

10 Ways to Use Booktrovert



Run a Giveaway on Social Channels

Create urgency, excitement & buzz among consumers and fans by offering a limited-quantity giveaway (first-come, first served), or run a no-limit giveaway for the full 7 days.



Themed Promotion, Multiple Books, Mixed CTAs

Promote multiple books on one landing page with different CTAs for each! Group by author, genre, merchandising theme; mix giveaway, pre-order, and buy now.



Special Offer During Bookiversary or Celebration

Celebrate a big bookiversary or author's legacy by offering a limited giveaway or special price promotion.



Seasonal Preview for Limited Audience

Highlight most-anticipated books of an upcoming season using a pre-order or giveaway CTA.



Activate Event Attendees

Capture emails for event attendees, then follow-up with a link to a private giveaway campaign, or a buy now CTA with special pricing just for them.



Exclusive Bundles

Create an exclusive offer for a bundle of ebooks, via private giveaway campaign for your unique mailing list, or via public buy now campaign with special pricing.



Drive Pre-Orders

Raise visibility for a fast-approaching pub date by using a pre-order CTA to drive early sales and juice the algorithms.



Discount or Pricing Deal

Drive sales by offering exclusive pricing deals for a limited time, using buy now CTA with link to relevant retailers.



Private Access for Book Clubs

Offer access to book club participants with a private campaign, as a giveaway or drive to retailer of your choice. Limit the number of free ebooks, then CTA switches to buy now once reached!



Promote a Series or Author's Backlist

Create a landing page for an entire series. Drive sales for the newest book with a or pre-order or buy now CTA + giveaway earlier books to capture new fans.



Booktrovert

Consumer marketing
powered by
 NetGalley

www.booktrovert.com

Considerations and Guidelines for Consumer Giveaway Fulfillment

Background

[NetGalley](#) and [Booktrovert](#) are book marketing services, offering tools to reach readers within and beyond each built-in community. Publishers use NetGalley and Booktrovert to increase books' visibility and discoverability. The primary focus for publishers on NetGalley is offering free digital review copies to selected audiences to gain reviews and buzz. Plus with Booktrovert, publishers present campaigns that offer ebook giveaways or other special offers to consumers to increase sales velocity.

Deciding When to Use Each

What are your goals? Who are you trying to reach, and for what purpose?

The NetGalley platform is largely aimed at publishing industry professionals and book influencers—basically only those who would typically be approved for digital review copies. Keep this in mind when using NetGalley: Anyone who creates an account to access a particular book on NetGalley will likely end up requesting other books from you and fellow publishers in the future.

Booktrovert was created by the team at NetGalley to support publishers' consumer marketing efforts. Authors and publishers have long asked how they can best utilize NetGalley's tools to reach—and activate—consumers with secure ebook giveaways, as well as pre-order and buy now promotions. NetGalley has answered the call with Booktrovert!

For more information, refer to our Knowledge Base: [NetGalley Promotion or Booktrovert Campaign?](#)

We're Here to Help!

The NetGalley team is always happy to hear about your intended use-cases and goals, and talk through any important logistics. This will help NetGalley to have a full picture of any implications on our human and technical teams (member support, site traffic, etc.) so that we can provide the highest level of service to publishers and readers. Plus, we love to help brainstorm what type of campaign or promotion will best fit your goals and budget! Reach out anytime: booktrovert@netgalley.com