

Why Do I Need BookTriX?

We are entering a time when all media is subject to massive change and dislocation. Simply being the owner of content may not be enough to create long term value for the publishing enterprise. You will always build value on your ability to find and bring to life great products, but you are going to have to put a much stronger and deeper effort into building lifetime relationships with customers. You will need to do this while at the same time retaining existing relationships with retailers and others who currently dominate the landscape.

BookTriX uses every trick in the book and creates new ones every day in order to help you take your books directly to your readers. We are a marketing company with a mission: our goal is to change the way the book business works and to help it compete with other media — to win customers to the joys of reading books and book content in every way possible.

BookTriX can provide publishers and authors with a complete array of programs, from market analysis and product review to creative marketing including flash animation (VidLit), direct-to-consumer campaigns, targeted advertising (that really works), email marketing, search engine marketing and optimization, web site design and implementation, email list management, blog building, online book tours and author appearance, e-commerce and store buildouts and management, sales review toolsets, and much more.

Simply put, BookTriX takes proven methods of marketing and direct selling to online venues where customers are congregating, and by doing so, creates new long term revenue streams for publishers and authors.

MARKETING SERVICES

Pay-Per-Click Advertising

Pay Per Click advertising with search engines (especially Google and Yahoo) is much like traditional direct marketing – it allows us to create and try out different book promotion forms and formats, and to determine which description an end-user will see based upon the search terms that a user enters into a search query.

Affiliate Marketing Programs

Affiliate Marketing Programs allow you to acquire and retain new customers by linking to other websites whose visitors you think will be interested in your book or books. BookTriX will create all the necessary tools for you to create an Affiliate Program. We can either implement the entire process for you or teach your staff how to manage it.

Targeted Media Advertising Programs

Targeted advertising is relatively simple in concept but requires careful planning and execution to insure success and efficient use of advertising funds. We assist you in designing programs for placing homepage banner sponsorships, email newsletter ad links and/or text links on specific web pages of sites that can make a difference to your traffic and conversion rates.

BookTriX will work closely with you and to create a list of potential websites to conduct media program tests and rollouts. Pricing for media buys will vary among the different websites.



MARKETING SERVICES (Cont'd)

Existing Customer Contacts

Your Customer Contact lists – and those you can build by working closely and carefully with your authors – represent a valuable supply of leads to which you must learn to market in today's direct to consumer environment. Booktrix has the ability to analyze and review all aspects of customer contact lists of all kinds to maximize its effectiveness. While the larger your lists, the better your results, it is always possible – and advisable – to start no matter how many or few names you have on your lists, and to create every opportunity possible to build your lists.

WEBSITE DEVELOPMENT (Your Toolset of Web Marketing Features)

BookTrix also does website development and can create any of the below features and more. Every website will have needs that are specific to their audience. We can provide you with a custom solution at a price that is very reasonable and will allow you to compete with the biggest publishers. We take a streamlined approach to development and believe that the best work is done efficiently and economically.

- › Website development and design
- › E-commerce: storefront and shopping cart with full linkage to client fulfillment systems
- › Content management systems (internal and external)
 - blogs, wikis, forums, photo galleries, etc.
- › Newsletters and online content
- › Virtual book tours
- › Web based Direct marketing
- › Search engine optimization
- › Search marketing
- › Email marketing and sales data management
- › Web site product merchandising
- › and more, more, more!

MEET THE BOOKTRIX TEAM

David Wilk, Head Trickster

David has worked almost every level and done almost every job in the book business. He has spent more than thirty years learning and re-learning what it takes to be a successful publisher and distributor of books. Books are and have always been one-to-one products, long before the Web came along and popularized the concept. It is and always will be a tremendous pleasure to put a book into the right hands. It is and always will be a tricky business, that's why it's so much fun.

Chris Simental, Director of Development

Chris has worked in the Internet and multimedia industries for over 10 years – designing and producing award-winning Web applications for a variety of large and small companies. Chris has been a technology advisor for many critical projects involving CMS integration, database connectivity, streaming media, and e-commerce. As a programmer and small business consultant, he enjoys using every trick in the book to help clients compete, succeed and grow.

Heather Richman, Creative Director

Heather has been in the field of visual arts and design for 10 years. She has worked in a wide variety of industries as a designer who creates strong, consistent brands and as a producer who has developed impactful collateral. She is an enthusiastic trickster and looks forward to collaborating with publishers to create high-quality designs and creative solutions.



CUSTOMER PHILOSOPHY

We are in this for the long haul...

We will always be happy to take on projects and short term jobs – but we believe that our real value is in what we can bring to your business over a long period of time. Thus, we will customize our services to meet your needs. We believe in what we do. We believe your success is our success, so in some cases we will take an up front fee that is far lower than market value for our services and then an agreed upon success fee as our main form of payment.

An offer you can't refuse...

Need a creative dedicated marketing manager or sales strategist but too small to afford the kind of quality you want? We can work together to create a job description for these critical functions, and for far less money than you would pay for a full time employee, we will give you what you want and what you need to achieve significant market success. We know how to create and we know how to manage. And we have a simple proposition – if we succeed you pay us, if we fail, you let us go!

BookTrix is Proud to Partner with These Fine Companies to Provide Additional Book Marketing Services:

Vidlit, the web's leading producer of innovative flash animated book programs and trailers, with worldwide distribution capabilities.

Book Currents, providing book content to a wide range of niche and general interest websites and specialized web promotion for books and authors.

Meryl Moss Media Relations, a full service experienced Public Relations firm specializing in books and start up businesses.

RECENT WORK

- › www.healthconnexin.com
(complete site redesign and development)
- › www.intersperse.com
(complete site and brand development, including Flash demo)
- › www.oversee.net (design)
- › www.altayusa.com
(site dev, SalesForce integration)
- › www.dominantdiva.com
(complete site design and development)
- › www.courtneymantel events.com
(branding, website design and development)
- › www.bonchocolat.com
(complete site design and development)
- › www.cyclotronrecords.com
(complete site design and development)

