

VISIBILITY RECIPES FOR YOUR BOOKS

24symbols

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- * New features

- How can I give more visibility to my books?

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In **24symbols** we have a different way to build relations with readers. As a subscription platform we don't need to continually trigger their purchase impulses with aggressive discounts or brief new releases. Our commitment, once the reader is subscribed to the service, is to **give** her books she wants to read and earn her **loyalty** by giving her a service that offers a really good functionality to **discover** new and attractive books, and **interact** with them.

A subscription service like 24symbols implies a **Reading commitment** with our users that has to be shown with a variety of functionalities. As publishers, these new forms of relationship with readers become a unique opportunity **for your books to be known**.

Take advantage of your presence in 24symbols.
Not only as a selling channel but as a marketing platform as well.

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That is why we take care in a very special way of these tools that give **visibility** to your books. We are talking about mainly viral options, that do not exist neither in libraries (where new releases fiercely compete between them) or in regular eBookstores (where only bestsellers and offers shine).

- **Organic:**

24symbols feeds of **metadata** that comes along with the books. This metadata includes information that helps the books to be discovered (author's profile, category, synopsis...)

- **Highlights:**

In every bookstore there are books that can be easily found in the new releases section or in the counters and tables. In a digital platform the reader first access the homepage or selects a category where some books are highlighted and others are not. Here we have a **visibility** bonus that automatically becomes into readings, meaning sales.

- **Newsletters:**

24symbols sends **emails** every 2 weeks to suggest new readings, and enhance the use of our platform. Some of these newsletters are bulk mailings (as we have over **one million registered users**) and others are more segmented. In special occasions, we send newsletters focused on one specific title, topic or event.

- **Social Networks:**

Our **Facebook**, **Twitter** and **Instagram** accounts are full of literature. These are the places where we present authors and discuss about books with thousands of users worldwide.

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- **Bookshelves :** 

24symbols has made a **bookseller** out of every reader.

Our users can create **bookshelves** (book lists), highlighting the titles included in each one and sharing them to gain **followers**. From that moment on, each new book added, favorited or with comments generates **notifications** to the followers. Therefore, even **background books** found their natural path to readers, thanks to the connections created by the same literary taste that are built inside the community.



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- **Magazine:** 

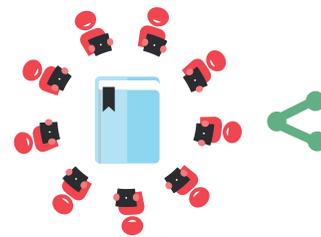
We work with **automatic recommendation algorithms** but above all these tech tools, we are **people that really love books**. That is why we have created [24stories](http://24stories.com), a literary magazine, where our readers will find entertaining stories that are worth reading. These stories should help us attract readers and should help these readers to discover good books.



English version coming soon

- **Book Club/ Gamification:** 

The **24symbols community** is an excellent place for readers to interact between themselves, read together, discuss with authors, accept challenges or participate in contests. All these **activities** are meticulously prepared by our team with only one goal: gain the attention of our readers to certain selected books.



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1. By including good metadata. Get your book well dressed, take care of some basic elements that the reader will examine before making its choice.



2. By connecting with the 24symbols editorial team, as you would do with any other bookseller. They decide which books to highlight; they are the ones creating bookshelves that already have a lot of followers; they write newsletters; and they prepare articles for the magazine.

Reach them at: afernandez@24symbols.com
yulia@24symbols.com

Contact us and we will help you

3. By engaging those readers that will produce settlements. Adding links to **24symbols** in your websites is really easy. Each user you bring to our platform and registers will be able to read the first 10% of the book and get hooked on the plot. If she takes advantage of the 30 free days offer and reads a single page more, you will be paid the **entire** settlement, like a sale.

HOW TO DO IT



- Choose the 24symbols icon that you prefer for your website (www.24symbols.com/icons).
- Link the icon to:
<https://www.24symbols.com/store/search?p=XX&q=ISBN>
XX means the publisher number (we will supply it to you) and ISBN is the same code you gave us in the metadata.

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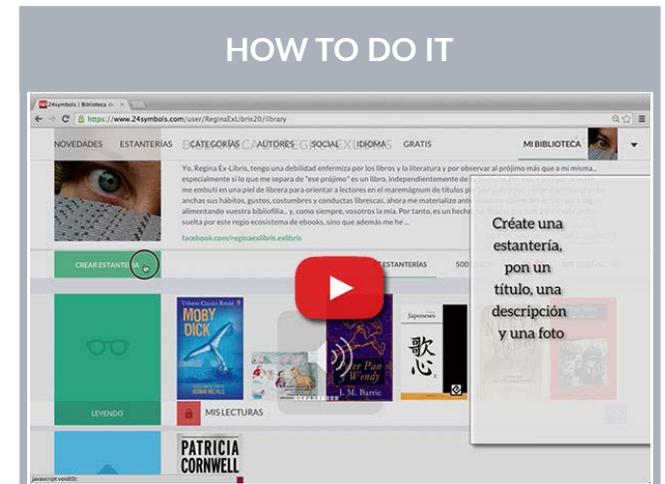
4.  **Transform yours or your author's Facebook profile into another commercial channel.** With **24symbols** you can add there the books you want to promote. With only one click and without exiting Facebook, the reader will start to read. If she goes beyond the 10% you will get paid with the full settlement. Easy, right?

It's very simple, just follow these steps



5. **Create bookshelves** associated to your publisher's profile or in collaboration with other similar publishers. Obtaining new followers rests on us (popups in the home site, newsletters mentions, etc.). This profile and its followers will be an **online community** at your complete disposal, to communicate, promote and discuss with them.

Click here to see how to create bookshelves



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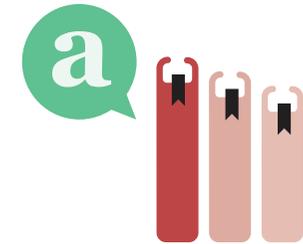
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6. Tell us your stories. The magazine, [24stories](#), belongs to the community and it is opened to any contribution. Its audience, clearly in an upward trend, makes it a valuable channel for inspiring texts that go along with its editorial line and that help discover books that are worth reading.



7. Enjoy reading statistics. In **24symbols**, and that is not very usual, you will be able to see all access data related with your books.

Do you want to know how to capitalize on these statistics?

Reach us at: yulia@24symbols.com

Contact us
and we will
help you

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THANK YOU



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