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DIGITAL MARKETING IN THE BOOK INDUSTRY

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ABSTRACT

Marketing in the book industry has followed the same strategies. Digital marketing has scarcely been used by companies such as the Portuguese bookstore franchise Bertrand. Bertrand is one of the oldest bookstores in the world.

Nowadays, consumers tend to look at social media (i.e Facebook and Instagram) as a way to learn about new products, sales and product reviews. According to Solomon in “Consumer behavior: A European perspective” buyers take into account mouth to mouth information far more than advertising. They seek opinions of others to know if the product is reliable or not. We are to pursue this concept applied to major book companies, comparing those who use the principles of Digital Marketing and those who have classic marketing strategies.

Bookdepository and Amazon have been proficient in using digital marketing as an efficient tool to attract readers. What I propose is analyzing how digital marketing can boost the book industry and change the consumers’ perspective on book consumption.

Keywords: Digital Marketing, Book Publishing, Brand, Marketing Strategy, Social Media