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The Affect of Utilizing Social Media Marketing in the Publishing Industry

Lauren V. Kretzschmar
Dominican University of California

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Abstract: The Affect of Utilizing Social Media Marketing in the Publishing Industry
Lauren Kretzschmar
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In the publishing industry, marketers have found it difficult in the past to market directly to consumers, so they were mainly focused on marketing to other businesses and retailers. Recently, there has been a shift in the way publishers market, and they are now utilizing social media to market directly to potential customers. Implementing social media marketing allows publishers to establish a relationship with their readers. It also provides a platform for companies to promote content marketing, and for readers to converse and share testimonials about the books. Delivering content marketing is becoming an essential part of marketing in the publishing industry because consistently distributing valuable information will entice customers to learn more about the company's brand. Companies using social media also can present readers with exclusive information they may not have access to otherwise, such as events related to the book, artwork and spreads, book giveaways, and more, leading to higher purchasing probability. In the past decade, social media has completely changed the way that people and businesses interact and communicate, specifically in the publishing industry. This thesis investigates the importance of publishers practicing social media and using it as a channel to endorse content marketing. Accompanying my research for this thesis, I will create a comprehensive marketing and publicity plan for a highly illustrated coffee table book, implementing social media throughout the plan.