

Media-Based Strategies for Book Products

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Abstract: Nowadays literary space is the outcome of authorial work, which is more and more a part of the networked environmental new field for information exchange where media are operating at their own levels and interact with one another creating a single space. Against the background of intensified competition and rapid change in digital platforms, publishers need marketing management system that, first of all, take into account current media trends and issues to be faced by target reader groups — make for a growth potential audience volume; understand dynamics preferences. Objectives of the report The aim of this study is to examine, how the contemporary media environment can be exploited in forming successful marketing strategies for books. The paper considers main means of digital marketing: the context and targeted advertising, personalized offers; content marketing (articles, blogs); target offers at social and interactive platforms. The focus of attention is going to be on the reach and potential of niche communities like BookTube to appeal and communicate with a young demographic, while elevating book products online across the Internet for broad audiences. The intimate details of media marketing strategies, like influencer advertising or email newsletters and press (which seems to have something to do with the media) that is involved in festivals and collaborations and more. The dynamics of emerging new digital formats (e-books and audiobooks) that define the paradigm of changes in marketing practices in publishing are explored. Basic principles of control over marketing strategies on the project level in process of the business process digitalization are defined. There is evidence that media tools in SNWs and a personalised approach would be the most significant criteria of marketing strategy efficiency and audience engagement in future.

Keywords: advertising, book production, marketing strategy, media, promotion, publishing

Introduction

The foundation of the modern efficiency of the marketing strategy lies in a thorough analysis of consumer behavior, complete personalization of an offer and tracking the dynamics of consumers' needs. An emphasis is placed on innovative 'digital' enablement, including that of media, in the context presented. In this case, a targeted model for an advertising campaign using media means can not only effectively customize the marketing message under the needs of the target audience, but at the same time it is capable of establishing a durable emotional interaction with that profiled audience due to specific nuances to differentiate readers.

With the help of state-of-the-art information systems, such as big data algorithms in particular, marketers can tailor advertising messages to fit customers' preferences far more accurately and at lower costs, maximizing marketing campaigns. Analytical tools like the Meta Ads Manager and Google Analytics let one track the client audience's interests dynamics, and potential is beyond measure of popularity among users on social media TikTok, Instagram as well as Facebook provide endless capabilities in terms of visual-interactive content for the book industry.

The importance of the topic lies on the impact on media, now and in the future, to transform marketing strategies for books has become a very important topic that needs to be looked into deeply.

The article is focused on the feasibility of contemporary media for the development of efficient book promotional strategies.

Literature Review

The tendency of matching the focus of marketing strategies with digital media and capabilities is correlating with renewed scientific interest in this domain. Some of the aspects were discussed in Jerasa and Boffone [1], Merga [2], Okhrimenko and Fedoruk [3], Grewal et al. [4]. The relevance of traditional marketing practices is rapidly declining due to the emergence of artificial intelligence (AI) technologies and the society coverage under social networks. The writers predicted the dominance in upcoming years of electronic books, while this makes market a reality for advertising through the image.

Özoğlu and Topal [5] and Potwora et al. [6] researched the potential of personalization of advertising appeals in book products and discovered that it is visual content on interactive platforms brings about the greatest effect on the target audience. Meanwhile, Jami Pour et al. [7], Peñalba-Aguirrezabalaga et al. [8] that the high efficiency of advertising policy is determined by the long-term, honest, mutual relations with different audiences (customers, potential investors and partners, media representatives etc.).

Ahuja [9] and Kumar and Saroj [10] are engaged in the problems of targeted and impact analysis big data in order to successfully promote publishing products, enabling quick response to dynamically changing needs of target audience. Analyzing marketing strategies of publishing business in terms of total digitalization, the authors revealed a list of requirements: integration of Search Engine Optimization (SEO) and artificial intelligence, network approach to strategy implementation (search for non-standard solutions), gazination on social networks and online platforms; maximum digital differentiation.

Continuing, Cheung et al. [11] introduced the potential of immersive technologies for marketing in the publishing sector by their implication into mobile applications which intend to guarantee a steady offer and a continued follower trust.

The tools most frequently used for promoting books in the media are examined by Reddan et al. [12] to consider that, in social networks (SMM), such as Facebook, Instagram and Twitter. Targeted advertising, thematic hashtags, cooperation with influencers and bloggers enable to increase the audience reach by presenting materials that increase awareness of the product or service and attract a large number of reads.

The publishing industry is apparently in the mist of much publicised "massive" marketing overhaul if trade news reports are anything to go by. Furthermore, media techniques of audience growing and advertisement content targeting need special analytics.

Materials and Methods

Holistic and systematic analysis, as well as synthesis, were used to identify the most significant aspects and basic concepts of the phenomenon under study. Comparative analysis was used to identify the most priority and relevant communication models and critical aspects of their application in the promotion of modern books in the media.

The dialectical method was applied to detail the system of definitions, identify basic categories and theoretical generalizations. The generalization method was used to identify critical consequences and the nature of the impact of the development of new communication strategies on the book publishing market.

The systematization method was used to identify key tools of modern marketing strategies for effective book promotion in the media.

Results and Discussion

Media resources are becoming critically important in the context of continuous communication with the audience of potential customers in the publishing sector. Social platforms such as Instagram, Facebook and YouTube are becoming basic channels for distributing advertising narratives and targeting marketing messages. Active use of the ability to adapt the advertising context based on behavioral patterns, interests or search history on Facebook allows to expand the audience through personalization, and the involvement of influencers forms potential demand through posts, reviews or video reviews [13]. The key opportunities of the media in the formation of marketing strategies for the promotion of publishing products are systematized in Table 1.

Table 1. Use of media in strategic marketing in the publishing business

Direction	Goals	Characteristic features
Mass marketing	recognition , expansion of the customer audience	The use of mass media and other media (television, radio and print, as well as modern digital channels, such as social networks, websites and mobile applications) to simultaneously reach a large audience and promote products or services.
Targeting	Identifying a target audience segment	Targeted advertising that takes into account the analysis of behavioral trends of potential readers
Engaging bloggers and influencers	Product recognition	Formation of consumer preferences of readers
SEO optimization	Increasing the user base of company resources	Search engine optimization
email marketing	Increasing audience loyalty	Sending promotional offers via email
Retargeted advertising	Building an audience of regular customers	Targeted advertising to users who have had experience interacting with the company
Social networks (SMM)	Attracting a young readership	Interaction with target audience, increase awareness, increase sales and attract traffic
Cross-promotion	Expanding the customer audience	Collaboration with other companies for marketing support

Source: systematized by the author

Analysis of the dynamics of the development of social networks Instagram (from 1 billion users in 2020 to 2 billion in 2024), TikTok (from 700 million in 2020 to 1.5 billion in 2024) and Facebook (from 2.5 billion in 2020 to 3 billion in 2024) allows us to state the growth of the modern online population [12]. Digital upgrade keeps the social significance and essence of traditional literature, creating additional opportunities for more effective content distribution. In particular, among the key processes it is worth noting:

- Transition to new literary platforms in the digital environment, which contributes to expanding the readership and adapting to the dynamics of information consumption trends;
- Introduction of new technological tools and formats that transform the role of literature in the information system of society through the use of interactive elements and data visualization;
- The development of new forms of relationships between writer and reader, which implies the emergence of new hybrid formats and genres.

The particularities of digital literature concern numerous large-scale processes that change the environment of media and require a new approach towards book promotion in the conditions of novelty. Especially, the adaptation to new digital platforms and rhythms of audience information consumption; the use of new technological resources that change books' role in the information system (based on interactive elements); the identification of

hybrid models for readers and authors' interaction: relationships through comments, feedback, and combined content production became stronger [14]. Here, there is a combination, genrefication or dilution of the author's columns, blogs, microblogs, streams, podcasts, infographics, demotivators, web comics, and other "graphic data carriers" that illustrate the features of the networking space and demands from the audience.

Very few of these creative stories of events and issues that are often out of the traditional media spotlight will end up in social media or online. This certainly involves the filtering and validating of information, an ability to communicate knowledgeably with their audience but also to maintain trust [15].

Special attention is given to creativity, which converges with the challenges of digital transformation in overcoming traditional forms of creation and presentation of literary content [16]. Innovative solutions support the attraction and retention of viewers, facilitate production of distinctive formats or genres [17], and experiment with new forms.

In the age of clip thought and the tendency for short literary products, the amplification of reading trend popularization discourse to stimulate demand for books has its significance. The dialogue and the speech about what is read is exceptionally suited to social networks, so blogs are one of the most common and effective tools for the mediation of book communication and orientation in the literary process. Book blogs simultaneously shift the established perspective of how book culture is perceived as a whole, drawing attention to non-standard methods [18].

In particular, collaboration between publishing houses and book bloggers is seen as one of the effective means of promoting publishing products. YouTube channels can be positioned as an effective tool for promoting modern book publications. Blogs offer new forms of book promotion – sampling, publishing reviews in collaboration with book publishers, joint book draws with the publishing house, etc. This form of interaction significantly increases the level of awareness of the reading audience and society as a whole regarding trends in the literary field, contributing to increased interest [19].

In order to promote their own pages on social networks and increase user awareness of their activities, publishing houses offer famous bloggers to become authors of books themselves. Such collaboration is explained by the presence of a wide audience among bloggers and the fact that, in fact, bloggers are authors who write a lot and regularly. The media environment and the blogosphere are, first of all, communication and feedback, without which the development of the reading environment is not complete. Book clubs used to operate in traditional bookstores and libraries, which provided their members with an invaluable opportunity for live communication. Digital literary resources, on the other hand, provide a virtual platform for initiating dialogue and discussing what has been read [20].

In general, bloggers manage to captivate with their own positions and ideas active youth who strive for self-development and allow themselves to be involved in non-format innovative projects. The literary process in the modern digital context and the priority of communication in social networks is covered by many blogs, including podcasts, blogs in online communities and book video blogs (vlogs). At the same time, video blogs are becoming increasingly popular to meet public needs in discussing publishing news. In order to designate this phenomenon, the definitions of "bookstagram" (a type of book blogs on the Instagram Internet service) and "booktube" – a book segment of the YouTube video hosting service – appeared.

The key common feature of these formats is the dominant visualization. In the case of "bookstagram", the visualization takes the form of a book cover to which the post is dedicated, accompanied by "atmospheric" photos or illustrations, in the style of a photo story of an impression or a photo report. At the same time, the accompanying videos are not endowed, as a rule, with independent functionality, and the textual response (quotes, individual thoughts) is, as a rule, much smaller than the video sequence.

The most important message of the "bookstagram" is feedback – opinions and comments of subscribers. The "booktube" video has a slightly different functionality. Being an independent and author's content, it acts as an expressive, powerful and communicative tool that has important technical characteristics – techniques for constructing a video series and a genre palette. Video blogs are differentiated by goals, style of presentation of the material, and the level of literary training of the authors.

Conventional library organisations are reconsidering their partner development in a highly participatory posture of the new social media culture. This makes it possible for them to observe social fashions in literature, and to find the reasons in their particular surroundings which render change inevitable. Through providing content to

discuss heard libraries provides both social media users and publishers an appreciation of the role played by discussion in the ecology of literature and its efficacy in moulding contemporary book culture [21].

Based on the nature of its specifics in the modern publishing market and tendencies to developing digital processes, it makes sense to focus attention of key basic strategies for forming a project publishing strategy within the framework of digitization business.

- 1) Social media marketing (SMM), which consists of developing a promotion plan and setting clear objectives, content publication (discussions, excerpts, reader communication, book writing history etc.), interactive activities (polls, quizzes and contests);
- 2) Influence marketing, by working with influencers (bloggers, celebrities, opinion leaders etc) so that the book is promoted to their audience;
- 3) Content marketing, i.e. articles for blogs, specialized press and beyond on the book; -video announcements; Author interviews Reader reviews Live streams Webinars Q&A session
- 4) Internet marketing, namely placement of contextual and display advertisements to diversify the audience; placement of messages transacted through price aggregators; publishing an e-book on book platforms (e.g., Amazon Kindle Direct Publishing, Litres, Google Play Books and Apple Books);
- 5) PR and off-line promotion, including press engagement for book/media coverage, participation in book fairs and festivals, events organization: stands at conference fare (autograph sessions), readers meetings [22-24].

Understanding the digital behavior of the audience of potential customers allows to create effective communication in the digital environment. For effective marketing activity in the digital space, global reports are considered useful, which represent the analysis of data on the activity and habits of media resource users. One of the main reports in this industry is Digital Global Overview Report [25], which accumulates the most complete information on the use of social networks, streaming services, interest in podcasts, and reasons for choosing certain platforms (Figure 1).

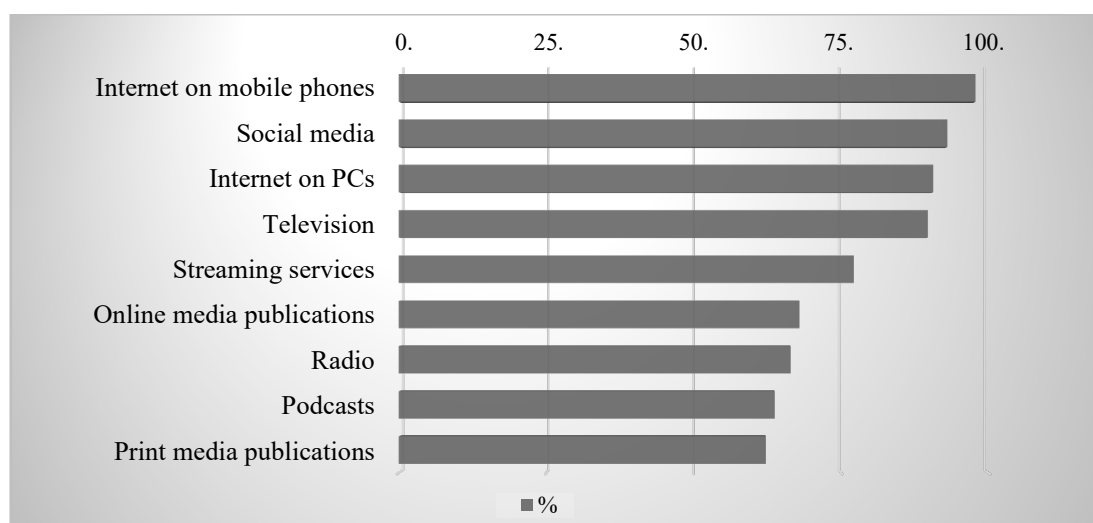


Figure 1. Media consumption of the audience aged 16 and over, %

Source: Datareportal [25]

Given the specifics of modern media consumption, in which 97.8% of Internet users connect to it via a mobile phone, and 93% use social networks, it is necessary to adapt marketing strategies to the obvious realities. First of all, the promotion of goods and services using mobile devices, such as smartphones, tablets and smartwatches, involves the creation of personalized campaigns that take into account the user's location and time, actively involving geolocation marketing [26]. A personalized experience, at the same time, allows to address the customer with relevant offers at the right time and in the right place.

At the same time, SMM on key platforms Facebook, Instagram, TikTok, YouTube, Twitter, LinkedIn forms a positive image of the product through content, advertising and communication, increasing the recognition of the book or publishing house and forming a community around it. Blogs and podcasts are currently positioned as one

of the most effective and popular tools for orienting the modern reading audience in the literary process and developing book communication. They contribute to expanding the audience of users, involving young people in the literary process not only as readers, but also as authors or co-authors, which contributes to creative self-realization, intellectual communication, and creates an active dialogic space around modern literature. Media support of literary activity through blogging carries an emotional component that is absent in the traditional format. It is also necessary to take into account that bloggers, as active participants in the mass media process, have a significant impact on the formation of public opinion.

Conclusion

In the digital literary environment, media of different levels successfully coexist and interact with each other, forming a single space. The digital space provides additional advantages for the promotion of book products, reducing dependence on commercial information corporations and the media, creating unlimited opportunities for marketing due to speed, affordability, and ease of use.

Key current trends that influence the digital development of literary promotion strategies are: attracting the attention of a youth readership; active development of highly specialized literary media platforms and publications focused on niche audiences; real time content, which allows for rapid dissemination of information and provides instant feedback; the development of digital publishing houses and digital literary products; audio format of books; integration of online platforms, where the distribution of literary content is most active. BookTube, Bookstagram and BookTok have gained popularity and are positioned as the latest tools for increasing the reach and attraction and activation of the target audience of a particular book product. Interactive advertising increases the accessibility of publications and reformats the structure of the book publishing market, ensuring a significant increase in volumes and creating new channels of interaction with the target audience.

Prospects for future research are seen in developing a concept for improving the interaction between publishing and the audience, complementary to the requirements of the digital age and the transformation of the very concept of reading.

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