

Amazon Marketing Tools for Authors

Amazon.com

Reach Amazon customers with Author Central, Associates and Giveaway



The Amazon Author Ecosystem

Self-service Amazon tools work together to help you **increase your following, your book sales, and your revenue per book.**



This presentation will explain these tools and get you started.

What are Author Central's Author Pages?

Your Author Page is a page on Amazon dedicated to **you**. This is where **you can speak directly to your readers and provide your latest updates**.

Author Page Features:

- » **Photo and biography**
- » **Bibliography**
- » **Links to blogs**
- » **Follow button**
- » **Events and videos**

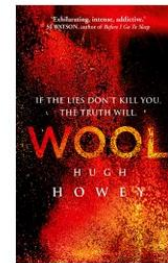
Hugh Howey



Hugh Howey is the author of the award-winning Molly Fyde saga and the New York Times and USA Today bestselling WOOL series. The WOOL OMNIBUS won Kindle Book Review's 2012 Indie Book of the Year Award -- it has been as high as #1 on Amazon -- and 40 countries have picked up the work for translation. Ridley Scott and Steve Zaillian are adapting the work for 20th Century Fox.

Customers Also Bought Items By

[A.G. Riddle](#) [John Scalzi](#)



\$4.99
Kindle Edition



\$5.99
Kindle Edition



\$1.99
Kindle Edition

Author Updates



Blog post
[A Tour of Wayfinder](#)
Welcome aboard WAYF days, we set sail around Good Hope for Cape To few weeks, me and three will sail across the Atlas Caribbean.
5 days ago

Author Central/Author Pages Key Facts

Author Pages make you and your work easier to discover for **millions** of Amazon customers.

They inform customers and help them **buy books**

You can **boost sales** by letting Amazon notify customers of your new releases, through the Follow button*.



Track performance of your sales and reviews in Author Central.

*The follow button is hosted below your photo on your Author Page.

Get Started with Author Central

- 1 Register as an author through Amazon's Author Central portal: authorcentral.amazon.com.

Create your Amazon.com Author Page and more

Reach More Readers

At Author Central, you can share the most up-to-date information about yourself and your works with millions of readers. [Learn more](#)

Add your biography, photos, blog, video, and tour events to the Author Page, your



Already a member? Sign in to access your account.

E-mail address

Password

- 2 Create a great experience for readers by uploading your photo and bio and managing your bibliography.
- 3 Engage readers by updating your blog content and events.
- 4 Start tracking sales performance and your readers' reviews.

What is the Amazon Associates Program?

The Associates program provides advertising fees to affiliates for linking customers to Amazon from their websites, blogs and social media. **When your readers click and buy eligible products on Amazon, you can earn 4-8.5%.**



1 Your reader clicks on the affiliate link on your site, blog or social media.

2 Your reader buys an eligible product from Amazon.



3 You earn an advertising fee.

Associates Key Facts

Earn advertising fees of **4%-8.5%** on eligible purchases made from your links.

All eligible items on Amazon can generate advertising fees – not just your book.

Top authors on Amazon use the Associates program.

A successful Associate site has the potential to drive **thousands** of incremental sales dollars and book page views every year.

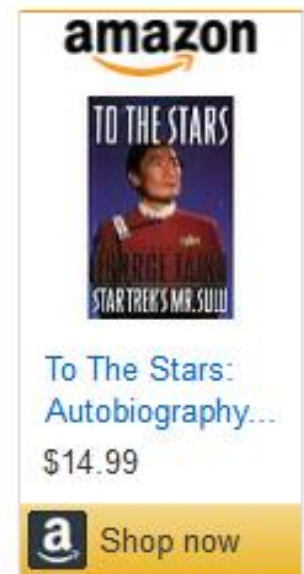
Get Started with Associates

1 Register your URL and tax information at our self-service Associates website: amazon.com/associates.

In the field “What is your website about?” include the hashtag “#Author”.

2 Use the Associates portal to generate tagged links and post them on your website, blog and social media content.

3 Send your readers to a retailer with 20 years of experience creating a great customer experience for your readers and reviewers – Amazon!



Example link created through the Associates Portal

What is Amazon Giveaway?

Use Amazon Giveaway to **easily set up and run a giveaway contest for your books**, for no additional cost to you beyond the retail price of the giveaway items + shipping & taxes.

- » **Create buzz:** Use the giveaway as one more strategy to market your book.
- » **Reward your audience:** Get your book into the hands of your readers and followers.
- » **Grow your followers:** Ask participants to follow you on Amazon, YouTube or Twitter to become eligible for your giveaway.



The screenshot shows the Amazon Giveaway setup page for the book 'Essential Emeril'. The title 'Set up an Amazon Giveaway' is at the top. Below it, a sub-header reads 'Amazon Giveaway allows you to run promotional g...'. On the left is the book cover for 'Essential Emeril' by Emeril Lagasse, featuring a 'LOOK INSIDE!' banner and a photo of the author. To the right of the book cover, the text reads: 'This item: Essential E', 'Price: \$18.03', and 'Ships from and sold by'. At the bottom right is a button labeled 'Set up a giveaway'.

Giveaway Key Facts

On average, giveaway items see **50%+** unit sales growth during the week they run.

“Works like a well-oiled machine.”

– Author and Amazon Giveaway host

Authors are the majority of Amazon Giveaway users.

Giveaways can be run using **millions** of in-stock, physical items* like books.

Get Started with Giveaway

1 Go to giveaway.amazon.com.



Select prize

2 Choose your own book, or one of millions of eligible items sold on amazon.com.



Set up giveaway

3 Complete a two-step wizard to set up your giveaway and purchase prizes.



Receive link

4 Your giveaway is created and a unique link is emailed to you.

5 Attract entrants by sharing via Twitter, Facebook, and e-mail.

amazon giveaway

Thank You for Reading!

We hope that this presentation has shown you new ways to reach Amazon customers.

Please send feedback via your publisher.

