

NEW KWL FEATURE: AUTHOR PROMOTIONS

Kobo Writing Life is delighted to be beta launching a new promotions tool, which will give you the opportunity submit your titles for Kobo merchandising, right in the KWL dashboard.

Our merchandisers will be using this tool to solicit for titles for various forthcoming promotional spots. This tool will eventually be rolled out to all KWL authors, **but currently is limited to a select group of beta users**. You, of course, are one of them.

Instead of having to go to a separate web form to submit, you'll be able to click on a title, make an adjustment to price (if necessary) and then enter. Our merchandisers can approve a title, or, if they reject it, provide feedback as to why it wasn't selected for that promo.

You have been selected for this beta testing because you have participated in previous promotions at Kobo and we know that you are already familiar with how they work.

Because this is a beta release, we are still working at streamlining, tightening and some small fixes.

If you are NOT COMFORTABLE with using the tools in beta, please let us know and we can remove you from the beta testing.

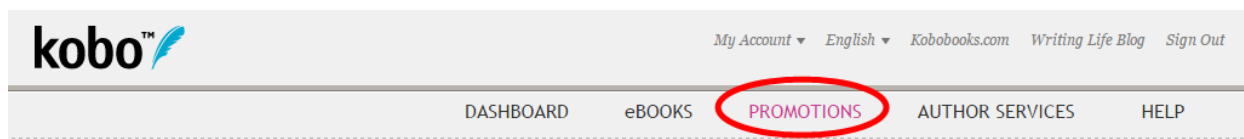
If you run into issues/questions or challenges with this tool, or have suggestions for improvements please email writinglife@kobo.com with the subject line PROMOTIONS TAB. We really appreciate your feedback.

Sincerely,

The Kobo Writing Life Team

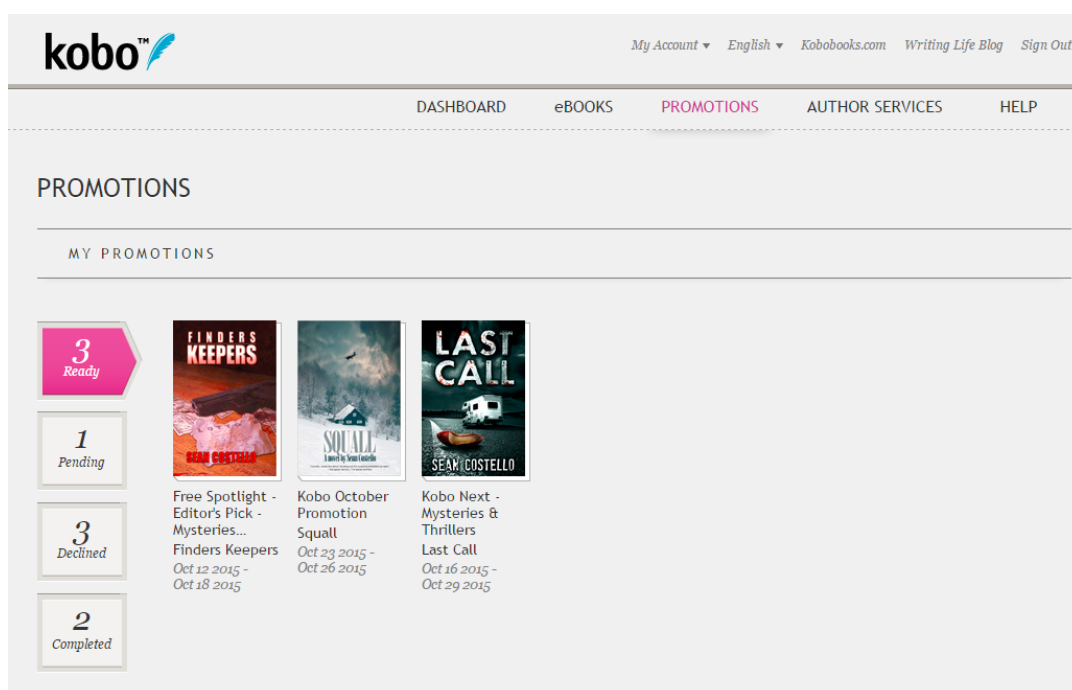
MORE DETAILS & SCREEN SHOTS ON THE FOLLOWING PAGES:

WHERE IT APPEARS



When activated for your account, you should see the new tab, **PROMOTIONS** appear between the **eBOOKS** and **AUTHOR SERVICES** tabs. You might have to log out and then log back in to be able to see it.

WHAT IT LOOKS LIKE



PROMOTIONS will resemble the eBOOKS process. There will be four possible states for your book:

Ready - actively accepted for promotions that are active or forthcoming)

Pending – titles submitted and not yet accepted or rejected

Declined – titles that were declined

Completed – titles from previous promotions

If you scroll down on the PROMOTIONS tab, you'll see any active promotions that are currently available.

You'll see the name of the promotion, available time slots, cost, and description about how the promotion works.

ALL PROMOTIONS

Free Spotlight - Romance

Available times

Oct 12 2015 - Oct 18 2015	\$5.00 CAD
Oct 19 2015 - Oct 25 2015	\$5.00 CAD
Oct 26 2015 - Nov 1 2015	\$5.00 CAD
Nov 2 2015 - Nov 8 2015	\$5.00 CAD
Nov 9 2015 - Nov 15 2015	\$5.00 CAD
Nov 16 2015 - Nov 22 2015	\$5.00 CAD
Nov 23 2015 - Nov 29 2015	\$5.00 CAD

Description

Get your book in front of the most-searched term on Kobo's website.

Featured books will appear on the main page for 1 week and then rotate onto page 2 of the carousel the following week. While prominently visible for 7 days, the book will still benefit from this placement for a 4 week period.

Your book must be free for the entire 30 days in order to be featured.

[Get Started](#)

Free Spotlight - Sci-Fi, Fantasy & Horror

Available times

Oct 12 2015 - Oct 18 2015	\$5.00 CAD
Oct 19 2015 - Oct 25 2015	\$5.00 CAD
Oct 26 2015 - Nov 1 2015	\$5.00 CAD
Nov 2 2015 - Nov 8 2015	\$5.00 CAD
Nov 9 2015 - Nov 15 2015	\$5.00 CAD
Nov 16 2015 - Nov 22 2015	\$5.00 CAD
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Your book must be free for the entire 30 days in order to be featured.

[Get Started](#)

Kobo Next - Mysteries & Thrillers

Available times

Oct 16 2015 - Oct 29 2015	10%
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Description

A curated list, as selected by merchandisers at Kobo, of some of the best titles published through Kobo Writing Life.

Every two weeks, we rotate in 6 new titles in each category, so that your title will be featured on the first/main page for at least 1 week and then will rotate to the next page in the carousel for the next several weeks.

Customers are presented these titles as "hidden gems that are poised to become the next big thing..."

All you have to do is click onto the **Get Started** button to see more and submit a title.

HOW IT WORKS

Due to the high demand for promotional space, most of the promotions will include some sort of charge, either as a flat fee or as a percentage of margin. This helps to ensure that only authors who are serious about and understand the business of writing participate.

While we want to support as many authors as possible with promotions, we must adhere to reasonable caps and limitations to ensure that we can handle the influx of requests for consideration.

And, ultimately, we will only be selecting the strongest titles, as determined by our merchandisers, for the various forthcoming promotions.

FLAT FEE – This is a one-time fee that you will pay in advance in order to secure a spot. This works similar to promotional sites such as BookBub and BargainBooksy.

MARGIN % - There is no up-front cost for these promos, as we support the idea of ensuring people who can't afford an upfront cost are still able to be included in promotions. This means you only pay for units sold, and as such, aren't out of pocket on a promo. You will see the reduced margin presented to you in the monthly financial spreadsheets that we mail out. (For example, if the margin % cost was 10, then you'd get 60% for a sale as part of the promo rather than the usual 70%).

Currently promos are either FLAT FEE or MARGIN % based – we're working on providing the ability, in some promos, for authors to choose between one or the other. We feel that is an important option because, based on your previous promotional inclusion experience, you might find that a flat fee is a BETTER option than giving up margin.

Ideally, we want promotions to help authors be successful and we are eager to see authors come out AHEAD by participating in one of these promotions. We quite like the idea that if a promotion didn't work for you and you sell very little or earn less than what the flat fee cost would be, there's a way to test this out without ending up spending money that you don't earn back.

Below is a screen shot of how a PROMOTION might look when you click on it.

PROMOTION: FREE SPOTLIGHT - SCI-FI, FANTASY & HORROR

▼ PROMOTION INFORMATION

Description

Get your book in front of the most-searched term on Kobo's website. Featured books will appear on the main page for 1 week and then rotate onto page 2 of the carousel the following week. While prominently visible for 7 days, the book will still benefit from this placement for a 4 week period. Your book must be free for the entire 30 days in order to be featured.

Eligibility rules

- The eBook must be available worldwide.
- The eBook must be priced no more than \$0.00 AUD.
- The eBook must be priced no more than \$0.00 CAD.
- The eBook must be priced no more than €0.00 EUR.
- The eBook must be priced no more than £0.00 GBP.
- The eBook must be priced no more than ¥0 JPY.
- The eBook must be priced no more than \$0.00 HKD.
- The eBook must be priced no more than \$0.00 NZD.
- The eBook must be priced no more than \$0.00 USD.
- The eBook must be categorized as Comics & Graphic Novels | Horror, Comics & Graphic Novels | Manga | Horror, Comics & Graphic Novels | Manga | Science Fiction, Fiction & Literature | Horror, Fiction & Literature | Fairy Tales & Folklore, Sci Fi & Fantasy, or Comics & Graphic Novels | Superheroes

Dates and cost

Oct 12 2015 - Oct 18 2015	\$5.00 CAD
Oct 19 2015 - Oct 25 2015	\$5.00 CAD
Oct 26 2015 - Nov 1 2015	\$5.00 CAD
Nov 2 2015 - Nov 8 2015	\$5.00 CAD
Nov 9 2015 - Nov 15 2015	\$5.00 CAD
Nov 16 2015 - Nov 22 2015	\$5.00 CAD
Nov 23 2015 - Nov 29 2015	\$5.00 CAD

Price

The cost is determined by the promotional terms you choose.

Description – basic description of where this promotion will appear

Eligibility Rules – covers the genres a book can be in (automatically determined from your catalog), the territories applicable and the pricing

Dates and Cost – outlines when the promos will be live on site and the cost for each.

Price – for particular promos, such as the monthly 30% off promo's this is where we indicate that there'll be an additional savings passed on to the customer

SELECT AN ELIGIBLE eBook

[Last Call](#) [Captain Quad](#) [Sean Costello Horror Pack](#) [Eden's Eyes](#) [Here After](#)
[Squall](#) [The Cartoonist](#) [Sandman](#)

Select an eBook

Select a date

Set the price

Submit
[Cancel Submission](#)

You'll be asked to select an eligible title (by clicking on it).

SELECT A DATE

	PROMOTION PERIOD	PRICE	SUBMISSION DEADLINE
<input type="radio"/>	Oct 12 2015 - Oct 18 2015	\$5.00 CAD	Oct 9 2015
<input type="radio"/>	Oct 19 2015 - Oct 25 2015	\$5.00 CAD	Oct 16 2015
<input type="radio"/>	Oct 26 2015 - Nov 1 2015	\$5.00 CAD	Oct 30 2015
<input checked="" type="radio"/>	Nov 2 2015 - Nov 8 2015	\$5.00 CAD	Oct 30 2015
<input type="radio"/>	Nov 9 2015 - Nov 15 2015	\$5.00 CAD	Nov 6 2015
<input type="radio"/>	Nov 16 2015 - Nov 22 2015	\$5.00 CAD	Nov 13 2015
<input type="radio"/>	Nov 23 2015 - Nov 29 2015	\$5.00 CAD	Nov 20 2015

Then you will be asked to select the date / Promotional Period

SET THE PRICE

	CURRENCY	LIST PRICE	OVERRIDE PRICE	ESTIMATED ROYALTY
Your currency	CAD - Canadian Dollar	<input type="text" value="0"/>		45% 0.00
Required	AUD - Australian Dollar	<input type="text" value="0"/>		45% 0.00
Required	EUR - Euro	<input type="text" value="0"/>		45% 0.00
Required	GBP - British Pound	<input type="text" value="0"/>		45% 0.00
Required	JPY - Japanese Yen	<input type="text"/>		- -
Required	HKD - Hong Kong Dollar	<input type="text"/>		- -
Required	NZD - New Zealand Dollar	<input type="text" value="0"/>		45% 0.00
Required	USD - US Dollar	<input type="text" value="0"/>		45% 0.00

Select a date

Set the price

Submit

Cancel Submission

Please add a list price.

Please add a list price.

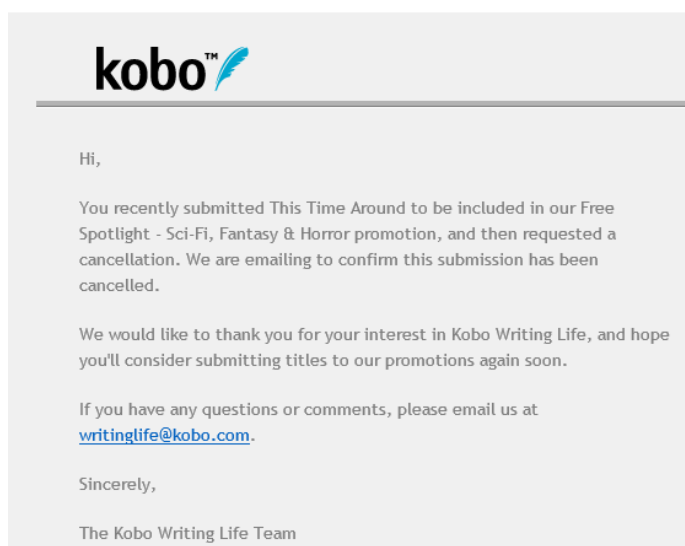
Then you will have to enter/confirm the price for the duration of the promotional period. (Please note pricing is required for all currencies and pricing will be locked and non-editable during the promo period)

When you're ready, hit the **Submit** button

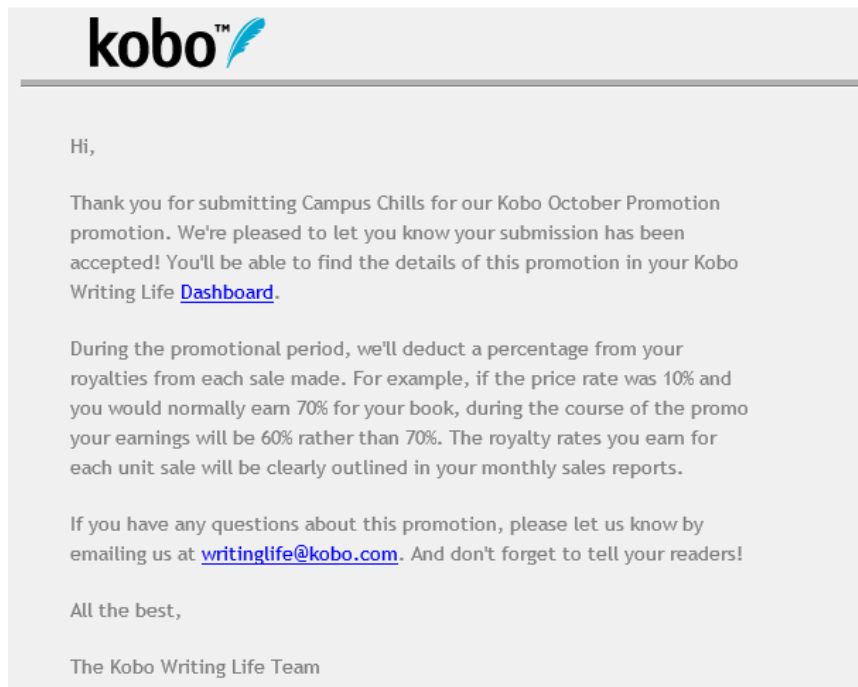
Submit

Cancel Submission

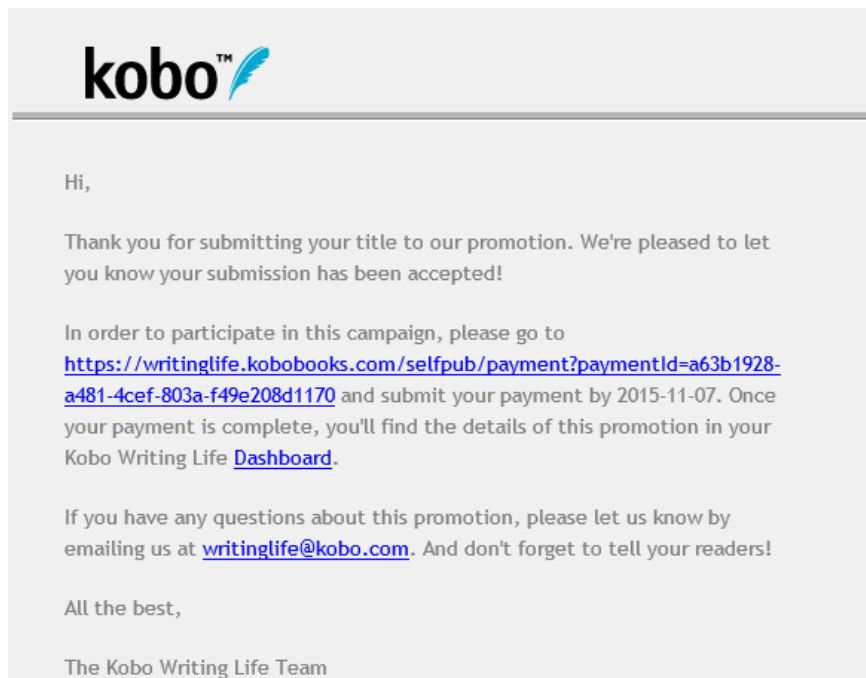
Please note you can Cancel Submission if you made a mistake or want to submit a different title. You'll receive a confirmation on your cancellation.



You will be sent an email upon acceptance – and, if there is a flat fee charge, you'll be sent to a landing page where you can pay for your promotion.



Example of a MARGIN % Promotion acceptance:



Example of a Flat Fee Promotion acceptance

When you go to your PROMOTIONS tab you'll see the status of the item in the header once you click on it.

PROMOTION: KOBO NEXT - MYSTERIES & THRILLERS

Status: Approved

And if the book was rejected, you will receive notification by email:



Hi,

Thank you for submitting *The Cartoonist* for our Free Spotlight - Sci-Fi promotion. Unfortunately, your book has not been accepted at this time. You can find more details about why this book wasn't chosen in your Kobo **Writing Life** [Dashboard](#).

You might be interested in our [blog](#), where you'll find great tips on all aspects of publishing - from cover design and editing, to advice on the business of **writing**.

We would like to thank you for your interest in Kobo **Writing Life**. If you have any questions or comments, please get in touch with us by emailing writinglife@kobo.com.

Sincerely,

The Kobo **Writing Life** Team

... and you will also be able to see the rejection reason when clicking on that item in your PROMOTIONS history.

We will make every effort to be clear on why we are rejecting the title, including the quality of the cover, the effectiveness of a title for its genre, pricing being outside the range, or even other factors in order for you to understand WHY your title wasn't accepted.

Below are some examples of rejections

Status: Declined

No .49 / .99 Price

The submitted eBook was not accepted for this promotion because the price does not adhere to the promotion's rules. Next time, please verify that your eBook's prices have been optimized for all required territories.

Details

Not enough of a deal - please re-submit

PROMOTION: FREE SPOTLIGHT - SCI-FI, FANTASY & HORROR

Status: **Declined**

[Details](#)

We plan on featuring your other title *FINDERS KEEPERS* as a main promo in Oct

PROMOTION: FREE EBOOK SPOTLIGHT - MYSTERIES & THRILLERS

Status: **Declined**

[Details](#)

This was just a test to verify the rejection tool. It is also a campaign from the past. Please consider re-submitting this book for a future promotion

You can always go back to look at titles where the promotional period is Completed so that you can review where the promo was and when.

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DASHBOARD eBOOKS **PROMOTIONS** AUTHOR SERVICES HELP

PROMOTIONS

MY PROMOTIONS

3 Ready		
1 Pending		
3 Declined	Free eBook Spotlight - Mysteries... The Cartoonist Aug 23 2015 - Aug 29 2015	Daily Deal Last Call Aug 3 2015 - Aug 3 2015
2 Completed		

As we continue to build and improve this tool, we'll be including more analysis so you can properly measure the effectiveness of particular promotions so you can make wiser decisions on which ones work for which titles.

Thank you for participating as we launch this exciting new development for KWL. We truly value your input and feedback, so again, don't hesitate to get in touch: writinglife@kobo.com