

Smith Publicity Offers Ebook Marketing Tips

Smith Publicity advises authors on ways to boost book sales and enhance book marketing. One of these is employing a coordinated, strategic pricing strategy.

CHERRY HILL, NJ, U.S., December 13, 2018 /EINPresswire.com/ -- Many authors don't realize that there are innovative ways to sell eBooks through pricing.

[Smith Publicity](#), whose authors often have eBooks in addition to printed books, advises authors on ways to boost book sales and enhance [book marketing](#). One of these is employing a coordinated, strategic pricing strategy.

"Ebook pricing strategies aren't new to book marketing, but some authors aren't aware of them and rely on other, less effective promotional methods," says Smith Publicity Vice President Marissa Eigenbrood. "Authors will occasionally say to us, '[advertise my eBook](#),' but employing an eBook pricing strategy can work much more effectively than advertising, and it doesn't cost anything."

Unlike printed books, it's easy to change the price of an eBook. Some experts recommend starting high to low, while others low to high.

"Finding the right price, the 'sweet spot' price for an eBook at which most readers purchase the book, is key," adds Eigenbrood.

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Marissa Eigenbrood

Eigenbrood explains that pricing at the higher end and then systematically dropping the price to a price of around \$1 can be effective. For example, an author might start with a price of \$7.99 and incrementally reduce it down to \$0.99. Authors can repeat the process again, analyze sales data, and then determine the price at which the most copies of the book sold.

Once the 'right price,' is determined, authors can keep the eBook at that price.

Authors can also employ a low to high strategy, and reap even more benefits. Higher sales at the lower price can boost a book to bestselling status within specific categories on Amazon.

If an eBook is priced at the high end, Amazon rewards an author with a higher royalty. Pricing below a certain point reduces royalty pay. However, if authors sell more books at a lower price and receive a lower royalty, they can end up making more money than if it was a higher priced.

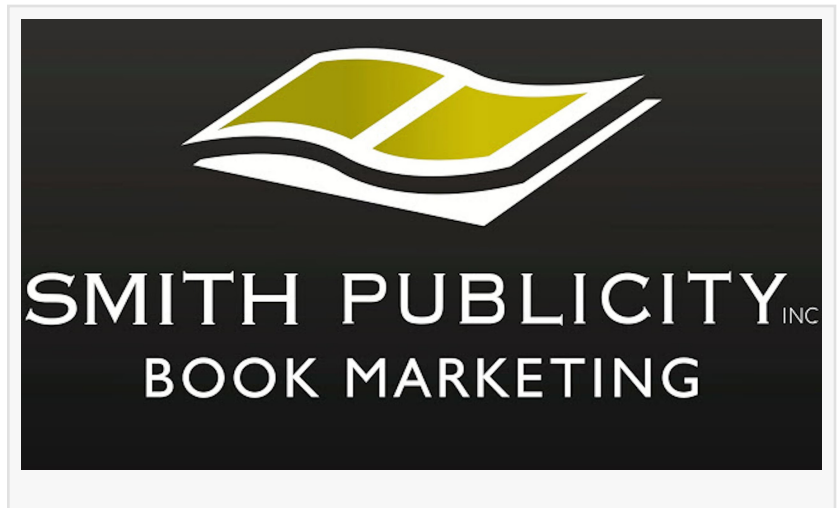


Vice President, Smith Publicity

Amazon lists specific policies and royalties including minimum and maximum list price rules and royalty levels.

About Smith Publicity

Smith Publicity is the most prolific book marketing and book promotion agency in the publishing industry. Since 1997, the firm has promoted over 3,000 books of every genre, from self-published first time authors to traditionally published New York Times bestselling books.



Smith Publicity is an equal opportunity agency, and no quality book and/or credentialed author is turned away, regardless of publishing method.

Website: www.smithpublicity.com

Bella Asher

Smith Publicity

856-489-8654, ext. 306

[email us here](#)

Visit us on social media:

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