

Current Trends in Marketing & Publishing

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Isaiah 43:16, 18-19

This is what the Lord says—“Forget the former things; do not dwell on the past. See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the desert and streams in the wasteland.”

I. Trends in Marketing

A. Reaching Cell Phone Users

1. Text Messages

- a. Signs and commercials tell consumers to text a word or phrase to a specific phone number to get text messages with information on specials.
- b. Services start at \$50 per month and include www.textsmsmarketing.com, www.mobilesmsmarketing.com, and <http://trumpia.com>.
- c. Lower priced, do-it-yourself services include www.eztexting.com and www.clubtexting.com.

2. QR Codes

- a. A QR code gives anyone with a smart phone quick access to information on the Internet.
- b. To read a QR code, a smart phone needs the app. The QR Code app can be downloaded for free at <http://reader.kaywa.com/getit> or <http://m.link.me/reader2.php>.
- c. Generating a QR code is free. They can be made at <http://qrcode.kaywa.com>, <http://zxing.appspot.com/generator>, and www.beetagg.com.

B. Virtual Parties

1. Allow you to connect with fans (customers).
2. More cost effective than physical parties.
3. Potential for more guests due to no physical space constraints.
4. Same etiquette and manners as hosting a physical party apply.
5. Facebook business pages currently a great venue.

II. Trends in Publishing

A. EPUB 3.0

1. Allows rich media and interactivity (audio and video clips) to be incorporated into regular ebooks, rather than just linked to it. eBooks will be able to double as audio books.
2. It will include support for foreign language material, particularly non-Roman scripts, opening up much of the world to e-readers.
3. It will have new page layout capabilities that will allow design-intensive books, comics, and magazines to use the EPUB standard increasing the types of books available for e-readers.

B. Chunking Content

1. Taking content and breaking it down into bite-sized pieces.
2. Amazon Singles range from 5,000 to 30,000 words and are priced between \$.99 and \$4.99. Publish at <https://kdp.amazon.com/self-publishing/signin>.
3. Barnes & Noble Nook allows any length content to be published. Publish at <http://pubit.barnesandnoble.com>.

C. Christian Market Print-On-Demand

1. The Alliance—STL, Dickinson Press, and Snowfall Press. Access through www.snowfallpress.com.
2. OnDemandPlus—Bethany Press and Anchor Distributors. Access through www.believerspress.com.



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