

neobooks



wir entdecken die bestseller von morgen

powered by

VERLAGSGRUPPE
Droemer Knauer*

neobooks

Are e-Readers different? –

**Community publishing and e-book-
marketing with neobooks.com
part of**

Verlagsgruppe Droemer Knauer

Milano, 21st June 2012



Agenda

1. eBook readers in Germany
2. Challenges for publishers
3. What is neobooks.com?
4. Why neobooks?
 1. Reader involvement in author acquisition
 2. neobooks as social marketing tool
 3. eBook market research
 4. ebook production
5. Conclusion



1. eBook readers in Germany

Quantitatives:

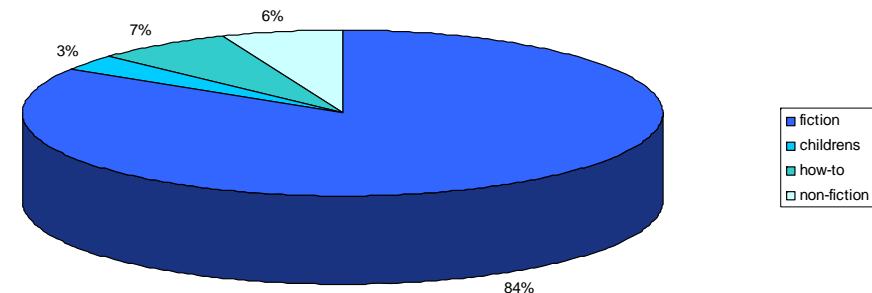
- 1.6 Mio. readers have an eBook-Reader (end of 2011)
- eReaders are
 - Mostly male (55%)
 - Mostly 40-49 years old (42%)
 - Medium education





1. eBook readers in Germany

- Mostly buy fiction: about 84%
- Nearly 50% of all ebooks sold are crime/thriller ebooks
- Ebook readers rely on peer-reviews when they buy





1. eBook Readers and Selfpublishing

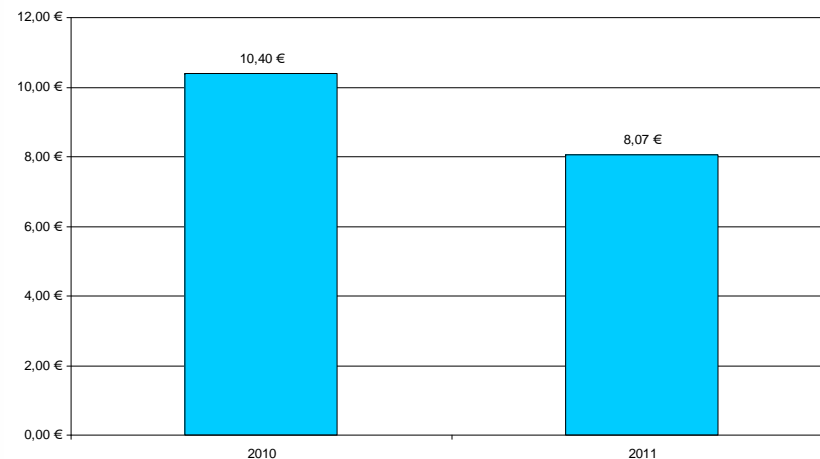
ebook Readers:

- Love to read self-published books (every fifth to eighth ebook bought is selfpublished)
- Publisher's labels are not important for their decision



1. eBook products and pricing

- Products:
 - Trend: ebook series
 - Short stories/short texts
- Pricing of eBooks:
 - 22% only read free ebooks (2011)
 - Publishers book pricing: reduced
 - Selfpublished: mostly between 0,99 -2,99 €



*figures: Gfk 2011; Kobo.com/Michael Tamblyn; own research



2. Challenges for publishers

- Product:

- Quick development and production cycle needed
- Low cost production for low price ebooks

- Pricing:

- Readers go for cheap and free ebooks → pricing under pressure

- Promotion and Place:

- Where and how to market your ebooks?
- Power of word-to-mouth and social networks

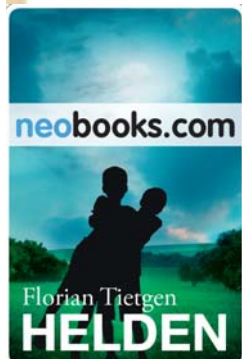


3. What is neobooks?

- an acquisition platform for Droemer Knaur + neobooks.com eBook Label
- an authors and readers community = ebook marketing platform
- a selfpublishing platform
- an ebook production unit

AND: an eBook-Label!

neobooks eOriginals

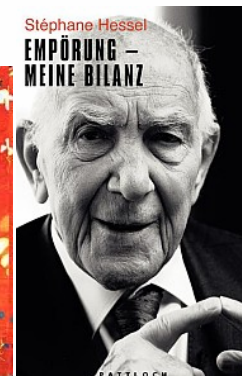
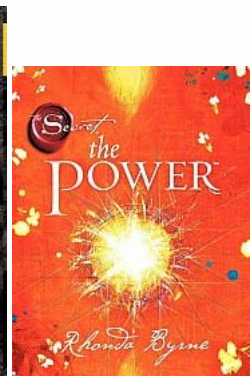
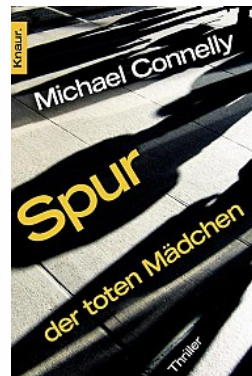
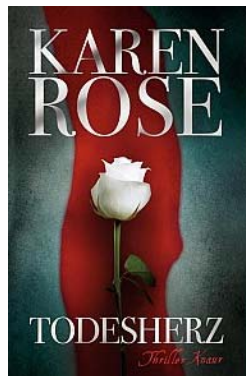




3. Part of Droemer Knaur

Droemer Knaur

- Leading fiction and non-fiction publishing house in Germany
- Part of Verlagsgruppe Georg v. Holtzbrinck
- Leading ebook Publishing House: 1300 eBooks





3. Who is neobooks?

The neobooks Team:

- Project manager
- Community Manager
- Social Media Manager
- Community Editors
- Distribution Manager





4. Why neobooks.com?

- Finding aspiring new authors
- Get connected to the author and reader community in the web
- Market ebooks through word-of-mouth
- Establish an ebook-Label
- Acquire authors for print-label – avoiding high advances
- Optimize manuscript workflow
- Accelerate and simplify ebook production



4.1 How do we get readers involved?

Akquisition: Readers decide, who is getting published



→ ePublishing with neobooks.com



UGC

Author determines the price
40% of the text is for free

Community Manager/ Editor

- rates
- comments
- develops
- promotes

~ 20 eRiginals published p.a.

Up to 5 paperback published p.a.

Upload & Covereditor



4.1 Readers and authors

- Review texts → get involved
- Connection between reader and authors established at an early stage
- Unknown authors establish a fan community even before being published
- → readers support „their“ author



4.1 Publishing Concept neobooks 1.0 : From Community-Publishing to Print

Unsolicited manuscripts



Community Publishing

Unexamined publication as ebooks (ePUB/pdf) @ neobooks.com

neobooks E-riginals & Singles

Selecting the best manuscripts

Editing

ebook production (e.g. enhanced ebooks)

ebook marketing

Distribution

Knauer Taschenbuch

Paperback publication

Editorial review of top10 books / quarter

Ca. 5 E-riginals / quarter

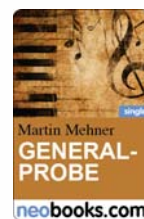
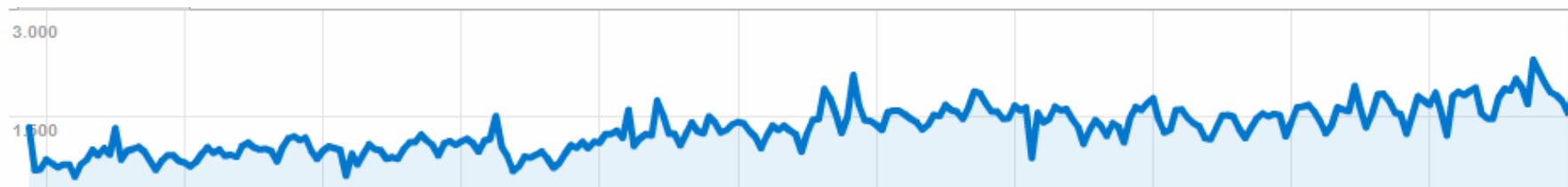
Up to 5 paperbacks/year (1st: Friesensturm 3/12)





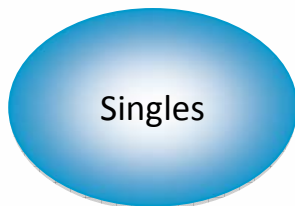
www.neobooks.com @Droemer Knaur – success stories

- platform started Oct. 10 – beta phase from July – Oct. 2010
- about 15.000 members in the authors & readers community / 80.000 Visits/month
- grown by word-of-mouth marketing





neobooks.com ebooks



- short texts (fiction/non-fiction)
- pricing: 0,99 – 4,99 €
- often serials
- fully produced within neobooks.com platform
- 300-400/year

- Novels/Non-Fiction
- pricing: 1,99 – 8,99 €
- 15-20/year

neobooks



wir entdecken die bestseller von morgen

powered by

VERLAGSGRUPPE
Droemer Knaur*

4.2 neobooks as marketing tool

neobooks.com itself is a marketing platform for ebooks.



Promoting BEFORE Publishing

Promoting inside neobooks:

- Status updates
- Friendship/follow author

Author profiles





Promoting before publishing






e.g. Over 65.000 mentions
in FB/month





ebook-marketing neobooks eRiginals

- Newsletter to all reviewers of the book 
- Showcase/Banner on homepage
- Word-of-mouth
- Reviewers & supporters of the book review it @amazon etc.
- Author marketing 
 - Social Media Marketing: e.g.
 - Lovelybooks
 - Blogs 
- → we are looking for authors with a broad base in social media




And: it works!

- ebook-Bestseller: Susanna Ernst, „Deine Seele in mir“
 - No. 5 in „romance“ @Amazon
 - No. 2 in all fiction @iBookStore
 - Marketing through word-of-mouth (over 160 reviews @iBookstore, over 60 @Amazon)



Kundenbewertungen

► Durchschnittliche Bewertung:  168 Bewertungen

Artikel bewerten: 

Kundenrezensionen

Sortieren nach: **Nützlichste Rezensionen** ▾

< Zurück **1** 2 3 4 Weiter >

[Eine Rezension schreiben >](#)

Sehr sehr schön ★★★★★
von a:c - 26.08.2011

[Ein Problem melden >](#)

Seit langer Zeit schon habe ich kein so gutes buch mehr gelesen. Es ist geprägt von einer Liebe die man oft vergebens sucht und schweren schicksalsschlägen aber auch wunderschönen Momenten die zumindest mir hier und da die Tränen in die Augen getrieben haben. Schade das ich es schon gelesen habe, ich würde es wieder und wieder und wieder lesen. Einfach nur schön.....

5 von 5 Kunden fanden diese Rezension hilfreich

War diese Rezension hilfreich? [Ja](#) | [Nein](#)

neobooks

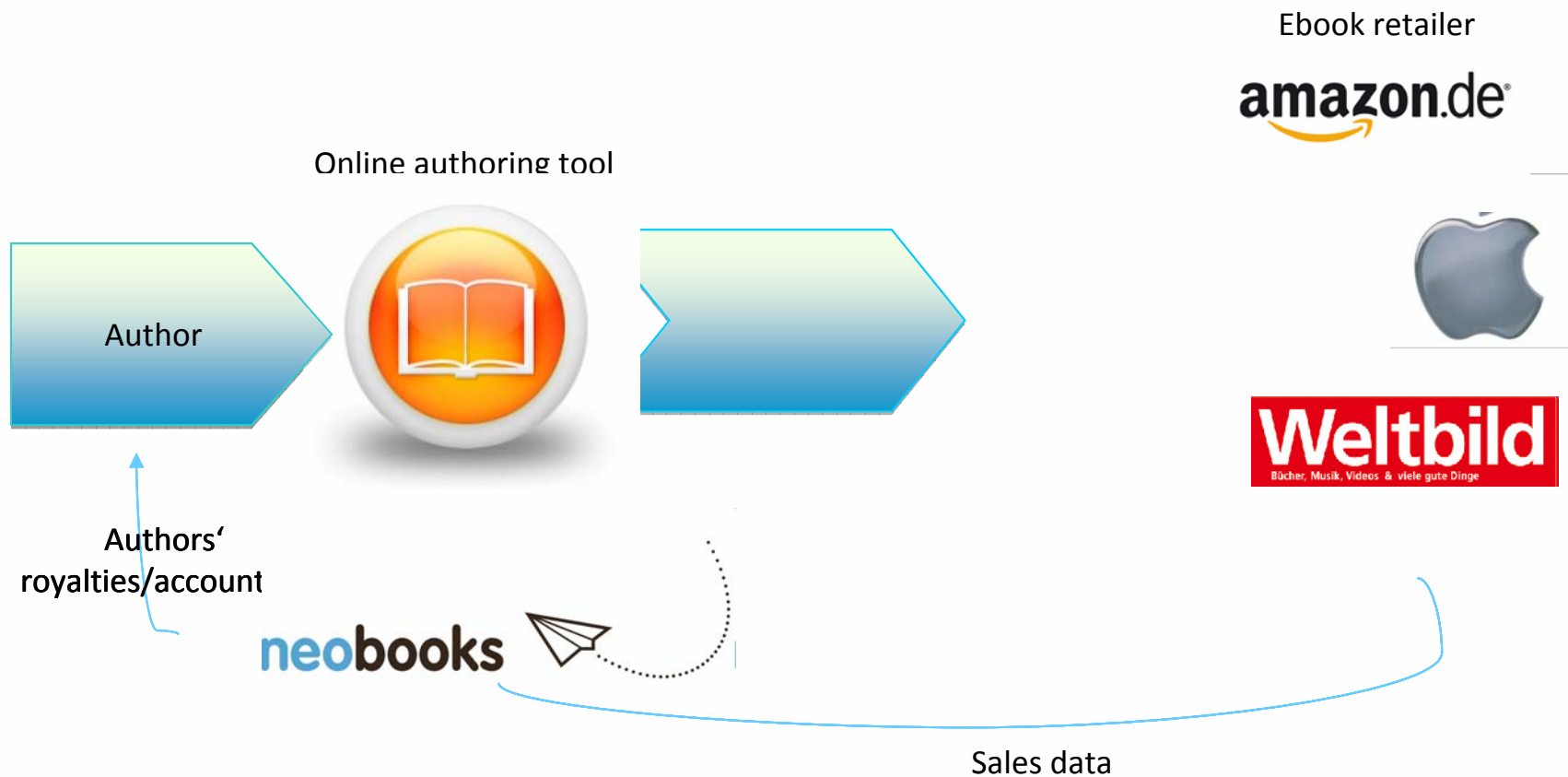
wir entdecken die bestseller von morgen



powered by

VERLAGSGRUPPE
Droemer Knaur*

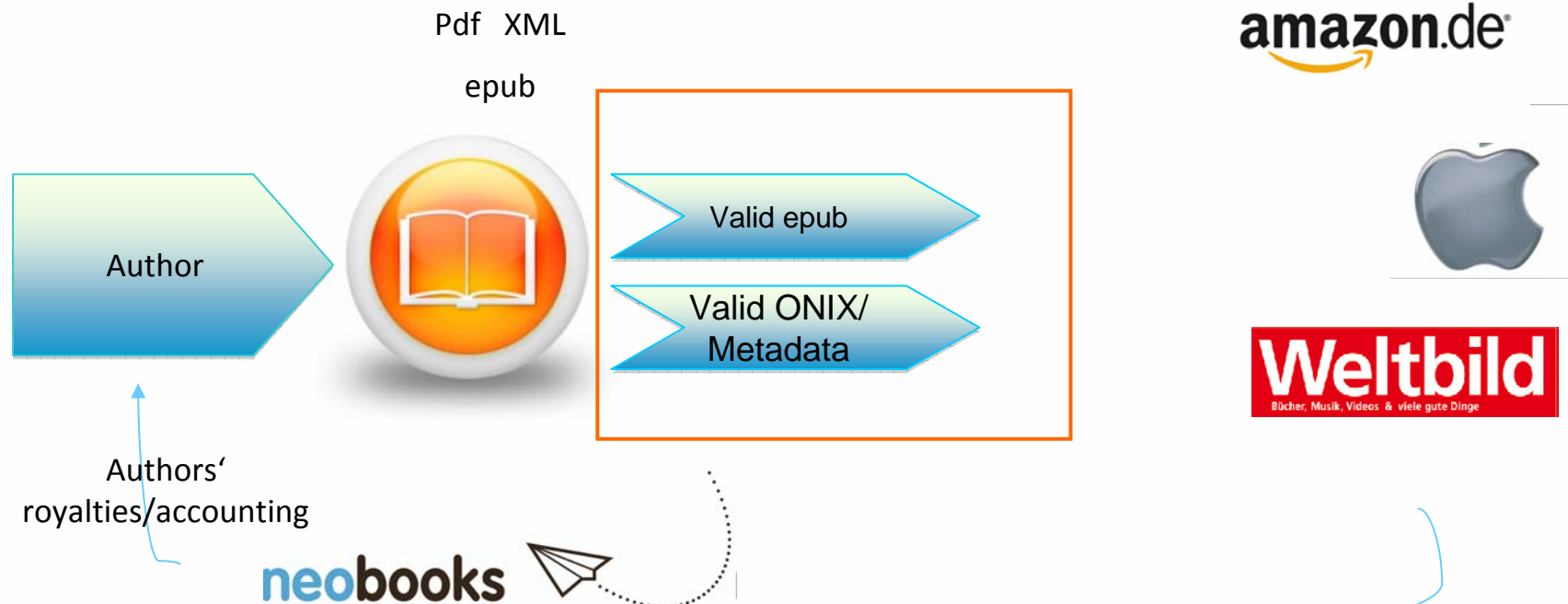
4.3 market research: Selfpublishing with neobooks



→ We see sales & trends from selfpublishing authors



4.4 ebook production



→ Quick and easy ebook production esp. for short texts



neobooks.com at a glance





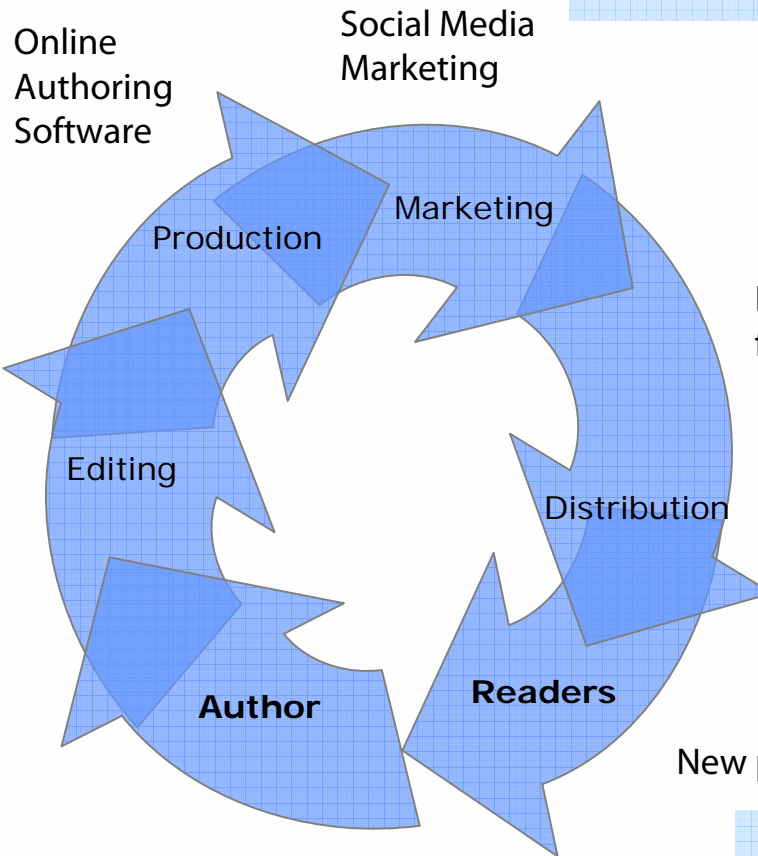
→ USPs of neobooks:

Marketing to users =
reviewers = authors

High user
involvement

manuscript
workflow
**fully
digitised**

Peer-reviewing
submissions +
professional
editors select



Independent
from booksellers

Long Tail Business

New pricing models

Lower sales price

Higher Royalty Rates,
NO advances



What the neobooks platform can do

- Establish a community for an authors work (even before publishing)
- Market ebooks to the reader community
- **Tremendously reduce ebook production costs** because of
 - „ePUB-engine“
 - Authors involvement in production process
- ebook distribution (metadata + content) + accounting
- Help discover new talent where value can be added by the publisher → avoiding expensive book auctions
- Improve submission process for unsolicited manuscripts (factsheets + searchable by genre, keywords, tags etc.)