Repeatable for additional credit:

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes
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.

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Repeatable for additional credit: Yes