

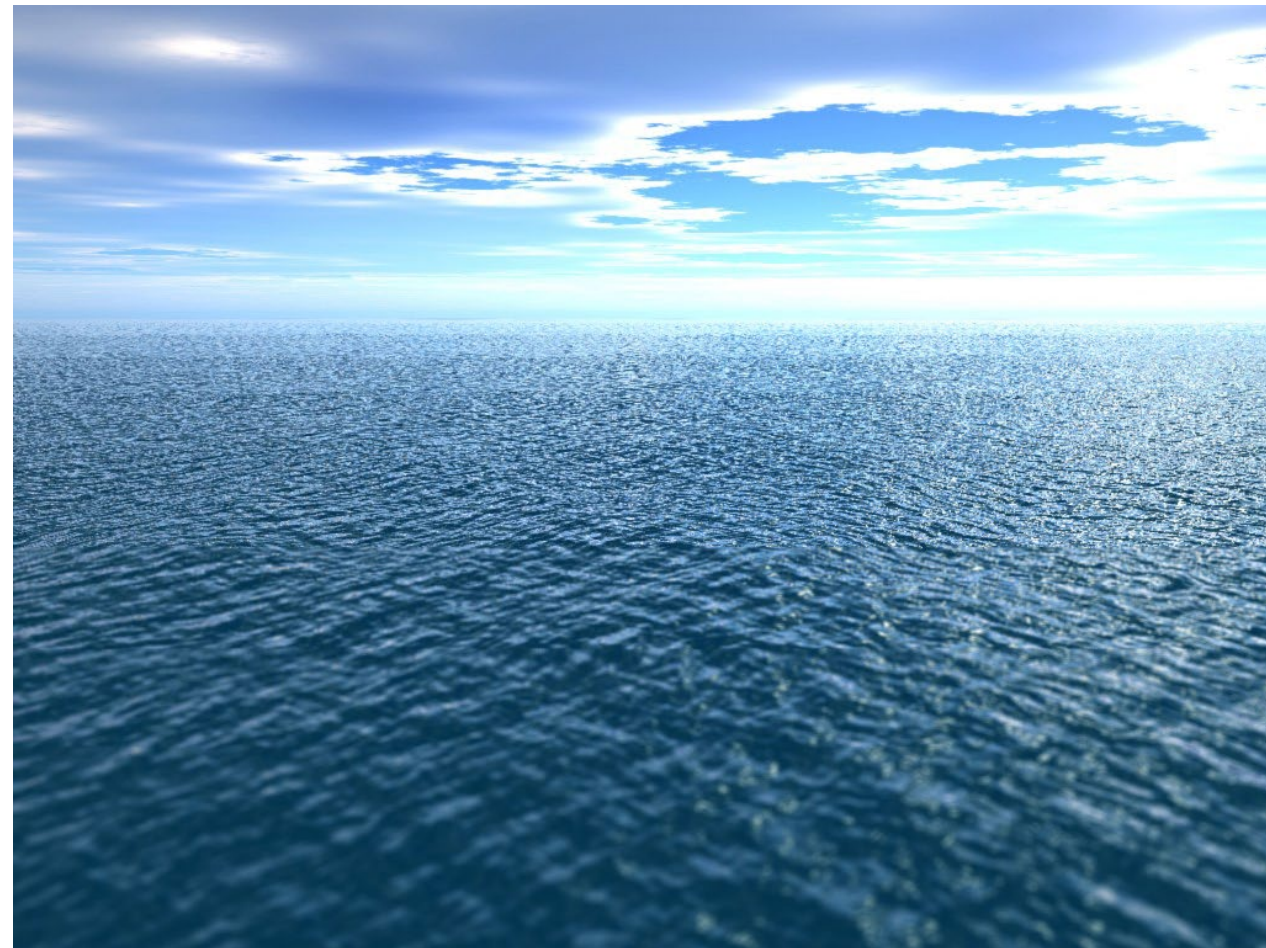
Amazon Facebook, and BookBub Advertising: A 3-Pronged Attack

T.O. Paine

Microsoft Zune

Slick User Interface
Easy Music Transfers
Wifi Sync





The one size fits all fallacy.

- Genre
- Market Timing
- Author Notoriety
- Economic Landscape
- Subpar Product



Highly Recommended Leaders in Book Advertising

- Amazon: Bryan Cohen
- Facebook: Mal Cooper
- BookBub: David Gaughran



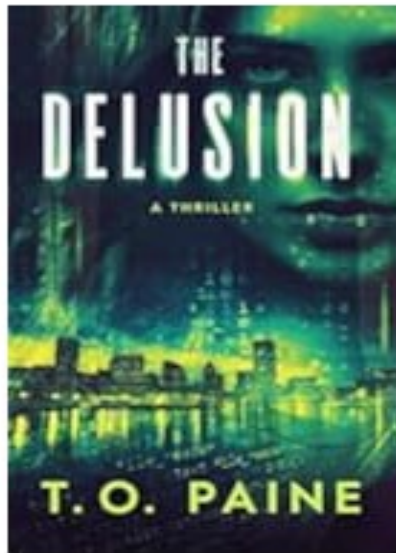
The 3-Pronged Attack

- Amazon
 - Long Term Presence – “Keep Alive”
- Facebook
 - Targeted Campaigns
- BookBub
 - Deals / Publishing Wide



Amazon Ads

- Sponsored Product
 - Bid and Budget
- Keyword Targeting
 - Custom Text



Sponsored ⓘ

The Delusion: A Thriller Mar 16, 2024

by T.O. Paine

"Don't believe everything you read on the internet. It'll drive you crazy. Literally."

★★★★☆ 57

Kindle Edition

\$3.49 to buy

Amazon Ads - Strengths

- Direct tie between impressions, clicks, and sales
- Customers most likely shopping for books



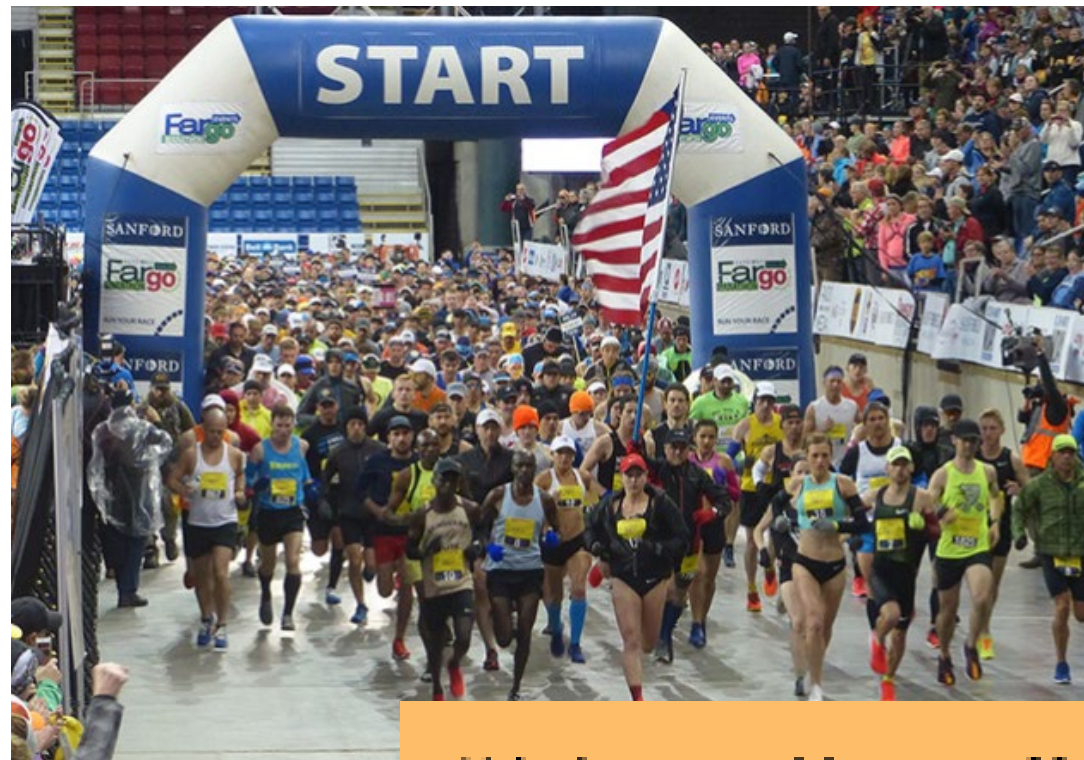
Amazon Ads - Weaknesses

- Your ad might never be seen
- Easy to lose money because of pay-per-click
- Requires Commitment



Amazon Ads - Approach

- Create an automatic ad with a low budget
- Run ad “ad infinitum”
- Adjust bid for traction
- Monitor and hopefully scale with a new ad.
- Run Forever



“Marathon”

Facebook Ads

- 1 Book per Ad
- Straight to Amazon
- US Wide Audience
- Auction, Traffic, Budget
- Art and Text



Facebook - Strengths

- Creative Control
- Audience Targeting
- Wide Audience
- Ads Beyond Books



Facebook - Weaknesses

- Wide Audience
- A Degree of Separation
- Spend Not Tied to Results



Facebook - Approach

- Two to Four Week Campaigns
- New Releases
- Build Fanbase



BookBub Ads

- One Author Target, No Category
- CPM – Cost per 1000 Impressions
- Match Top of Winning Bid Range



BookBub - Strengths

- Serious Book Buyers
- Distributor Independent and Targetable



BookBub - Weaknesses

- Difficult to Find Right Author Target
- Regular Price Resistance



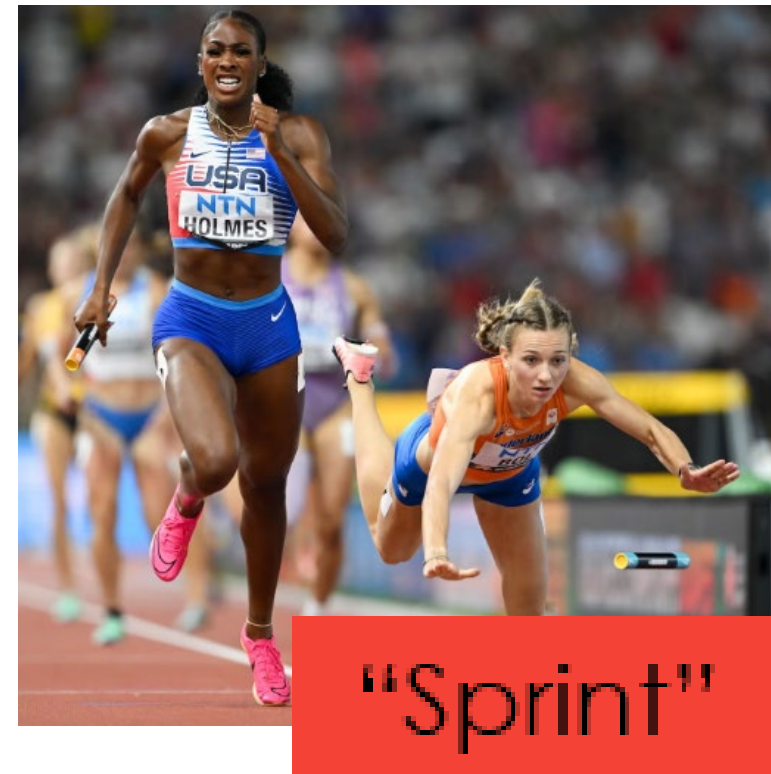
BookBub - Approach

FIRST:

- Run low budget ad to find Author Targets

THEN:

- New releases and deals
- Wide Only



BookBub – Ad Tips

12 Fantastic BookBub Ad Designs Promoting New Releases

- Color :
Yellow or Red
- Cover / Blurb
- Clear Deal Event

9. T. O. Paine, *The Excursion*



This ad uses an intriguing quote sure to spark the interest of any thriller reader. It highlights key information in a bright yellow color to let readers know that this book is both new and available at a great price!

The Truths

- Nothing sells more books than word-of-mouth.
- The Amazon Detail Page controls sales conversions regardless of any advertising approach.
- What works for others, especially people selling books and courses on Amazon, Facebook, and BookBub ad approaches will not work for you. You must do your own testing.



Summary

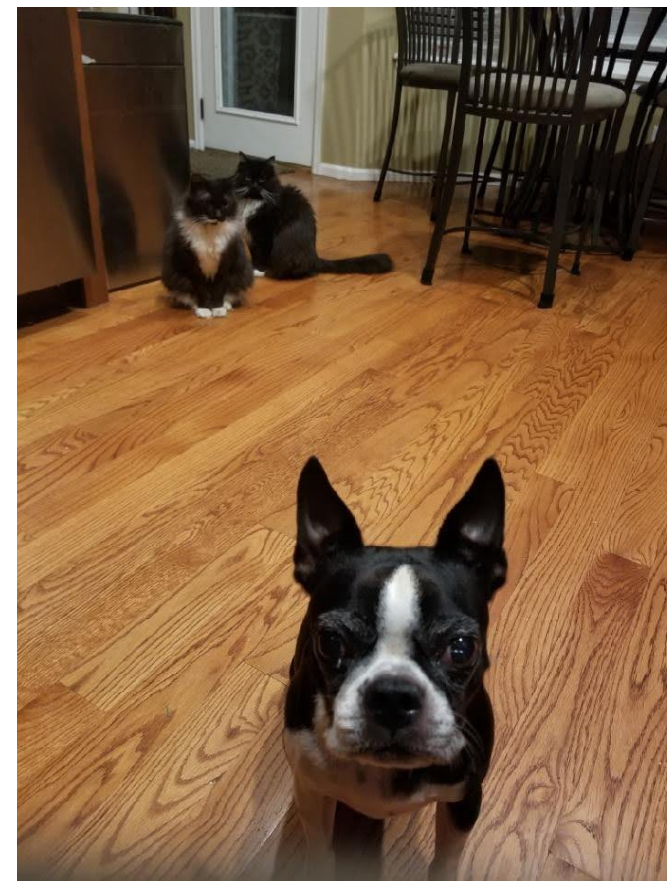


Amazon
“Marathon”

Facebook
“5K”

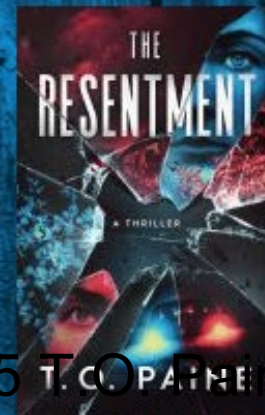
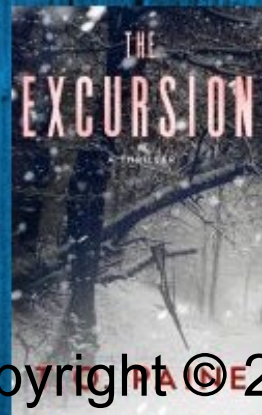
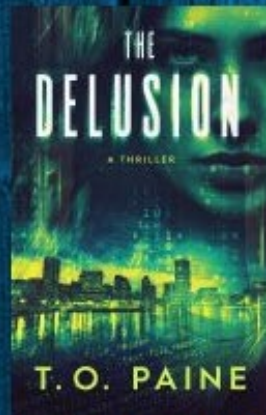
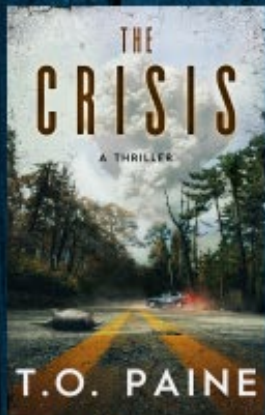
BookBub
“Sprint”

Questions



Thank You

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