

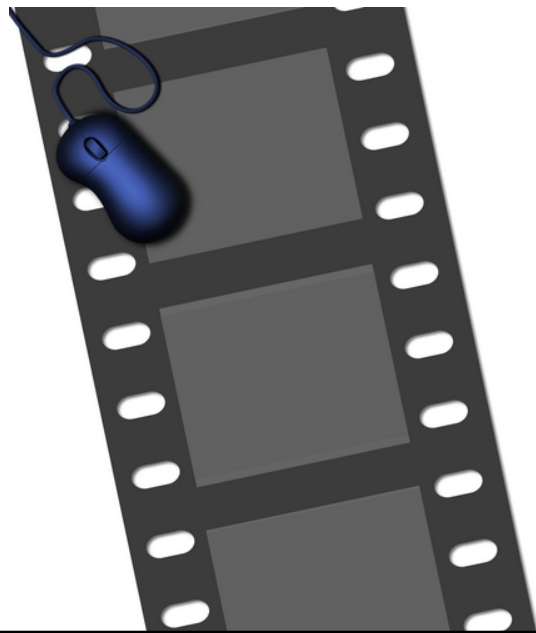
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BEA - 2008

Digital Bundling Panel

Building relationships online

Digital technology and book promotion



Effective use of social media
Do's and Don'ts of social media interaction
Digital Technology and Book Promotion
Out-reach through video
www.cosproductions.com

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Sheila Clover English is the CEO of Circle of Seven Productions and Executive Producer of Reader's Entertainment TV and Reader's Entertainment Radio.

In addition to being an author and an award winning copyright, Sheila is a multi-award winning producer of book commercials.

Sheila is currently working on a software program that will match book video criteria to social media and online ad media information resulting in the top 25-50 sites a book video should be placed on. She plans on introducing this new and exciting tool during her interview on the Robert Scoble show in July of this year.

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Customer Relationship Building Through a Digital Medium

I have a MySpace profile. Now what?

Your profile isn't an extension of your business. People on social sites are not looking to be friends with your business. If people do want to interact with your business, they'll go to your business blog. Social media isn't "Business media". You need to assign someone who can lend personality to your social site. Someone willing to blog, send bulletins and change your site around so it shows you're active in the community.

The person assigned to oversee your social media sites should actively seek out relationships. For example, TOR/Forge has someone who is in charge of their social media profiles. That person reached out to us and we now interact with them and help supply appropriate content. We make videos for their authors. When we complete videos we automatically send those to the point person for TOR/Forge social media profiles.

Contact your vendors who have profiles so that you can support one another.

Whether it is MySpace or Facebook or Bebo, most social communities have groups or clubs. This is where you can find a built-in audience. If you're trying to get the word out about a particular book, you can go to a club that loves that genre and let them know about the book.

You can also build your friend list by "friending" them from reader's groups or clubs.

Do a SEARCH on that site to see if people are already talking about your company or authors. If it is a positive review or discussion you should "friend" them. These are people who you already know will be a spokesperson for you. Put them in your top friends. Make them feel special and they will continue to be a great word-of-mouth evangelist for you.

Contact readers who you have identified as "positive" to your brand, authors or niche.

What is the proper etiquette of social media for publishers, authors and booksellers?

People know when they're going advertised to. If they want to know what you're selling they will come to you. And that's fine. Put up information about what you're selling and a link so people can find out more or so they can buy that item. But do not actively send sales messages to people. Don't do it. That's a quick way to lose your social credibility.

If you blog about interesting things, have your authors blog, blog about what inspiring writers should know about your business, etc. you are more likely to get repeat visitors to your site. It's fine to put in your blog as a notation that people can find out more about the books you're publishing by checking out your profile page. But give them something worthwhile before you ask them to check out your wares.



Authors who send out information about their book should limit how often they do that. Posting information about your book to a group is tricky. Contact the moderator first before posting about your book. Get other people to post information about your book. If the author says the book is great no one is going to take that seriously. Of course the author thinks the book is great. It is best for the author to team up with super-users (fans willing to engage in social media on your behalf) or other authors. Pitching yourself has become as effective as banner ads. People are becoming so immune that they don't even see it anymore.

Booksellers could gain a great deal by offering to moderate a group. Set rules so people aren't using your group as an advertising platform and keep the reader in mind when setting up the group.

How to interact with people in an online social setting



Be a person. That's the secret. Don't be a salesperson. Don't be a company. Be a person that someone can relate to. Many readers are moved toward sales when a friend suggests a book. Be that friend.

If you represent your company on any social network you need to be ready to invest some time into it. You need to be a part of the community in an active way. If you only come to the community when you want someone to buy something people will see through that. There are ways to utilize RSS feeds that keep your social network profiles fresh. Take advantage of that.

If someone attacks you on your profile, remove them. But, check and make sure that you're not overlooking information that you should pay attention to. Are they complaining about not getting a book they ordered? You can contact them and see if you can assist them, then making you the "hero of the day" to that person. You can win people over relatively easily by being customer service oriented if complaints come in.

The Do's and Don'ts of social interaction when building relationships online

Many top companies have failed at social media. They have the wrong idea of how to interact with people. They see millions of people out there and they want to reach out to them, but they lose site of the ever-changing landscape of social media and the rules that continue to evolve in that medium.

There are hundreds of social media sites that you can have a presence on. Each of those sites has a different group of people with different expectations. Study the site. Know what opportunities are there. See how people are communicating with each other. Look, first, to learn the accepted way businesses are communicating with individuals. Some sites will work for direct sales. Some will work best for branding. Know the difference.



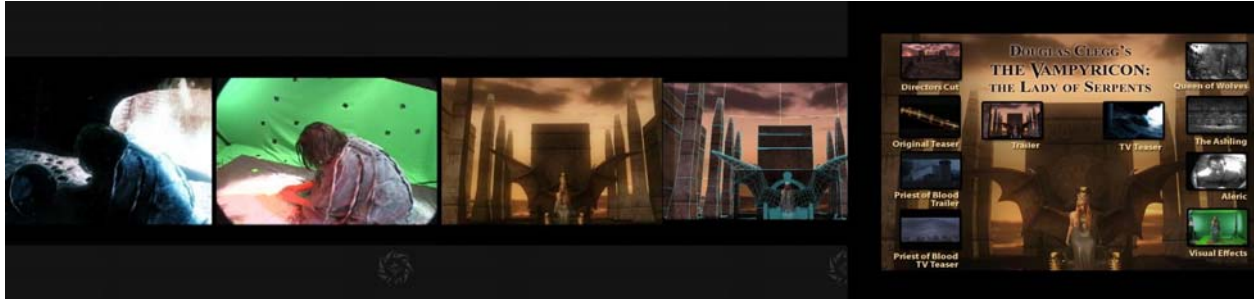
- Do have someone be personable on your profile.
- Do know your community.
- Do interact when you have nothing to sell.
- Do blog about things readers will find interesting.
- Do join groups with interests that match yours.
- Do have an interesting profile with pictures and items of interest that match your target audience.
- Do have a positive and supportive attitude about your community and let that show.
- Do monitor comments and approve them before they go out.



- Don't be a business on a social profile.
- Don't be something you're not. People will ferret you out if you pretend to be a person recommending books and you're really the publisher of the books. Let them know you're the publisher. Transparency = trust.
- Don't SPAM!!!! It doesn't matter what **you** think is SPAM. It matters what the community thinks is SPAM.
- Don't bog down your profile with so much material that it takes forever for it to load.
- Don't be insensitive to the social media site you're on. If you're on MySpace, don't put up YouTube videos if you can help it. Do you think MySpace will feature your profile if you're advertising for YouTube?
- Don't be a friend whore. Don't do "whore trains". Whore trains are like online chain letters that gain friend additions instead of dealing in money. You won't get your target audience. It will pollute your bulletins. You usually get undesirable people on your friend list.
- Don't add people under 18 if you are selling adult material.

Digital Technology and Book Promotion

Book Trailers® and other book related video: what it is and how to make it effective.



Book trailers® are like movie trailers but for books. Other types of book video include author interviews, original shows (Tagged, The Lonesome Losers, etc.). Many book videos are still photos set to music with text. Some are vlogs with someone talking into their webcam as though they are talking to a person face to face.

Basically you have three types of videos that we see in publishing-

Viral videos - which are made with the purpose of creating something people will want to share. Book Trailers® are meant to be entertainment, but show the book at the end with information on book release and where to buy. These often go viral because of the entertainment element. These are shared on social media platforms.

Author interviews - which are meant to give a personal experience of the author. These are shared on social media platforms and often on news-related platforms.

Advertisements - which are created specifically to elicit a sale. Though these can be delivered on a social platform, they are best delivered in areas where advertisements are accepted. These are usually 15 to 30 seconds in length, though some sites will allow longer ads to run. These are often announcements about a book release and work well with established authors whose name is already recognizable.

To make your video effective you need to have clearly set goals before the video is created. Identify a way or ways to determine whether your goal has been met.

For example: If your goal is to create brand awareness for an author or series your chosen measurement of that goal may be total number of video placements, views or number of click-throughs.

Your online digital marketer should know what sites to place a video on in order to make that video effective according to the goals you've stated.

Timing is also key in making the video effective. Booksellers are asking for videos at least 2 months in advance. Releasing your video a month early allows for pre-orders and also allows for buzz to gain momentum. A push during the first week of sales is a must and can be accomplished via blogs, bulletins and online press releases.

<http://www.cosproductions.com/Resources/index.php>

What are booksellers doing with it?

Booksellers are utilizing book video and audio podcasts via their newsletters and sites. Amazon allows uploads via an author's Amazon Connect accounts. If you don't know how to upload via an Amazon Connect account you can find step by step instructions here: (<http://www.sf-english.com/IndustryNews>). BN.com has the BN studio, which shows book videos according to genre and they, like many other booksellers, have original shows as well.

What can publishers do with it?

Publishers should have a point person that knows what to do with video that's given to them. It should go on the publisher's site and sent as a link to any publisher emails that go out to readers who might like that genre of book.

Publishers can put the videos or audio podcasts on their social media sites.

If the publisher is paying to have the book featured online, include a link to the video.

When sending out cover flats to booksellers include that a video was done for the book.

When sending out ARCs include the URL to the video or at least tell reviewers there is a video on the author's site.

What if the video is terrible? If the publisher wasn't involved in the making of the video and the video is truly terrible, don't include it. The video is a tool. The more use you can get out of it, the more effective it is.

How to bridge online and offline video utilization to get the greatest effect for your marketing dollars.

Book videos can be used in a multitude of areas offline - television, movie theaters and out-of-home advertising that takes digital.

Technology has evolved in such a way that more and more digital video is accepted in places one might not think of. There are screens in grocery stores, transit, malls, etc. For places that utilize out-of-home advertising both for selling products and for wait-warping (wait-warping is when companies give customers something to watch so the customer doesn't realize how long they've had to wait for service) they often look for content to play between ads. Publishers and booksellers creating quality original content with a "G" rating have a golden opportunity to submit their content to play at no charge to themselves. This gives their videos both an online and off line presence.

Video – Out Reach

What are people doing with what's given to them?

Share it – email, blogs, websites, social media profiles, bookmarks

Keep it- Download to computer or other portable devices

Talk about it – blog, live chat, email,

Interact with it - mash ups, games, add on

What can a video creator do to encourage viral-ability?

Have bookmarking sites at the bottom of the video so it is easy to share the video. Make it available via URL link or embed code. Be sure your embed code is compatible with popular sites such as MySpace and Facebook.

Have the video available for download. Offer small, medium and large file sizes. Offer flash, wmv (Windows) and mov (Quicktime) formats. Create a format and size that is easy to share with most any smart phone.

Have a blog available in order to discuss the video. If this is a special event video, have a live chat session. Encourage people to talk about the video with friends.

Do you allow a Creative Commons license? Which one? Can someone create a mash-up of your video? Can you create some kind of game with the video? Have people challenge themselves or challenge their friends with the game.

Is this just the beginning of a story? Are you looking for people to add a video that adds to the story?

Sites to check out –

<http://www.outhink.com/> (collaboration site)

www.twing.com (forum and discussion search engine)

Other ideas to do with video and out reach-

For companies who are making their own video.

Though original content is a great way to bring people to your site, at some point the majority of people will want to see it will have seen it in its present location.

Original shows have value that you can either monetize and/or re-tool into advertisements for your newer shows.

A word of caution about monetization of videos: When you create shows with the expectation of making money off them the laws can change about using stock music, stills or footage and your model release form must reflect that you intend to make money on your content.

Re-using your original content as an advertisement for your shows is an excellent way to get more utilization for the cost of the production. You distribute the video to online social networks and put your advertisement information into the description of the video to help drive people back to your own website to find new content.

Sites to check out-

www.tubemogul.com (online distribution site. Free profiles available)

Contests and games-

Have people vote on their favorite video and then say why they chose that particular video. Be sure people know that their comments may be used as quotes on your site or print material. This gives you positive word of mouth from readers that you can then use to promo your show.

Any video can be turned into a game with little effort. Scavenger hunts can be fun and you can either set up the items to be hunted prior to the production of the video, or have someone go through a finished video and create things to find.

More elaborate games can be created, but these stated above utilize the original video and little additional cost.