions (see page 17).

Advancing God's kingdom together,

Chris Sigfrids



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P.S. – How powerful has the Internet and computing become? Find out in this video: <http://bit.ly/2lv0PV>



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FACEBOOK

Setting up a Facebook Page

What is a Facebook Page?

A Facebook page (formerly known as a “fan” page) is your own mini web site on Facebook. It’s a place for you to place your updates, photos, videos, events and much more.



Page vs. Profile (Fan Page vs. Friends Page)

You may be hesitant to create a “fan” page and opt to settle for a “friend” page because it feels more personal. As someone who has seen many authors go the friend route I advise you strongly to opt to build a fan page for these reasons:

- 1) **No limit to the number of followers you can have.** Facebook doesn't allow you to have more than 5,000 friends. Once you hit 5,000 you won't be allowed to have any more friends. There is no max for fans.
- 2) Fan pages allow you to create a secondary, robust email database. On your fan page you can message all your fans. Not only can you message them, but you can target who you message by gender and by city or state. You can message your fans as much as you'd like. You cannot do this on a friend page.
- 3) Fan pages allow you to post videos, audio, links, comments, quotes, events, pictures, discussion boards, surveys/polls and much more.
- 4) You can create Facebook “ads” that allow you to build fans directly off the Facebook ad. You can learn more about Facebook ads here: <http://www.facebook.com/ads/create/> or in one of the WebEx training sessions talked about above.
- 5) Facebook pages give you advanced reporting on who is coming to your fan page, when they're coming, what they're doing (watching videos, posting comments, etc.), where they're coming from and much more. This feature is only available through fan pages.



FACEBOOK

Setting up a Facebook Page (Continued)

- 6) You can collect more followers through SMS text messaging. For example we can tell people to text "fan WaterBrook" to FBOOK (32665) from their mobile phones, and they will be added as fans instantly.
- 7) Using an app called "Static HTML: iFrame Tabs" you can modify the design of your fan page. This is not available on friend pages.
- 8) Followers can post a message on your page, post a fan video, post pictures, and interact with you and other fans in much richer, deeper ways.
- 9) Messaging followers on a fan page is much easier and faster than messaging your friends. You can message all your fans in about 60 seconds.
- 10) The sky is the limit with a fan page. Live video web streaming, contests, connecting your blog, surveys, and forums – the list goes on and the potential on fan pages is huge!

Fascinating Facebook Facts

(As of June 30, 2011)

- Facebook's estimated value = \$120B
- More than 800 million active users
- 50% of active users log on to Facebook in any given day
- The average user has 130 friends
- The average user is connected to 80 community pages, groups and events
- More than 350 million active users currently access Facebook through their mobile devices

These stats speak for themselves. Sure, there are other sites out there. But none of them give you the quantity of members and the quality of engagement through the applications and services available to authors through Facebook.



FACEBOOK

Setting up a Facebook Page (Continued)

More Advantages of a Facebook Fan Page

- People can “like” you (used to be called being a “fan” but was recently changed to “like”) – this does two things:
 1. It lets you email that person through Facebook. This is great for sending fans updates on events, promotions, or new releases
 2. When someone “likes” you, it places an event on their timeline and in the news feed of all their friends. Talk about viral marketing! If someone has 200 friends (which is very common) and they become your fan, you just reached out to 200 people. If you pick up 100 fans your first month, you’ve just reached out to 20,000 potential readers!
- People can sign up for your events. Facebook users will receive updates on their events in their profile/calendar.
- You can get a discussion going on your page on “The Wall.” I highly encourage doing this as whatever posts you and others place on your page will show up on their updates in their profile and on their friends home page. Again – great way to spread the word about your books virally.
- Tie in your blog. When you blog on your regular blog it will update automatically on your Facebook page.

Facebook Warning

NEVER say anything on Facebook that you wouldn't say to someone in person. People often make the mistake of “venting” on Facebook. This can have serious ramifications.



FACEBOOK

Facebook Comments

What are Facebook comments?

Facebook allows you to embed a commenting feature on your website or blog. This feature will allow your readers/website visitors to be able to comment on any post, blog entry, picture, video or anything else you would like to allow your readers to be able to comment on. Facebook comments allow for commenting on your website and the person commenting will also have the option to post their comment through to their Facebook profile/news feed as well.

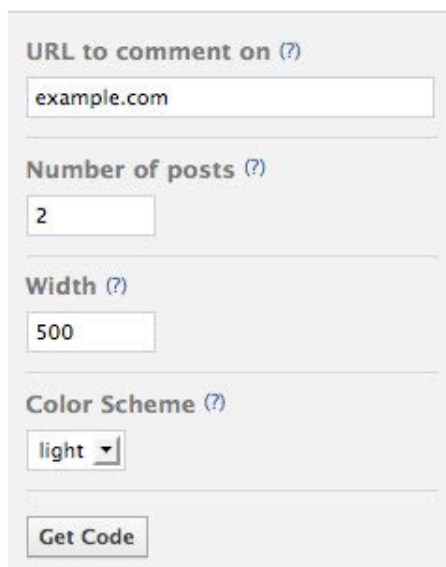
How to create & embed Facebook comments

To create a Facebook comment, start by going here:

<http://developers.facebook.com/docs/reference/plugins/comments/>

Then enter the URL to comment on, the number of posts to display by default and the width and color scheme (dark or light). Once you have everything filled out, simply click the "Get Code" button and then copy and paste the code into your website.

Example: www.WaterBrookMultnomah.com/Radical-Video



The image shows a screenshot of the Facebook Comments configuration form. It has a light gray background and contains the following fields and controls:

- URL to comment on (?)**: A text input field containing "example.com".
- Number of posts (?)**: A text input field containing "2".
- Width (?)**: A text input field containing "500".
- Color Scheme (?)**: A dropdown menu with "light" selected.
- Get Code**: A button at the bottom of the form.



FACEBOOK

Use Facebook Comments (Continued)

Facebook commenting sample...

Here is a sample page where we embedded a YouTube video at the top of the page and then embedded the Facebook commenting under the video. We were able to create this page in about three minutes using Wordpress.

The screenshot displays a website for WaterBrook Multnomah Publishing Group. At the top, there is a navigation bar with links for BOOKS, AUTHORS, NEWSLETTERS, EVENTS, RESOURCES, CONNECT, NEWS, and FOR RETAILERS. A search bar is also present. To the right, there is a shopping cart icon with 'Items in Cart: 1 | Subtotal: \$1099.00' and a 'CHECKOUT' button.

The main content area features a video player titled 'Radical Together: Unleashing the People of God ...'. The video player shows a play button and the text 'NOW IT JUST MAKES SENSE'. Below the video player is a Facebook comment section. The comment section includes a text input field for adding a comment, a 'Post to Facebook' checkbox, and a 'Comment' button. Three comments are visible:

- Chris Sigfrids** · Online Marketing Manager at Random House
Awesome video! Feeling challenged and inspired.
Like · Reply · Unsubscribe · 7 minutes ago
- Rick Gingrich** · Online Marketing Coordinator at Random House, Inc.
Wow! Great Video! I Just finished the book, highly recommended!
Like · Reply · Subscribe · 2 minutes ago
- Amy Haddock** · Marketing Coordinator at Random House
Very unique video that conveys impactful truths. :)
Like · Reply · Subscribe · 5 minutes ago

Below the comments is a 'Facebook social plugin' and a link to 'Edit this entry'.

On the right side of the page, there is a 'News Archive' section with dropdown menus for 'BY MONTH' and 'BY CATEGORY'. Below that is a 'NEWSLETTERS' section with a list of categories: Contests, Fiction Reads, Discipleship, Church Connections, and eBook. A 'Submit Form' button is located at the bottom of this section.

At the bottom right, there is a 'Follow WaterBrook on...' section with links to Facebook, Twitter, and Scribd.

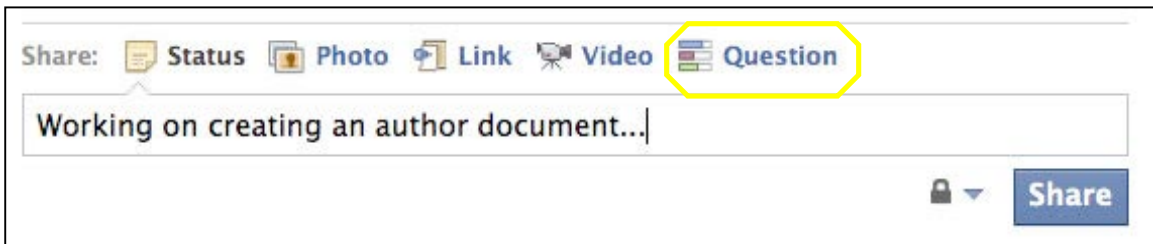
FACEBOOK

Facebook “Questions”

What are Facebook questions?

Facebook recently added a new feature that allows you to ask a question and create a poll using the “Question” feature.

The “Question” feature is available for use on your page or on your regular profile. There is also an option to let others add their own answers to your poll. In most cases, you would uncheck the option to allow others to add their own answers.



FACEBOOK

Facebook Apps

Facebook apps are applications that can be added to your Facebook page in order to enhance the experience or add value or content to your fan page. Here are some samples of some apps that are out there:

- **YouTube App** – Links your YouTube account to your Facebook fan page so when you upload a new video to YouTube, it automatically creates a post on your page that promotes your video
- **Mailchimp App** – Allows you to collect new email newsletter subscribers directly from your fan page
- **Events** – App for sharing events (book signings, speaking engagements, etc.)
- **Video** – App for sharing videos on your page
- **Static HTML: iFrame Tabs** – App for creating HTML-based content on your fan page

How To Add a Facebook App to Your Fan Page

Step 1: Search for the app you would like to install on your fan page. Search in the main search bar area on the top of Facebook.com.

Step 2: Follow the instructions to add the app to your page (sometimes you have to “like” the app in order to receive the download instructions).

Step 3: Go to your fan page on Facebook

Step 4: Click on “Edit Page” in the top right corner

Step 5: On the left side of the page, click on “Apps”. This takes you to a page where you can view which apps you have on your fan page.

Step 6: Click on “edit settings” under the app in question and then follow instructions to edit the app.



TWITTER

What is Twitter?

Next to Facebook, Twitter is one of the most popular social networking sites on the web. Twitter is known as *micro-blogging*. You are given 140 characters and can write about anything you want. You can also include links in your Tweets.



Twitter Tips

- Don't use all 140 characters. Only go up to about 120. That way when people "retweet" your message it leaves room for them to include additional info or other necessary "retweeting" info.
- Don't copy and paste full links into your tweet. Use <http://bit.ly> to shorten and track your links. Sign up here – <http://bit.ly> – it's free.
- Use Twitter to share stories, blogs, Scripture verses, quotes or links to articles. Take a look at other author's Twitter pages to get ideas of what to tweet about.
- Follow those that follow you. This is a way to keep people coming back to your site. When you follow someone they get a notice in their email inbox...a nice little treat!
- Update your status at least once a day, more if you can.
- Tweet about whatever is dominating the news. Readers appreciate hearing your thoughts on current issues.
- Integrate Twitter with other social networking sites like Facebook. Go here for instructions on doing so: http://www.ehow.com/how_4668396_connect-twitter-facebook-status-updates.html
- Use "Tweetadder" to collect more followers and to automatically "Follow Back" on people who are following you. This tool costs around \$55 to purchase (one time purchase) but is extremely valuable in being able to add more followers. Check it out at: <http://www.tweetadder.com>



TWITTER

Twitter Tools

- **Bit.ly** – Link shortening & tracking – <http://www.bit.ly>
- **Qwitter** – Find people that stopped following you on Twitter - <http://useqwitter.com/>
- **Tweet Alarm** – Get email alerts when someone tweets about your company, your product or anything that interests you. <http://www.tweetalarm.com/>
- **Hootsuite** – Schedule tweets (and other social posts) – www.Hootsuite.com
- **ClickToTweet** – Automatically create canned tweets <http://clicktotweet.com/>
- **Trendistic** – See trends in Twitter - <http://trendistic.indextank.com/>
- **Twitalyzer** – Twitter analytics - <http://www.twitalyzer.com/>
- **Klout** – View your social media score (primarily based on Twitter) – www.Klout.com
- **TwitPay** – Take payments online via Twitter – www.Twitpay.com
- **TweetAdder** – Follow people; they (might) follow you back – www.TweetAdder.com

Twitter Warning

NEVER say anything on Twitter that you wouldn't say to someone's face. People often make the mistake of "venting" on Twitter. This can lead to serious consequences.

Here are just a couple examples:

<http://moneyfeatures.blogs.money.cnn.com/2009/04/21/fired-for-facebook-dont-let-it-happen-to-you/>

<http://www.lifehack.org/articles/management/how-to-avoid-getting-fired-by-facebook.html>



GOODREADS

About Goodreads

Goodreads is a place where book lovers can share what they're reading, what they think about books and find new books to read. As an author, it's a great place to introduce yourself to new readers.



The #1 Thing To Do On Goodreads

Apply to become a Goodreads author. You can do so here:
<http://www.goodreads.com/author/program>

From the Goodreads Website

What Is Goodreads?

Goodreads is the largest social network for readers in the world. We have more than 5,400,000 members who have added more than 170,000,000 books to their shelves. A place for casual readers and bona-fide bookworms alike, Goodreads members recommend books, compare what they are reading, keep track of what they've read and would like to read, form book clubs and much more. Goodreads was launched in December 2006.

Our Mission

Goodreads' mission is to get people excited about reading. Along the way, we plan to improve the process of reading and learning throughout the world.



GOODREADS

From the Goodreads Website (Continued)

Why We Do It

Every once in a while you run into a friend who tells you about this "great new book I'm reading." And suddenly you're excited to read it. It's that kind of excitement that Goodreads is all about.

How We Do It

Most book recommendation websites work by listing random people's reviews. On Goodreads, when a person adds a book to the site, all their friends can see what they thought of it. It's common sense. People are more likely to get excited about a book their friend recommends than a suggestion from a stranger. Our members also create trivia about books, lists of the best books, post their own writing and form groups and book clubs.

A Letter from Our Founder

When I was in second grade, I discovered the Hardy Boys series. Ever since, I've loved to read — both for fun and to improve my mind. And I'm always looking for the next great book. Reviews on Amazon and other sites are helpful, but I thought there might be a better way.

One afternoon while I was scanning a friend's bookshelf for my next great read, it struck me. When I want to know what books to read, I'd rather turn to a friend than any random person, bestseller list or algorithm. So I thought I'd build a website — a website where I could see my friends' bookshelves and learn about what they thought of all their books.

Goodreads is that site. It is a place where you can see what your friends are reading and vice versa. You can create "bookshelves" to organize what you've read (or want to read). You can comment on each other's reviews. And on this journey with your friends you can explore new territory, gather information, and expand your mind.

Knowledge is power; and power is best shared among friends.



SCRIBD

What Is Scribd?

Scribd (pronounced "skribbed") makes it easy to share and discover entertaining, informative and original written content across the web and mobile devices.



How Can You Use Scribd?

You can set up a Scribd account and post anything you want...a Word doc, PDF or slide deck. Once posted online you can choose to make the document public, password protect it or grab embed code that allows you to embed the document on your own website or blog.

Here is an example of a chapter excerpt embedded on a blog post:
<http://waterbrookmultnomah.com/2009/09/15/sneak-peek-if-god-is-good/>



HOOTSUITE

What is Hootsuite?

Hootsuite is a solution that can help you manage all your social networking posts including posting to...



- Facebook (personal and fan pages)
- Twitter
- MySpace
- LinkedIn
- WordPress
- Foursquare
- Mixi
- Ping.fm

You can use Hootsuite to...

- Upload posts to multiple social networking sites all at one time
- Schedule posts to be posted anytime in the future
- Shorten and track links
- Monitor your retweets, likes and other social networking activity

Hootsuite Recommendation

We recommend the free account...it should give you everything you need and then some! If you have more than one person managing your social networking activity you can upgrade to the \$5.99/month plan and this will give you logins for two separate people. This comes in handy when you want to keep track of **who** on your team has been posting **what**.



CROWDBOOSTER

What is Crowdboster?

Crowdboster.com is a website that can help you monitor and evaluate the success of your tweets and Facebook posts.



From the Crowdboster Website:

Targeted Recommendations

We deliver you a plan of action instead of just a stream of information. Our analytics and recommendations show you how you can better reach important influencers, create content that resonates with your audience, and send content at the most effective times.

At-a-glance insights about each message

Analyze the performance of your individual tweets and posts with an interactive graph and table to quickly understand what's working. Customize the date range to understand the impact of your campaign. Drill down to view engagement and reach metrics on Facebook and Twitter.

Deep audience insights

Engage the fans that interact with you the most and uncover followers with high online influence. Use these insights to cultivate and maintain a brand community.

Follower and Fan Growth

Track the benefits of long-term engagement or the effectiveness of a one-time social media campaign. Customize the date range, view daily snapshots of community gains, and download reports of your progress.

Manage multiple accounts

Bring your Facebook Pages and Twitter accounts together to have a complete view of your marketing efforts in one centralized place.



KLOUT

What is Klout?

Klout is an online program that allows you to track your social media influence in terms of a number between 1 and 100. It generates your number based on the number of followers you have on Twitter, Facebook, YouTube, LinkedIn, Blogger, Foursquare and other social sites. It also factors your score based on how many people are retweeting your tweets or liking your Facebook posts.



Klout is a great place to keep track of who influences you and who you influence. You can also poke around to look at other authors and leaders to see who influences them and who they influence.

www.Klout.com



TOPSY

From the Topsy Website:

Topsy is a realtime search engine powered by the Social Web. Unlike traditional web search engines, Topsy indexes and ranks search results based upon the most influential conversations millions of people are having every day about each specific term, topic, page or domain queried.

TOPSY

Socially generated content is the fastest growing source of information on the Web, with social graphs replacing PageRank as the new "signal" for identifying relevant content for consumers, impacting how consumers are exposed to, communicate and consume Web content.

Designed for true web-scale search and powered by the largest searchable index of Twitter data, Topsy's algorithms dynamically identify influencers within the Social Web for any searchable criteria, using these influence calculations to rank results. This means realtime search results are highly relevant & devoid of noisy stream of conscious content.

Topsy displays realtime results for related terms & articles, trending topics, identifies experts (influencers) for any queried term and shows you trackback pages for everything in its index, displaying what everyone is saying about that query. And, we syndicate our results so you can insert relevant realtime content into your pages & ads to improve the consumer experience and increase monetization rates.



EMAIL NEWSLETTERS

Emails are to the web like peanut butter is to jelly: Sure, you can have one without the other, but WOW are they awesome when you put them together.

Creating and sending out regular email newsletters is one of the best ways to increase the sales of your books.

Email Newsletter Tips

- The first thing to do is begin collecting emails on your website. Use a solution like www.ConstantContact.com or www.MailChimp.com for collecting and sending out your email newsletters. It's easy to use and inexpensive.
- **Even if you don't write a newsletter – you should be collecting emails on your site!** Collect now for use later!
- Write about something of value to your readers. This could include things like your opinion, observations, recent ah-ha's or whatever you want to talk about.
- Include a section that has information about your book with links to purchase online
- Send out once every two weeks to once each month. Send too frequently and people will want to be taken off your mailing list. Send too sporadically and people will forget you have a newsletter and not open your message.
- Don't send newsletters using your personal email. Not only will this get you into a sticky wicket with your email service provider, you also forego the opportunity to track things like how many people open your newsletter and what links they click on.
- Have your first email newsletter template designed by a professional graphic artist. Don't go cheap...you pay for what you get.





BLOGGING

blog (blog)

n. A weblog.

intr.v. blogged, blog·ging, blogs

To write entries in, add material to, or maintain a weblog.

Blogs are nothing more than a place for you to sound off and share your stories, ideas, and thoughts.

You can blog on your own site or you can use a site like wordpress.com or blogger.com. I suggest using a wordpress.com or blogger.com for a few reasons:

1. They're free
2. They're easy to set up and have a ton of robust features that would cost an arm and a leg to have custom added to your web site.
3. It makes it easier for your readers to read and track through RSS (some people won't go to your site to read your blog, they'll read your blog on Facebook, iGoogle, etc).

Blogging Caveats

1. Don't feel like you have to write 10,000 words (or 1,000 words!). A blog can be just a couple sentences or a video post with a couple comments about why you like it.
2. A blog is a place for you to share what's on your heart and what's on your mind. Feel free to pull content and ideas from your books...just be careful to not be overly promotional in your language and remember to always be authentic.
3. Be consistent in the frequency of your posts. Once a day, once a week, or once a month...just keep posting and have fresh content as much as possible.



BLOGGING FOR BOOKS

What is Blogging for Books?

Blogging for Books is an online program custom-developed by WaterBrook Multnomah Publishers specifically for book review bloggers. We provide free books to bloggers in exchange for an honest review on their blog, the Blogging for Books website (www.BloggingforBooks.org) and on a retailer website (like Amazon.com or ChristianBook.com).



How Does Blogging for Books Work?

Several weeks before your book goes on sale, we release advanced copies of your book in eBook format and/or print format to bloggers based on very specific interests and preferences they provide to us. These bloggers read your book and write a review, which creates buzz and excitement around the release of your title.

We are able to direct advanced reading copies of your book to a multitude of segments including librarians, pastors, ministry leaders, moms, parents, students and more. We can drill down even deeper into these categories based on the topics the blogger has told us they prefer to read (romance fiction, men's books, kids books, etc.).

How Can I Connect My Reader With Blogging for Books?

If you have a contact list that you would like to invite to participate in this program (as it pertains to your book specifically) please contact Chris Sigfrids at csigfrids@randomhouse.com or 719.268.1913. Chris can help you navigate inviting people on your list to request your book through the Blogging for Books program.



AMAZON AUTHOR CENTRAL

Amazon recently converted their “Amazon Connect” program to a new platform called “Amazon Author Central.”



Amazon Author Central is a place where you can share up-to-date information about yourself and your books with millions of readers. You can also access limited sales data as it pertains to your titles.

To join Amazon Author Central visit:

<https://authorcentral.amazon.com/gp/login.html>



AUTHOR WEBSITE

If you're looking to build a new website or update an existing one, we can provide you with consulting and (if needed) refer you to several web designers and developers that can give you a quote on building (or rebuilding) your website.

We highly encourage you to use a platform like Wordpress, Droople or DotNetNuke to support your website. You don't have to use those exact platforms, but we encourage you to use a platform that will allow you to edit and add content to your website quickly and easily on your own.

To set up a website consult, contact Chris @ csigfrids@randomhouse.com or 719.268.1913.



WIX.com

If you're looking to build out a website for your book or for yourself as an author, there is a **website** for helping you build a **website**! It's called Wix.com.

Wix.com uses a simple drag and drop editor that is intuitive and easy to use. Choose from a variety of different templates or create your own template.

For more about Wix, visit www.Wix.com.



WEBSITE CROSS LINKING

What is Cross Linking?

It's an easy way to grow traffic to your website. Cross linking is nothing more than linking to a site that, in return, links back to you.

Why cross link?

Google and other search engines "crawl" your site on a regular basis in order to determine where you rank in their searches based on keywords, links, meta tags and other info found on your website. When search engines see that sites are linking to you and that you are linking to them it helps improve your ranking with the search engines, thus resulting in higher placement on search results.

How to Cross Link?

- It's easy – simply add the site that is linking to you on your website. Simply mention them anywhere on your website (ex: www.waterbrookmultnomah.com)
- Be sure to include links on other sites you've signed up at. This is usually done in the "Profile/Account" area. Sites like: YouTube, Facebook, Twitter, MySpace, LinkedIn, Tangle, and so on.



COMPETITOR WEB METRICS

There are three websites that can help you do the following:

- Monitor any website's data on unique monthly visitors
- Check out a website's ranking
- Research demographics on site visitors (age, gender, income, etc.)

Each of these websites offers something different and each is useful for helping you understand what kind of influence and traffic a website may (or may not) have.

www.Compete.com
www.Quantcast.com
www.Alexa.com



WEB ANALYTICS

If you have a website, you should consider tracking stats for your site including:

- Unique visitors
- Page views
- Pages most viewed
- Time spent on site
- How people come into your site (and how they leave)

There are several programs out there that will help you keep track of the stats on your site including:

- Google Analytics (FREE!) - www.google.com/analytics
- Yahoo Web Analytics (FREE!) – www.web.analytics.yahoo.com
- Piwik (FREE!) - <http://piwik.org/>
- Webtrends – www.WebTrends.com
- Omniture – www.Omniture.com

Your web developer or designer should be able to help you add web analytics to your website by dropping in a small piece of code on every page on your website. They may also have a recommendation on which of the above analytics services to use.



VIDEO

ONLINE VIDEO SHARING

When posting videos online, we recommend you post to at least one of these sites, if not all of them...

YouTube

www.YouTube.com

Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.



Vimeo

www.Vimeo.com

From the beginning, Vimeo was created by filmmakers and video creators who wanted to share their creative work, along with intimate personal moments of their everyday life. As time went on, like-minded people came to the site and built a community of positive, encouraging individuals with a wide range of video interests. They hope that you feel inspired to show them both your creative side as well as your friendly side. Their team is based in New York.



GodTube

www.GodTube.com

Godtube.com is a video-sharing platform offering online Christian videos with faith-based, family friendly content. Popular video sections on Godtube include; Christian bands and singers in Christian music videos, Christian comedians and comedy skits, spoofs and parodies in funny videos, cute videos featuring kids and animals, sports videos, Christian news videos and inspirational videos. Be inspired in your walk with Jesus Christ and grow in your knowledge of the Bible with videos highlighting inspirational messages and verses.



VIDEO

Author Video & Book Trailer Guidelines

(Please share these guidelines with your videographer)

Providing us with promotional video content that meets the following guidelines will provide us with the best possible match to the different requirements of multiple online booksellers and others who may want to make use of your video. Please consult with your marketer if you have any questions.

Deadline & Delivery Window: For best chance of wide placement at online retailer partners' websites, ideally the final video should be ready to share with retail accounts at least eight weeks prior to the on-sale date of the book, and in many cases preferably much sooner. Please note that on a case-by-case basis WaterBrook Multnomah marketing staff may need to set a final video deadline that is much earlier than eight weeks prior to the on-sale date for a specific project or purpose. Consult with your marketer for project-specific guidelines and deadlines.

Availability on Retailers' Websites: If a video is available to retail partners within the ideal deadline, retailers who choose to pick up the video may start displaying it on their websites about four weeks before on sale, and occasionally earlier. Please note that WaterBrook Multnomah does not control the decisions made at the retail account level regarding the adoption or posting of book trailers and author videos.

Time Limit: Aim for a play length of three minutes or less in most cases. The ideal video trailer length may be even shorter, between one – two minutes. Consult with your marketer about your specific project.



VIDEO

Author Video & Book Trailer Guidelines (Continued)

Format, File Size, and Viewable Size: Submission of final videos in both high-resolution and low-resolution versions and in multiple file formats is welcome. At a minimum we need at least 2 specific versions of the same video content.

1) A higher-resolution version for general marketing use:

Please submit at least one version of the video that is at minimum 720 x 486. It is preferred if you have your video done in widescreen (16:9) format.

2) A lower-resolution version (that meets specific guidelines) for retail-specific use:

For widest acceptance from our various retail partners for online use, in addition to a higher-resolution version you must also provide a lower-resolution version of the video that meets the following requirements:

- Format: Quicktime (.mov) format, please
- File Size: For the lower-resolution video, please provide WaterBrook Multnomah with a file that is clearly less than 100 MBs. No exceptions.
- Viewable size: For the lower-resolution format video that is also <100 MB, the viewable size should be 320x240 pixels. No exceptions.

File Size: For the .mov format video in particular, please provide WaterBrook Multnomah with a version of the file that is clearly less than 100 MBs. If a higher resolution video is desirable for a specific purpose (ask your marketer), please also provide a lower resolution version of the same video content that is less than 100 MBs.

Viewable Size: For the .mov format video that is <100 MB, the viewable size should be 320x240 pixels.



VIDEO

Author Video & Book Trailer Guidelines (Continued)

No Website URLs in Video: For some retailers, videos cannot include any website addresses in them (i.e. a graphic that promotes the author's website or organization). So, for best chance of wide adoption by individual retail accounts, please do not include any website address (URL) in the video. If you are working from an existing video that includes a URL and are unable to effectively edit out the URL segment completely, please use the appropriate imprint logo (the official logo of the WaterBook deer or Multnomah mountain) to replace the URL visual onscreen. The audio portion of the video must not mention a specific website address.

Additional Guidelines May Apply: Consult with your marketer for project-specific guidelines and deadlines, which may override the above requirements depending on the situation.



LIVESTREAM

What is Livestream?

In a nutshell, Livestream allows you to broadcast whatever you want, live on our your own web-based channel. Viewers can tune in and watch your programming live. They can also watch archived videos.

The advantage with the live session is that viewers are able to watch the broadcast *and* chat alongside with other viewers and YOU in a special chat room that sits just next to the live video feed. The chat room allows viewers to pose their questions to you, the author, on air and then gives you the opportunity to respond in real time to viewer questions.

To see what our Livestream channel looks like visit www.livestream.com/waterbrookmultnomah

What Does It Take to Pull Off A Live Streaming Event?

The Simple Version

All you need is a laptop with a webcam and a high-speed internet connection.

The Professional Version

If you have access to a camcorder with a USB or Firewire port, you can use the camcorder instead of your webcam. Typically, when you use a camcorder, the audio and video quality of the broadcast goes from great to awesome!

Unsure of what set up you can go for? Read on...



LIVESTREAM

What Do You Need to Do?

Participating is easy:

Work with WaterBrook Multnomah to pick a date and time.

Set up & test the equipment one week before the broadcast (depending on your situation, Chris will either work directly with you on this via conference call or in person, or coordinate with a tech-savvy person helping you pull this off).

The day of the event, sign into our Livestream account (Chris will give you the login info), turn on your camera, and Chris controls the entire broadcast from our office in Colorado Springs.

It's that easy!

Livestream...What's The Big Deal?

In our tests, we've seen readers engage with our authors with an unprecedented level of excitement and engagement. Not only does the live event cause quite a buzz with your readers, it also allows fans to connect with other fans and gets people talking about your book. It provides a way for readers to engage with you from anywhere around the world on a 1:1 platform.

Videos can be automatically stored to the server, so those who miss out can watch the broadcast on-demand at their convenience. We also encourage you to physically record the broadcast on the camcorder you're using. We can then take that footage and use it for future use on other video-related promotional pieces we might create.

If any of this feels over your head – not to worry! Chris is available to help walk you through the process and do all the heavy lifting. All Chris needs you to do is agree to a date and time. He'll take care of most everything else.



LIVESTREAM

Livestream Minimum Requirements

It takes a significant amount of time and effort to promote a Livestream event. In order to make sure you're a good fit for a Livestream broadcast, we require you have one or more of the following:

- Dedicated email list of 2,000 or more
- Facebook or Twitter following of 2,500 or more
- Other direct reach with your readers or audience

Other Livestream Features

Watch on Your Website - Livestream allows you to easily embed the Live and On-Demand video players on your personal website. If you want readers to watch the video live, you can direct them to your personal website to do so. That way, you can encourage readers to sign up for your newsletters, purchase your book, or take advantage of any other features on your personal website.

Livestream Banners – If you opt to send viewers to our Livestream Channel – we can customize the channel with banner ads and other copy about your books, events and other activities. We have 100% control over what gets placed on our channel at any given time.

Maximize Your Local, In-Person Events - Are you teaching, doing a book signing or speaking at a church? Engage with your local audience AND with those watching live on the livestream channel at the same time, expanding your reach and making the most of your time and resources.

On-Demand Videos – Since the broadcast is automatically saved to the server, it's easy to take the recorded/on-demand version and share it on Facebook, Twitter, YouTube and your own website immediately following the broadcast. Not super tech-savvy? No worries, Chris can help you do this.



LIVESTREAM

Require an Email Address or Code to Watch – You can lock down your broadcast and require an email address and/or code in order to watch the broadcast. This gives you the option to charge for viewing the broadcast and/or collect email addresses on those watching.



SMS TEXT MESSAGING

The ability to send text messages to a large audience and the ability to collect data, contest entries or other information via text message continues to grow in popularity.



As most everyone is text messaging these days, it's easy to send an update or message to your readers, friends or followers using SMS text messages.

We recommend using Message Media – www.Message-Media.com - for your SMS text messaging needs.

We recently used Message Media for the following:

- **Contest** – We promoted a contest where we gave away some free Christmas books to those that texted “Christmas In July” to 57682. We gathered hundreds of mobile phone numbers this way and we were also able to send an automatic text message back to those that entered that said, “Thanks for entering! Check out more great Christian books at www.WaterBrookMultnomah.com”
- **Events** - We recently launched a webpage that allowed Catalyst attendees to text in why they came to Catalyst 2011. Everyone's texts, or “reasons” why they were at Catalyst, scrolled on the page we created here: www.IAmHere.us.com. This allowed Catalyst attendees to be able to engage with why they came to Catalyst while also allowing us to promote our titles to them.
- **SMS Blasts** – If you have 50 or 50,000 mobile numbers, you can send messages to your entire list quickly and easily. Sending a SMS blast is similar to how you might send an eBlast out using Mailchimp or Constant Contact. A SMS blast is limited to 160 characters.

There are several monthly plans, the lowest starting out at around \$175 per month. There is no contract required with Message Media, so if you have a specific need you can subscribe for one month and then cancel at any time.



QR CODES

What is a QR Code?

A QR code, also known as a **Q**uick **R**esponse code, is a specific matrix barcode (or two-dimensional code) that can be read by dedicated QR readers, smartphones and computers with webcams.



The code consists of black modules arranged in a square pattern on a white background. The code can be linked to a video, webpage, Facebook page, audio file, PDF or any comparable URL.

Places To Use QR Codes

QR codes are typically used to bridge the print and online space. For that reason, you will rarely see QR codes online. Instead, they can be found printed on materials such as...

- Brochures
- Banners at conferences
- Billboards
- Print catalogs
- Bookmarks
- Mailers
- Fliers
- Inside books/back covers
- Handouts

How to Create A QR Code

There are several sites that will help you build a QR code for free including:

- www.Bit.ly
- www.qrcode.kaywa.com
- www.qurify.com
- <http://goo.gl/> (Google)

We recommend using something like www.Bit.ly or <http://goo.gl/>, as these sites will not only let you build a QR code, they can also provide tracking on how many times the QR code was clicked on.



HIRE A PRO

If you're looking for help starting a Facebook page, setting up a Twitter account, launching a web site, building an email database or any other web-related activity – lean on those who do it for a living!

You don't have to spend a fortune...do you know a high-schooler who is tech-savvy? Ask them to help in exchange for course credit, as a school project or for gas \$\$.

If you don't know a tech-savvy high-schooler but have a small budget to lean on, I recommend hiring someone on a contract basis to help you get things off the ground and train you to take things over once they've been set up.



CONTACT US

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