

Dynamic Content Marketing with Content Excerpts, Search, and Sharing

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About Me

- » **1997: Began publishing career at Tyndale House Publishers.**
- » **1999: Built a publishing workflow system for Tyndale.**
- » **2000–2002: Created Tyndale’s first e-book publishing program.**
- » **2001–2008: General Editor, NLT Study Bible.**
- » **2004: Set up my first publication content archive.**
- » **2009–2013: Developed Tyndale’s Bible e-book program. Automated study Bible ebook production.**
- » **2012–2014: Began helping other companies with digital production and archive development.**

About Black Earth Group, Inc.

Black Earth Group exists **to empower publishing**
by providing knowledge and systems
that **simplify and accelerate the publishing process**
so that publishers and authors can more directly and
effectively **connect with readers.**

How are you doing with your direct selling?

If we build it, will they come?

How is the traffic on your direct selling site?

What are you doing to drive traffic to your store?

How are you increasing your direct engagement with customers?

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Google Book Search — U.S. 2nd Circuit Court of Appeals court ruling Oct. 16, 2015

Google is going to be exposing full-text search to all books.

Where will they point customers?

Excerpts from Oct. 21, 2015 legal brief from Flagler Law Group

The court found that the indexed database of works and provision of snippets “adds important value to the basic transformative search function.” The court also distinguished the amount of each book copied versus the amount made accessible to the public. **Despite Google copying 100 percent of each work**, the court found that the snippet view displayed by Google made it almost impossible to reconstruct extended passages of the books. Essentially, the court ruled that **Google’s use will not damage the market for any work because snippet views will not serve as a substitute for the scanned book....**

Problem: Lack of direct customer engagement and product discoverability

1. We're not getting very much traffic to our own store.
2. People searching for the topics related to our books are not hitting our books.
3. Our products are not generating organic social buzz.

Solution: Build inbound search traffic and social engagement through book content

- Submit all book content to search engines for indexing without making it all browsable.
- Enable readers to share excerpts that they see in their own social network.
- Include a prominent “buy” link on every content page.

An Example

 CLASSIC BOOKS

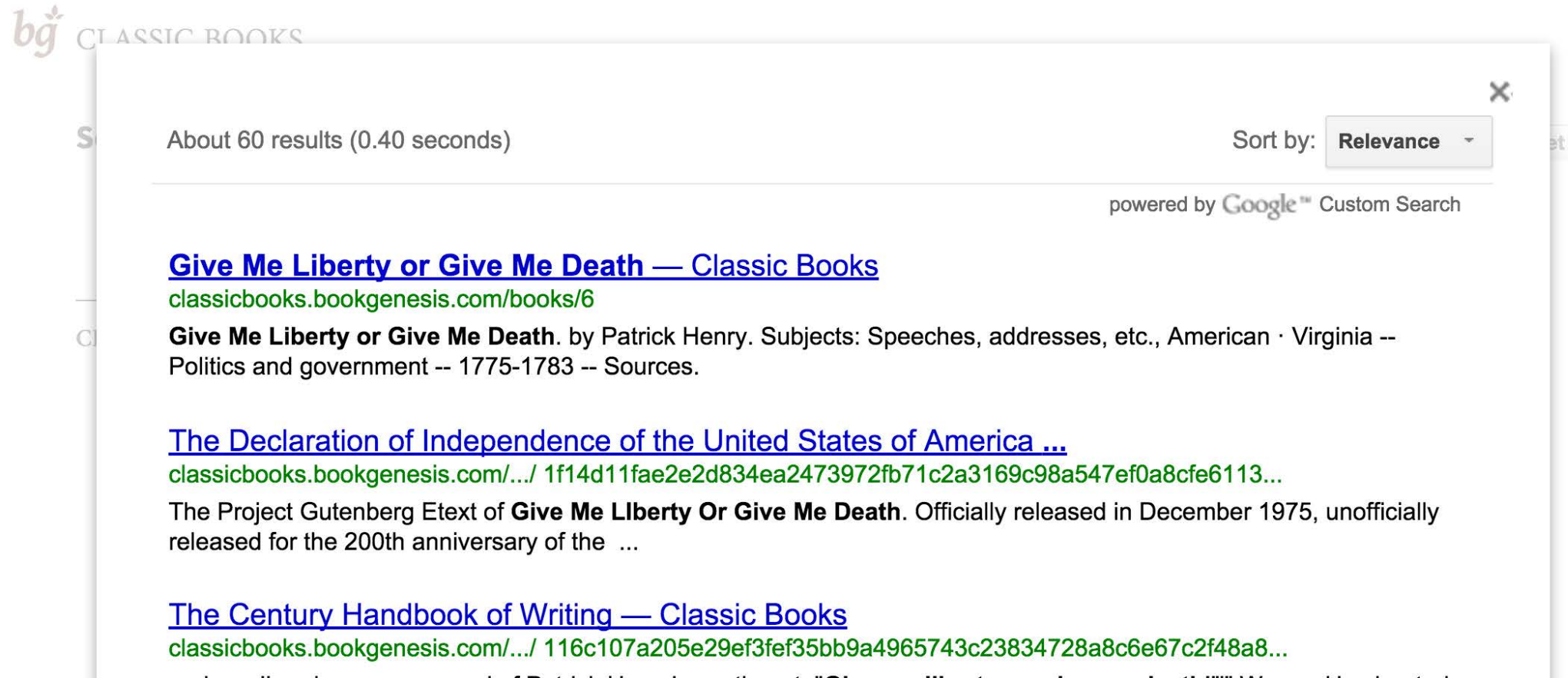
Search

give me liberty or give me death| 



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An Example



The screenshot shows a search results page for classic books. At the top left is the 'bg' logo and the text 'CLASSIC BOOKS'. Below this, it says 'About 60 results (0.40 seconds)'. On the right, there is a 'Sort by:' dropdown menu set to 'Relevance'. Below the search bar, it says 'powered by Google™ Custom Search'. The first result is titled '[Give Me Liberty or Give Me Death — Classic Books](#)' with a URL 'classicbooks.bookgenesis.com/books/6'. The second result is titled '[The Declaration of Independence of the United States of America ...](#)' with a URL 'classicbooks.bookgenesis.com/.../ 1f14d11fae2e2d834ea2473972fb71c2a3169c98a547ef0a8cfe6113...'. The third result is titled '[The Century Handbook of Writing — Classic Books](#)' with a URL 'classicbooks.bookgenesis.com/.../ 116c107a205e29ef3fef35bb9a4965743c23834728a8c6e67c2f48a8...'. There are also some faint, partially visible text elements on the left side of the page, such as 'S' and 'C'.

An Example

bg CLASSIC BOOKS

an excerpt from

My Bondage and My Freedom

Patrick Henry, to a listening senate, thrilled by his magic eloquence, and ready to stand by him in his boldest flights, could say, GIVE ME LIBERTY OR GIVE ME DEATH, and this saying was a sublime one, even for a freeman; but, incomparably more sublime, is the same sentiment, when practically asserted by men accustomed to the lash and chain—men whose sensibilities must have become more or less deadened by their bondage. With us it was a doubtful liberty, at best, that we sought; and a certain, lingering death in the rice swamps and sugar fields, if we failed. Life is not lightly regarded by men of sane minds. It is precious, alike to the pauper and to the prince—to the slave, and to his master; and yet, I believe there was not one among us, who



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(336.9 KB EPUB)

My Bondage and My Freedom

by Frederick Douglass

SUBJECTS:

Plantation life -- Maryland -
- History -- 19th century

Douglass, Frederick, 1818-
1895

An Example



bg CLASSIC BOOKS

an excerpt from
My Bondage and My Freedom

Patrick Henry, to a listening
ready to stand by him in his
LIBERTY OR GIVE ME DEATH!
even for a freeman; but, in
sentiment, when _practical
and chain—men whose senses
deadened by their bondage
that we sought; and a certain
sugar fields, if we failed. Li
minds. It is precious, alike
and to his master: and yet

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Share a link with your followers

Frederick Douglass reflected on Patrick Henry's "Give me liberty or give me death!" Inspiring!
<http://classicbooks.bookgenesis.com/excerpts/f70d7b53bbbc3>

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Douglass, Frederick, 1818-1895

What about Results?

(This is what happens when you do nothing.)

classicbooks.bookgenesis.com

Help 



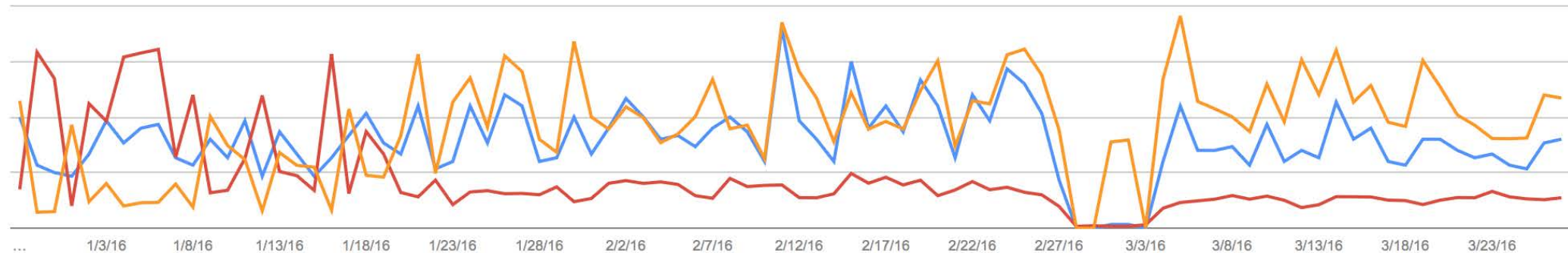
Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks Impressions CTR Position

Queries Pages Countries Devices Search Type Dates
No filter No filter No filter No filter **Web** **Last 90 days**

Total clicks 2,113	Total impressions 97,822	Avg. CTR 2.16%
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Things You Can Do:

- » Ask your authors to choose a dozen excerpts from their book, and share them with their followers over a few days or weeks.
- » Include excerpt links in your email newsletters.
- » Link to excerpts from your blogs and web pages.
- » When an event is happening on the calendar or in the world, search through all the products for excerpts that are timely, and share them.

Questions and Discussion

Thank You!
