



LIVRES CANADA BOOKS®

Global Digital Book Marketing

Advanced Strategies and Tactics for
Building International Book Campaigns

Global Digital Book Marketing: Advanced Strategies and Tactics for Building International Book Campaigns

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About This Report

Book publishers are operating in a world that is increasingly digital, technical, and global—a world that is each day more interconnected. This reality introduces a host of new opportunities for publishers to reach new readers in markets around the world. It also introduces a host of new challenges, requiring publishers to understand and market directly to consumers in ways they have never needed to before.

Logical Marketing was commissioned by Livres Canada Books in 2014 to produce the report *Using Audience-Centric Digital Marketing to Drive Global Book Sales*.¹ In that report, we introduced digital marketing as a repeatable process and identified the core tools necessary to optimize and maximize author and book properties for global discovery across the Web.

Now, we will take that foundation to the next level. Building on the research and techniques demonstrated in the prior report, we will help Canadian book publishers develop a deeper and more sophisticated understanding of global digital marketing today. We will take an in-depth look at the strategies, tactics, and tools Canadian book publishers need to stay ahead of the curve across key areas of digital marketing, including the following.

Audience Research and Segmentation

We will demonstrate how publishers can use free and affordable tools and online services to better understand a book's global audience and market potential across search, social, and retail environments.

Social Media Marketing

We will take a look at leading global social networks to understand how publishers can get the most out of their social media branding, marketing, and advertising efforts.

Inbound Marketing and Website Development

We will explain how publishers can use their own websites, author websites, and other owned online properties to build meaningful hubs for all digital activity and to better reach readers around the world.

Retail Channel Optimization

We will discuss how publishers can most effectively and efficiently optimize their books for discovery and sale across global online retail channels.

¹ The Logical Marketing Agency (LMA), *Using Audience-Centric Digital Marketing to Drive Global Book Sales: Data, Insights, and Process* (Ottawa: Livres Canada Books, 2015), <http://www.livrescanadabooks.com/en/digital-publishing/using-audience-centric-digital-marketing-to-drive-global-book-sales>.

Finally, we will map these core digital marketing best practices back to traditional book marketing to help publishers of all sizes apply global audience insight to marketing, publicity, and sales activities across the house.

Throughout this report, we will use real titles from Livres Canada Books member publishers to demonstrate the tools and techniques publishers need to position French- and English-language books in a global marketplace, with the focus on how to grow export sales.

Introduction

The near ubiquity of the smartphone means we've brought the web out of the "computer room"—yes, people really used to call it that—and into the world, where we are weaving it into the way we do everything.

—Adrienne LaFrance²

Understanding the Global Online Consumer

Today's global consumers are digitally connected and increasingly digitally savvy.

They are online. As of November 2015, more than 3.3 billion people worldwide use the Internet. That's more than 45% of the world's population, with penetration reaching 73% across Europe and Australia and more than 85% in North America.³

They use mobile devices to access the Internet. Half of the world's population—3.6 billion people—have mobile subscriptions; 2.6 billion of those are smartphone subscriptions. In the developed world, mobile penetration is as high as 79%.⁴

They buy online. An estimated 44% of global Internet users purchased a product via the Web in 2015, with online shopping penetration reaching upwards of 70% for Internet users in some markets.⁵

They research online and buy offline. In the United States, France, and the United Kingdom, between 24% and 29% have researched a product online and bought it offline. In Brazil and Mexico, these numbers hover in the mid-40% range.⁶

They talk to their friends and other consumers online. Nearly 2 billion people are estimated to have used social media in 2015, an average global penetration rate of 29%. The largest global social network, Facebook, has more than 1.5 billion monthly active users—nearly 40% of all Internet users worldwide.⁷

For most consumers today, "digital" is simply a fact of life. We are all online, and we have brought our family, friends, cats, recipes, and favourite hobbies with us.

² Adrienne LaFrance, "The Web Is the Real World," *The Atlantic*, December 22, 2014, <http://www.theatlantic.com/technology/archive/2014/12/the-web-is-the-real-world/383985/>.

³ "Internet Usage and World Population Statistics," Internet World Stats, 2015, <http://www.internetworldstats.com/stats.htm>.

⁴ "The Mobile Economy 2015," GSMA, 2015, http://www.gsamobileeconomy.com/GSMA_Global_Mobile_Economy_Report_2015.pdf.

⁵ "Statistics and Market Data on Key Figures of E-Commerce," Statista, 2015, <http://www.statista.com/markets/413/topic/544/key-figures-of-e-commerce/> and <http://www.statista.com/markets/413/e-commerce/>.

⁶ "The Connected Consumer Survey 2014 / 2015," Consumer Barometer with Google, 2015, <https://www.consumerbarometer.com>.

⁷ "Statistics and Facts about Social Networks," Statista, 2015, <http://www.statista.com/topics/1164/social-networks/>.

For publishers, this means that readers can stumble upon books and authors in unexpected places, engage with them in myriad ways, and discuss them on social media platforms and forums with other readers halfway across the world or right down the street. Online, literally anyone can be a critic, publicist, marketer, and hand-seller of books and e-books. And readers can discover and buy books—print or digital—practically anywhere, anytime, online or off.

Opportunities for Global Export Sales

Facilitated by a recovering global economy and rapidly increasing access to the Internet, the international export of goods and services continues to grow. Worldwide, annual exports grew by 3.3% in 2014 across all industries, and by more than 5% for Canadian businesses.⁹

As English- and French-language Canadian publishers realize broader global distribution for print and e-book titles, they have the opportunity to expand sales further beyond their borders, taking advantage of global marketing channels to strengthen sales in key export markets (see table at right) and to reach new potential readers anywhere around the world.

For the purposes of this report, we will focus on the top-grossing and highest-opportunity English- and French-language export markets, based on export sales data and digital penetration statistics—that is, on the United States, France, United Kingdom, and Australia, with additional data on Switzerland, Belgium, Brazil, and Mexico where possible.

Global Digital Statistics for Key Markets

Access to digital technologies around the globe is increasing rapidly. Digital market analysts anticipate the doubling of the “digital universe” every two years for the next five years¹⁰ and predict that digital marketers, social content, and search will drive most of this growth.¹¹

Top Export Markets for Canadian Publishers (2014)⁸

ENGLISH-LANGUAGE	
United States	\$27,022,452
United Kingdom	\$1,198,526
Australia	\$534,469
Mexico	\$291,511
Peru	\$282,021
Turkey	\$267,156
Colombia	\$246,683
Brazil	\$203,635
China	\$125,153
Uruguay	\$121,089
FRENCH-LANGUAGE	
United States	\$14,914,986
France	\$8,881,246
United Kingdom	\$5,166,109
Australia	\$1,227,500
Switzerland	\$531,780
Belgium	\$462,102
Singapore	\$178,878
Norway	\$107,838
Brazil	\$96,479
New Zealand	\$91,495

⁸ Data provided by Livres Canada Books (2014).

⁹ “Exports of Goods and Services (Annual % Growth),” World Bank, 2015, <http://data.worldbank.org/indicator/NE.EXP.GNFS.KD.ZG/>.

¹⁰ John Gantz and David Reinsel, “The Digital Universe in 2020: Big Data, Bigger Digital Shadows, and Biggest Growth in the Far East,” 2012 [Paper], <http://www.emc.com/collateral/analyst-reports/idc-the-digital-universe-in-2020.pdf>.

¹¹ “A New Era of Digital Content: Engagement and Content Metrics That Matter,” Marketing Land, 2015, <http://marketingland.com/new-era-digital-content-engagement-content-metrics-matter-136147>.

In 2014 and 2015, Google conducted a massive global survey of consumers around the world. This data from the Consumer Barometer is freely accessible and provides a rich and detailed look at Internet and mobile penetration, digital activities and preferences, and consumer research and purchasing habits in different markets around the world.

Consumer-Reported Digital Usage and Preferences, by Country (2015)¹²

	UNITED STATES	FRANCE	UNITED KINGDOM	AUSTRALIA	SWITZERLAND	BELGIUM	BRAZIL	MEXICO
Personal internet usage (% of total online and offline population)								
Use the Internet for personal purposes	79%	80%	81%	88%	85%	78%	56%	63%
Device usage (% of total online and offline population)								
Mobile phone (any kind)	85%	91%	92%	91%	93%	91%	91%	82%
Smartphone	57%	62%	71%	77%	72%	55%	53%	55%
Computer (desktop + laptop + netbook)	72%	74%	75%	80%	84%	76%	36%	44%
Tablet	35%	32%	51%	41%	38%	37%	13%	20%
E-reader	12%	3%	13%	7%	6%	4%	0%	1%
Wearable digital device	0%	1%	4%	4%	3%	3%	1%	3%
Digital preferences & activities (% of Internet users)								
Go online daily	79%	82%	85%	87%	80%	81%	78%	61%
Often post content online	30%	23%	35%	27%	13%	25%	55%	44%
When I need information, the first place I look is the Internet	67%	83%	84%	82%	81%	79%	81%	73%
If I have the opportunity to do a task digitally, I prefer doing it that way	51%	68%	55%	52%	60%	59%	63%	73%
Smartphone preferences & activities (% of smartphone users)								
Read books / magazines	10%	4%	6%	8%	7%	2%	14%	20%

¹² "The Connected Consumer Survey 2014—2015," Google, 2015, <https://www.consumerbarometer.com>.

Consumer-Reported Research and Purchasing Preferences, by Country (2015)¹³

	United States	France	United Kingdom	Australia	Switzerland	Belgium	Brazil	Mexico
Did people research or purchase their product online or offline? (% of Internet users)								
Any research or purchase online	52%	60%	64%	58%	57%	52%	65%	62%
Any research or purchase offline	82%	81%	71%	83%	85%	86%	93%	94%
Research online / purchase online	21%	28%	34%	24%	27%	21%	19%	18%
Research online / purchase offline	28%	29%	24%	31%	28%	28%	45%	43%
Research offline / purchase online	9%	12%	14%	9%	10%	9%	8%	7%
Research offline / purchase offline	40%	39%	30%	40%	41%	46%	46%	48%
In which part(s) of the purchase process did people use the Internet? (% of Internet users)								
Looked for early inspirations and made initial discoveries online	40%	33%	44%	46%	39%	41%	45%	43%
Compared choices online	53%	50%	53%	55%	46%	48%	49%	49%
Sought advice online	34%	37%	31%	32%	29%	33%	36%	35%
Prepared online for immediate offline purchase (e.g., searched for locations online)	38%	33%	31%	37%	32%	33%	33%	37%
What online sources did people use to make a purchase decision? (% of Internet users)								
Brand websites	21%	24%	24%	26%	23%	21%	24%	28%
Retailer websites	18%	18%	26%	23%	20%	15%	23%	17%
Search engine	36%	45%	45%	45%	42%	38%	56%	56%
Social networks	4%	2%	4%	5%	3%	3%	10%	13%
Online video sites	7%	7%	6%	8%	7%	5%	11%	12%
Brand pages on social networks	2%	1%	1%	3%	2%	1%	5%	5%
Advice sites / review sites / forums / blogs	4%	6%	7%	6%	5%	5%	5%	5%
Auction or classifieds sites	1%	1%	2%	3%	1%	1%	1%	2%
Price comparison sites	9%	9%	10%	10%	10%	9%	11%	6%
Online magazines / news sites	2%	2%	3%	3%	3%	2%	4%	5%
Email (e.g., offers, newsletters)	4%	2%	4%	5%	4%	3%	7%	4%
Other online information source	3%	8%	2%	2%	4%	4%	4%	3%

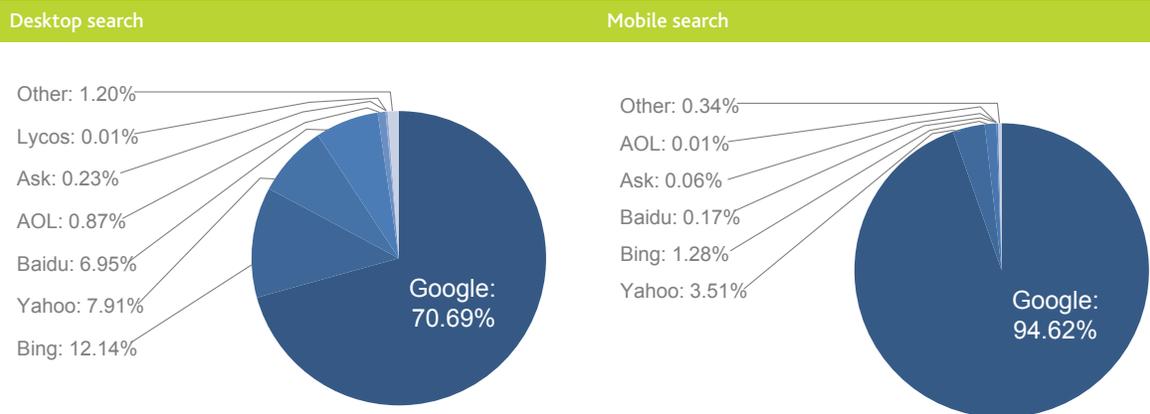
The clear trend here is that for major English- and French-language book markets, consumers are *typically very comfortable online*. They use multiple digital devices in their daily lives; they access the Internet every day and often prefer to use the Internet for everyday tasks when possible. They buy both online and off, and they use a variety of digital sources to inform their purchases, regardless of where those purchases take place.

Search Engine and Social Media Statistics for Key Markets

As publishers expand their marketing, publicity, and sales efforts to international markets, they need to be aware of the major channels through which consumers in those markets look for and discover new content and brands.

¹³ Ibid.

Global Search Engine Share (November 2015)¹⁴



Active Reach of Top Search Engines, by Country (2015)¹⁵

	United States	France	United Kingdom	Australia
Google	85%	92%	80%	74%
Bing	41%	24%	39%	27%
Yahoo	42%	12%	24%	11%

Google is the dominant search player in nearly every global market. (China is a notable exception, where Baidu is the primary search engine.) Bing and Yahoo represent a small but increasingly significant portion of global search traffic.

Though Google is by far the most popular search engine, many Internet users will use multiple search engines, depending on their device and reason for the search. As we will demonstrate further, publishers can—and should—optimize their content across search engines to ensure the broadest possible reach online.

Similarly, though global social media usage is very heavily weighted to Facebook, many Internet users employ other networks as well. As of 2014, global Internet users had an average of 2.8 active social media accounts and spent an average of 2.4 hours on social networks each day.¹⁶

¹⁴ "Search Engine Market Share," NetMarketShare, 2015, <https://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustommd=0> (desktop) and <https://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustommd=1> (mobile).

¹⁵ "Active Reach of Selected Search Engines on Laptop and Desktop Computers as of August 2015, by Country," Statista, 2015, <http://www.statista.com/statistics/284789/active-online-reach-of-selected-search-engines-by-country/>.

¹⁶ "Average Numbers of Hours Per Day Spent by Social Media Users on All Social Media Channels as of 4th Quarter 2015, by Country," Statista, 2015, <http://www.statista.com/statistics/270229/usage-duration-of-social-networks-by-country/>.

Social Network Penetration, by Country (2015)¹⁷

	United States	France	United Kingdom	Australia	Switzerland*	Belgium*	Brazil	Mexico	WORLD
Active on any social network	58%	45%	59%	57%	43%	52%	47%	46%	29%
Facebook	42%	32%	43%	40%	43%	52%	25%	26%	19%
Twitter	19%	9%	19%	14%			11%	15%	4%
Google +	14%	10%	12%	13%			13%	17%	5%
Instagram	13%	4%	8%	10%			10%	9%	4%
Pinterest	17%		9%	10%			6%	8%	1%
LinkedIn	11%	5%	9%	9%			9%	8%	6%
Tumblr	8%			6%					3%
Snapchat	7%		6%						1%

There is another popular social network in France, called Skyrock. Wide-ranging in scope, in essence it is a social microblog and media sharing site, where users often share short posts, pictures, music, videos, and animated GIFs. As of November 2015, Skyrock received an estimated 13 million unique visits per month, and users spent more than nine minutes on average on the site, looking at more than 10 different pages. Seventy percent of visitors are from France, with another 6% from Belgium and 3% from both Algeria and Canada.¹⁸

China is again a notable outlier, with significant usage of a number of other social networks and messaging platforms not widely used elsewhere. These include WeChat, Sina Weibo, Qzone, Tencent Weibo, Youku, Tudou, Renren, and Kaixin.

Also of note are a wide variety of fast-growing networks and messaging apps—particularly popular among teens and younger demographics—including FB Messenger, Line, Snapchat, WhatsApp, WeChat, Viber, Meerkat, and Vine.¹⁹ These messaging services are important to be aware of as they grow and evolve, as they may very well incorporate additional functionality appropriate for book and author marketing.

Finally, YouTube is not included in this dataset, as many “users” are simply viewers—consumers do not necessarily have their own accounts, and even when they do, they do not necessarily upload their own content. But is a very important social discovery channel for the right kind of book and author, and it facilitates the distribution of video content throughout all social networks. According to YouTube’s own usage statistics, the platform has more than 1 billion users, with more than 80% of total views coming from outside the United States.²⁰

¹⁷ The social network penetration was calculated as a percentage of the total population active on each network (self-reported survey data). Primary data source: “Global Digital Statistics 2015,” We Are Social, <http://wearesocial.sg>; <http://www.slideshare.net/wearesocialsg/digital-social-mobile-in-2015>. * Comparable data not available for Switzerland and Belgium, nor for all networks in each market. A blank does not indicate a lack of usage.

¹⁸ Website traffic and usage statistics for Skyrock.com, estimated via SimilarWeb, November 2015, <https://www.similarweb.com/website/Skyrock.com>.

¹⁹ “Fastest Growing Social and Messaging Apps Worldwide as of 1st Quarter 2015,” Statista, 2015, <http://www.statista.com/statistics/381933/messaging-social-app-user-growth/>.

²⁰ “Statistics,” YouTube, 2015, <https://www.youtube.com/yt/press/en-GB/statistics.html>.

Understanding the Knowledge and Social Graphs

A brief history and what it all means for book marketing

The Web has become a repository for the world's information and, increasingly, the data about who we are, what we do, and all the people, places, and things we are interested in, like, and care about. People live a great portion of their lives online and the distinctions between being online and offline continue to blur with the rise of mobile device usage. Experts share their expertise and artists share their art online. Teachers teach and students learn online. Businesses find new customers online. Authors write and readers read online.

And all of this is happening within the ecosystems and infrastructure built by major technology companies like Google and Facebook. They capture and connect all the information and activity that people generate online, operating as warehouses for that data—storing it, structuring it, sorting it, and enabling access to it.

To ultimately make that data more robust and useful, Google, Facebook, and others are building sophisticated knowledge bases—often referred to as graphs—designed to tap into the “collective intelligence of the web”²¹ to better organize, structure, and understand all of that information.

These are constantly evolving, and increasingly self-learning, databases that power and inform much of what we do—and can do—online. Digital assistants like Apple's Siri and Google Now rely on the structured data of the Web to be able to answer your questions and predict what you will need to know next. Trending news feeds across social networks are built on the activity and interests of millions of users around the world. Recommendation engines are becoming more and more sophisticated to provide personalized options based on a user's likes, beliefs, history, and stated preferences.

All of this online data can be viewed through two interconnected lenses.

The Knowledge Graph

The Knowledge Graph is Google's massive mapping of global website data, search queries, sophisticated language analysis, and logged-in Google users (Gmail and Google+) to better understand all of the people, places, and various things—both real and fictional, current and historical—that people talk about and look for across the Web.²²

The Social Graph

The Social Graph is still driven largely by Facebook, but it refers to all of the data made possible by the rise of social networks; the emphasis here is on how people are

²¹ Amit Singhal, “Introducing the Knowledge Graph: Things, Not Strings,” *Official Google Blog*, 2012, <https://googleblog.blogspot.com/2012/05/introducing-knowledge-graph-things-not.html>.

²² “Introducing the Knowledge Graph,” Google YouTube video, 2:44, <https://youtu.be/mmQl6VGvX-c>.

connected to each other—who they are, where they live, what they like, who their friends and relatives are, and what that all means about their interests and beliefs.²³

Today, publishers have an unprecedented opportunity to leverage these knowledge bases—both as *platforms* for broadcasting discoverable information about their books and authors and as *sources* of rich data about the book-buying public that was, until recently, largely unimaginable and certainly out of reach.

The Knowledge Graph

The Knowledge Graph takes root in what the tech world refers to simply as *search*. Since 2009, Google has refined how it captures and connects information. Up to that point, Google’s core function as a search engine had been to respond to search queries by producing a list of web pages that included some or all of the search terms. A page’s rank in the search results depended on certain factors Google used to determine quality and credibility, such as the quantity and quality of other websites that linked to it. But even top results did not always reflect a searcher’s intent. Often, Google failed to understand the nuanced semantics of a term or set of terms. Semantics could allow Google to match not just the letters of words in a query, but also the deeper meanings of words—the actual people, places, and things, or *entities*, that words represent. No longer satisfied with understanding how web pages are linked, Google set out to understand entities and how they are related.

In 2010 Google began to acquire or draw more heavily from sites already connecting and collecting data, like Metaweb, Freebase, the CIA World Factbook, Wikipedia, and, of course, Google Books. In a second major step, Google agreed, along with Bing and Yahoo to develop a common framework for identifying nearly everything under the sun. This framework, Schema.org, is a

Margaret Atwood
Poet

Margaret Eleanor Atwood, CC 0Ont FRSC is a Canadian poet, novelist, literary critic, essayist, and environmental activist. [Wikipedia](#)

Born: November 18, 1939 (age 76), Ottawa
Partner: Graeme Gibson (1973–)

Short stories: Happy Endings, Rape Fantasies, The Resplendent Quetzal, Freefall, Unearthing Suite

Influenced by: William Shakespeare, George Orwell, Jane Austen, [more](#)

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Another belief of mine: that everyone else my age is an adult, whereas I am merely in disguise.

In the spring, at the end of the day, you should smell like dirt.

A word after a word after a word is power.

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Google Canada Knowledge Panel for search on “Margaret Atwood”

²³ Matt Hicks, “Building the Social Web Together,” *Facebook* (blog), 2010, <https://www.facebook.com/notes/facebook/building-the-social-web-together/383404517130/>.

common markup language website developers can use to convey the *facts* behind content on a site.²⁴ This markup language creates detailed metadata to tell search engines more about what exactly is on a given page—for example, that *this* author is connected to *this* book and *this* social media profile; that *this* book is for sale on *this* site; that *this* event will take place on *this* date. All of this structured information helps to transform online content from *strings* of words to *things* that Google can recognize and understand.²⁵

As it collects and connects facts from all over the Web—from Google+ and other social media, to Wikipedia, to personal and professional websites—Google builds its Knowledge Graph. The best way to get a sense of what the Knowledge Graph is all about, and to see where your books or authors fit into it, is to view a Google search results page: on the right-hand side of the screen, if appropriate to your query, a box displays a set of facts and images particular to the searched-for entity, as well as facts and images for related entities. This box, called a “Knowledge Panel,” did not exist back in 2009, but embodies Google’s progress in advancing what is now known as “semantic search.” The Knowledge Panel reflects all the facts and relationships Google attributes to an entity, based on what it collects from various sources.

A detailed Knowledge Panel suggests that Google understands an author as not just a mere name, but rather as a person and creator. This is critical for global discovery to help new readers—who may have never heard of a particular book or author—find out about your book based on their interest and search activity for other things.

The Social Graph

While Google and Facebook began with different core functions—a search engine versus a social network—the abundance of activity each platform processes presents similar challenges and opportunities. Google started with a core function of providing relevant search results before it began capturing, in a sophisticated way, the relationships between queried entities. Conversely, Facebook started with a network of relationships between people, but as its user base grew and more brands and businesses entered the social universe, Facebook developed more ways for people to engage with one another as well as with all of the things that matter to them.²⁶

Facebook’s Social Graph is the largest and richest network of social connections and related data. It is important to note—especially for marketers—that Facebook is just one part of the larger Social Graph, which includes other social networks such as Twitter, Instagram, Pinterest, Goodreads, and others. These social networks are all interconnected, despite each having different functions, strengths, and user bases.

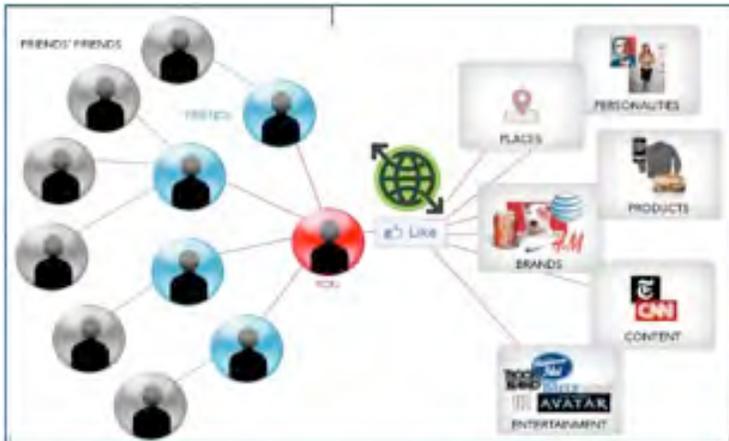
²⁴ “Introducing Schema.org: Search Engines Come Together for a Richer Web,” *Official Google Blog*, 2011, <https://googleblog.blogspot.com/2011/06/introducing-schemaorg-search-engines.html>.

²⁵ Singhal, “Introducing the Knowledge Graph,” <https://googleblog.blogspot.com/2012/05/introducing-knowledge-graph-things-not.html>.

²⁶ Hicks, “Building the Social Web Together,” <https://www.facebook.com/notes/facebook/building-the-social-web-together/383404517130/>.

People are social, and they are on multiple social networks. They often cross-post and link their accounts. They use their social profiles to like, share, create, and comment on content from around the Web.

Visualization of the Social Graph (English)²⁷



The Social Graph offers publishers and authors unprecedented ways of identifying and engaging with fans and potential fans based on readers' real personae. The tools that allow marketers to tap into the web of relationships that comprise the Social Graph allow them to get truly social and to present the right book or message to the right people, who will care because that message can be based on their personalities and interests.²⁹

Visualization of the Social Graph (French)²⁸



The proliferation of mobile devices certainly contributes to user engagement while adding yet another layer to the Social Graph: real-time location. Now, a Facebook user can check in at a bookstore or author event and post an accompanying photo or video. As the Social Graph has grown to include relationships, entities, multimedia content, sentiment, and location, Facebook streamlines this information for marketers and advertisers.

²⁷ "Much Ado about Graphs V," *Votable* (blog), 2013, <http://votable.tumblr.com/post/47453325879/much-ado-about-graphs-v>.

²⁸ "Ce que vous devez savoir sur l'OpenGraph de Facebook," *Journal Facebook* (blog) 2013, <http://journal-facebook.fr/conseils/ce-que-vous-devez-savoir-sur-lopengraph-28722/>.

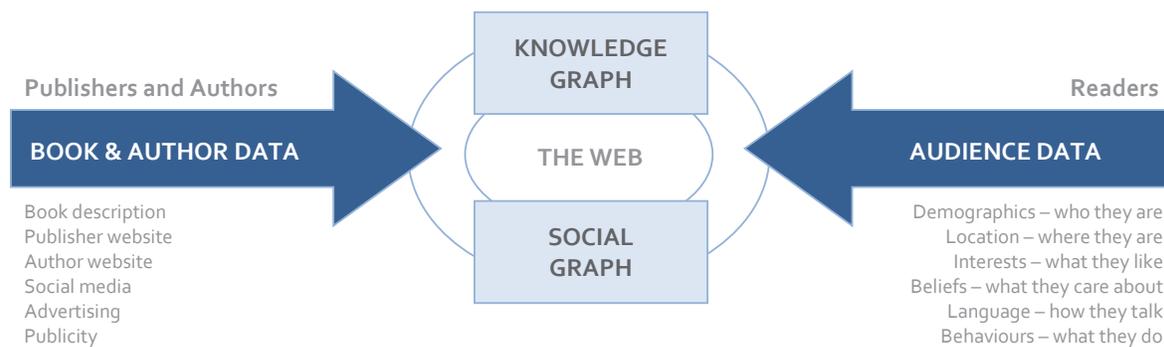
²⁹ Steve Wick, "What Facebook's Evolving Social Graph Means for Content Marketers," *Marketing Profs* (blog), 2014, <http://www.marketingprofs.com/opinions/2014/25933/what-facebooks-evolving-social-graph-means-for-content-marketers>.

In Context: What It Means for Book Marketing

For marketers, the Knowledge and Social graphs are rich resources. They are the evolution of the Web itself.

Publishers can feed information about their books and authors to various hubs on the Web, including their own websites, retail channels, book community sites, and social media networks. They can tell the Web, and Internet users around the world, all about their content—what it is, what it’s about, who it’s by, and who it’s for. Publishers can make their books and authors discoverable by their potential readers, wherever they might be.

Publishers can also discover rich and detailed data about their audience: Who are they? Where do they live? What do they like and care about? Where do they shop and what do they buy? How do they talk about—and look for—books and other content online?



By leveraging the data made available by an increasingly interconnected Web, publishers can position their authors and books to place them in the appropriate context and to connect them with relevant people, places, and things across the Web. And publishers can do so with a deep and granular knowledge of who the likely readers are and how to aim all marketing efforts to reach and resonate with the most potential buyers.