

CHEATSHEET: ADS STRATEGY - INPUT IDEAS

Jumpstart your strategic planning by referencing these ideas. Not all options are right for all books, all the time! When choosing a strategy, be sure that it aligns to your advertising objective.

budget allocation

- new release
- first in series
- all books all the time
- small budgets on cash cows, larger budgets on low organic performers

timing

- evergreen (always-on)
- seasonal
- new release push
- event or current events alignment
- trend alignment

targeting

- also boughts
- general book themes
- genre terms - category and subcategory
- tropes
- pain points (non fiction)
- micro-targeting

discovery: find new targets

- auto campaigns (with brand terms negated)
- category campaigns
- broad match
- short term
- high impression focus

new release

- pre-order targeting
- launch window focus
- genre best sellers
- author backlist leverage
- high visibility
- category ads for "blast"

series focus

- optimize for read-through
- focus spend on book 1
- consider box set strategies
- series completion targeting

brand defense

- own name
- book titles
- series
- strategic placement focus (top of search with SP, Sponsored Brands)

bidding

- cheap bids for remnant traffic
- high bids for "guaranteed" exposure
- bidding tiers: segment targets by cost risk tolerance

This sample is not a comprehensive list of options.