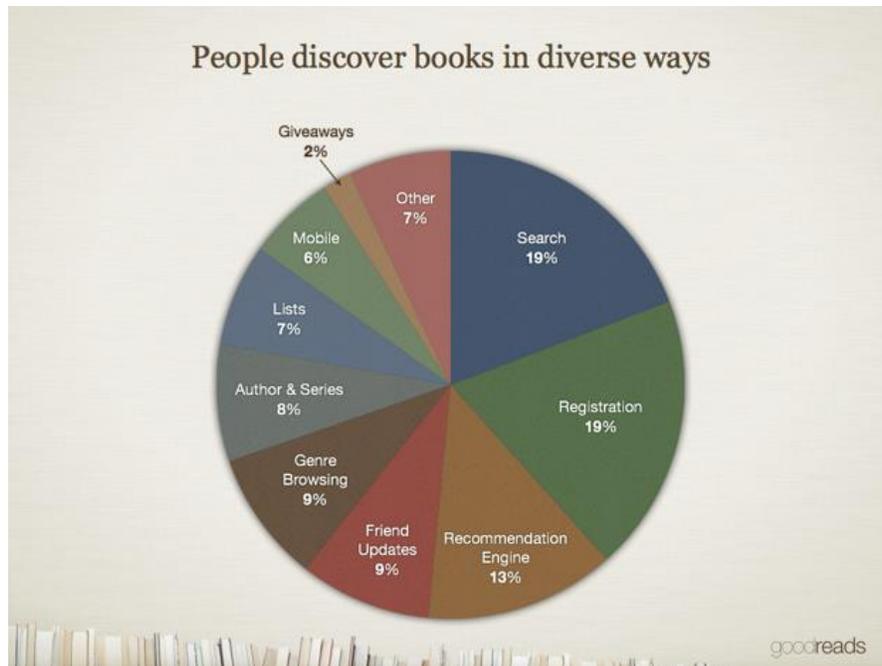


# Goodreads Research

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I stumbled upon a blog post called “How do Books get Discovered” This gave me many, many charts and statistics. I copied some over, but included the link so that you could see the others.



Obviously, Search is the best way for people to discover books. Searching, however, isn't solely based on services Goodreads offers. Overall, I wasn't sure how this meant we needed Goodreads, but I included the chart because I was a little shocked to see that Giveaways only made up 2% of the chart.

So, armed with the question “How does one make people search for a book?” I read on to find that the top 4 were Known Author, Offline Friends, Goodreads Friends, and Goodreads Recommendation Engine.



I was also a little shocked to find that both Facebook and Twitter were listed BELOW practically everything, even radio!

The Goodreads Recommendation Engine, however, caught my interest. This nifty gadget uses data points and a statistics problem type of logic that I'm sure I can't understand to give people book recommendation based on their "bookshelves." In order to come up in this engine, a book needs to have at least a few hundred ratings. A way to get ratings is by showing a very strong/well known comparable title. This, however, is on the author side of things.

Other advice they give is to establish a core fan base and encourage ratings and reviews as much as possible. Adding the Goodreads badge/widget to your site will obviously help with this.

Giveaways: I never realized how few books were actually needed to create a buzz over giveaways. I couldn't believe that there were over 1,000 people in a 2 book giveaway! While this is a small portion of the way to get discovered graph, I actually know several people who will enter every giveaway in the genres they like in order to find a new book to read.

Quizzes: I was looking around the website and found that users can create quizzes. If there was time to create these, I'd add a bunch of little "guess the book" kind of quizzes and happen to have one of our books as a question in order to possibly generate searches.

Advertising: The search options for advertising on the site are less than or more than \$5,000.

Overall, I didn't find anything about Goodreads that can be specifically used to a publisher's advantage. In a way, that's why it is so great for readers. I think that keeping it with the authors and giving them tips in how to get their book out there on the site while creating as much buzz as possible outside of the Goodreads realm is the course of action taken by many publishers. (Outside of paying for ads, that is)

Links:

<https://www.goodreads.com/blog/show/343-how-do-books-get-discovered-a-guide-for-publishers-and-authors-who-want>

<https://www.goodreads.com/advertisers>

MORE INFORMATION:

Authors/Publishers

- You're probably already aware of the Author Program, but here's a quick link to an overview - [Goodreads Author Program \(Free\)](#).
- The Goodreads site notes plenty of good suggestions via help pages or detailed blog posts.
  - [Usage of Videos, Events, Giveaways, Newsletters, Q&As, Ads, Etc.](#)
  - [Book Discovery](#) - includes chart stats showing how readers hear about books (even amid social media front-runners, word-of-mouth via offline friends and Goodreads are still leading sources)
  - [Media's Role in Goodreads Usage](#) - notes influence of outlets like NPR and The Daily Show
- Other Articles w/ Suggestions
  - [Book Promotion](#) - an article by Goodreads' Author Marketing Coordinator; tips for **SEO**, giveaways, group creation, **ads (self-serve option)**, & author involvement

- [Ask the Author Feature](#) - a detailed, quick and to-the-point description; includes tips from Goodreads' Dir. of Author Marketing
- [Great Tips for Author Accounts](#) - info on profile creation (**linking personal blogs** to profile), **eBook** uploads, giveaways (no eBook giveaways thru direct Goodreads site), event promotion (**launches, tours**, eBook giveaways not via GR site), & difference b/w **featured groups (Q&As)** and groups
- [Giveaways](#) - insightful article on how the giveaway function works; includes rules & **potential risks and benefits**; as w/ all the blogs, the comment sections can be useful too (this one in particular notes users' diff. perspectives on the value of using giveaways)
- [Discoverability](#) - detailed approach for starting out on GR as first only a community reader (**relationship development**) before promoting oneself as an author; notes way to promote **eBook** giveaways via **discussion boards**

### More Specific for Publishers

- [Goodreads for Publishers](#) - an e-newsletter intended to drive publisher use of Goodreads
- [Advertising Tips](#) - good info on how GR ad space can be used for more than the traditional print-copy promotion (e.g. **books made into shows/movies** [may be something to consider if *The Coroner's Daughter* gets to that point])
- After signing up for a GR account, I was able to see more clearly how Amphorae may want to use GR. Besides authors' having their own pages, it can be **promotional for Amphorae** to create a profile.
  - As mentioned in some of the aforementioned posts, that'd allow APG to generate **connections w/ readers and potential clients** by creating quizzes, book/genre lists, event notices, group discussions, and ads.
  - There's a **creative writing feature** that could be used to post book excerpts from your clients.
  - When setting events, there're options to label it as a book swap, book club meeting, etc.
  - GR has a [Choice Awards](#) in which book nominations are based on reader activity (write-ins accepted too). Great potential for APG books to make the list.
  - APG can become a GR [librarian](#) (the [Book Promotion](#) post explains this) to have more control over how info about its books is described and circulated.
  - APG can create groups based on genres it specializes in, book design, publishing tips, etc.
  - APG can join groups to gain insight and increase visibility; members of groups can participate in polls (there's also general GR polls every member can access).
  - **Events** can be used to bring **awareness to conferences** where you may be a host/participant/attendee.
  - There's a quote function to add memorable lines to one's profile; or even helpful advice from speakers at conferences
  - Here are links to examples of how publishers/others are using GR.
    - [ALLi Social](#) - a monthly online chat; [Event Page](#) (helpful comment on how it can be used: "Charles, each of the authors participating on Nov 15th will send out invitations to Goodreads friends with the link to this chat.")
    - [Simon & Schuster Canada](#) - right off the back, you see they're a librarian and what they're currently reading; they moderate [Chilling Thrillers](#)
    - [HarpersCollins International](#)
    - [MacMillan's Fierce Reads](#); [MacMillan Teen Books](#)
    - [Random House Canada](#); [RH-Canada Group](#); Visibility of [RH Marketing Coordinator](#)
    - [Author Cecilia Tan \(Hachette\)](#)
    - [Penguin YA Book Club](#)

- [Black Balloon Publishing](#) - use of book trailers
- [Books & Bars](#) - used to continue talk from in-person gatherings; something to consider when APG hosts live meetings
- [Graywolf Press](#) - good discussion board categorization and topics
- [Ace & Roc Street Team](#) - a private group, but still a unique way of using GR

In general, there're plenty of examples and suggestions. Goodreads seems to be an adaptable platform useful for general and niche purposes.