

# Book Expo America

May 11-13



2016

Chicago, IL

Common themes and takeaways from the BEA sessions attended by Sheridan

## Industry Trends

Readers today are primarily women, over 40, that predominately read fiction, and a significant number are retired.

Data Driven New Release Marketing



25% of past eBook buyers want to spend less personal time on digital devices.

The Post Digital Book Landscape

95% of peoples first experience with a book online is through search and browse.

Avoiding the Biggest Pitfalls in Digital Marketing



Adults on average are coloring three books at once and often don't finish coloring an entire book which keeps sales strong.

The Emergence of the Adult Activity Category

## Marketing Strategies

Focus on your niche - the groups/magazines/associations that are related to your topic. Send them a copy of your book and pique their interest so they will read and review it without asking them directly.

Making Reviews Work for You



No one book is right for everyone. Identify your target market and where they are. Then start thinking of how to reach that market.

Kicking Up Your Publicity Plan

Years ago marketing was title driven. Today, marketing needs to be under your name, your brand. Focus on author specific promotion rather than title specific promotion.

Consumers, Customized Selling Options, and You



Social media is not a fad. Pay attention to what is happening and build that into your publicity strategy.

Kicking Up Your Publicity Plan

## Celebrity Sightings



Kenny Loggins



Jamie Lee Curtis



Ummm?

Complete session notes are available for download as a PDF on the Sheridan blog  
<http://sheridan.com/blog/15-quotes-and-complete-notes-bea-2016>

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