Repeatable for additional credit:

media</em></p>

professionals eager to expand and enhance their knowledge of digital
in editorial, marketing, sales, finance and other mid-senior level
should take this course: </em></strong><em>managers and directors
business.</li><br><br></ul><br><br><br><br><p><strong><em>Who
model or digital-only publications and whether it makes sense for your
inventory and cut costs. Examine the move towards a low or no-inventory
chain. Even large publishers are turning to POD as a way to reduce
printing technologies and print-on-demand have transformed the supply
are involved??</li><br><br>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<li>New
the value of pivoting from B2C to B2B? What strategies and resources
on the publisher side to support this new sales channel? What's
and marketing decisions. What resources and innovations are needed
for your business? Will this attract new authors or alienate your
existing ones?/li><br><br>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<li>Explore new platforms
and a greater level of trust between consumers and brands</li><br><br>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<li>Discover social listening
advocates and empower them to help manage the social conversation</li><br><br>&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<li>Examine the roles of the
reader/influencer and how to identify, encourage, and employ community
reader and how to identify, encourage, and employ community
Advocacy</li></ul><br><br><br><br><p>Learn how subscription services offer to
the book industry need more "Netflix for Books"? Do &lt;em&gt;you&lt;/em&gt;?
What is the value of pivoting from B2C to B2B? What strategies and resources
are involved??
New printing technologies and print-on-demand have transformed the supply
chain. Even large publishers are turning to POD as a way to reduce
inventory and cut costs. Examine the move towards a low or no-inventory
model or digital-only publications and whether it makes sense for your
business. Who should take this course: &lt;/em&gt;&lt;em&gt;managers and directors
in editorial, marketing, sales, finance and other mid-senior level
professionals eager to expand and enhance their knowledge of digital
media&lt;/em&gt;&lt;/p&gt;

Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes
EPUB1-CE 1003 Discoverability: Four Steps to Success (1 Credit)

Helping consumers discover titles is one of the biggest challenges publishers face in an increasingly crowded online environment. This course will explore how publishers can improve the "discoverability" of their titles through four targeted approaches: Search Engine Optimization, Pricing Strategies, Retailer Programs, and Maximizing Book Recommendation sites.

- Learn the latest and best practices for utilizing descriptive metadata and the effective use of keywords in relation to SEO. Understand the growing importance of Social Media Optimization (SMO) as search engines look to social signals to rank content.
- Determine what pricing strategies work best for your titles, including price reductions, giveaways, and the role of backlist and series promotions. Understand the optimum length and timing of a price promotion as well as the value of increased sales volume vs. revenue. Explore differing strategies for fiction and nonfiction titles. Learn how to work with existing sites that promote ebooks with price reductions and prepare for new opportunities in the pipeline. Establish the most effective way to work with ebook marketing programs at key vendors to best promote your titles. As these retailers expand globally, learn how to best position your titles in the international marketplace.
- Learn how to make reader recommendations sites your partners in promoting your titles and how to use these social networks to stimulate book discovery through sharing.

In addition, the course will include a discussion of analytics: how to gather and understand data to make better marketing decisions.

Who should take this course: managers and directors who want to learn and expand their knowledge of how to promote discoverability and digital product through retail, promotional partners and direct to consumer.

Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes