

# New books. New markets.

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Expanding the *goodreads*  
customer base

Natalie Kalin



# Summary

GoodReads is an app and website for book recommendations. We will assume the app has 10,000 current users.

In the US, the majority of readers are college-educated, working, single women between the ages of 21 and 35.

We will be crafting a messaging and launch plan tailored specifically for this target audience. Our launch plan will be designed with a \$10,000 budget in mind.

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# Target Persona

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Our target audience will be college-educated, working, single women aged 30 to 35. This demographic may not be as technically savvy as readers aged 21 to 29, and they may still rely on traditional book recommendation sources such as Publishers Weekly or Entertainment Weekly to find their next book.



# Laurie Chu

Ambitious

Educated

Reliable

## Bio

Laurie lives in a rented apartment with 2 bedrooms and works predominantly from home. After a long day at work, she likes to curl up with a book and a glass of wine.

## Wants & Needs

- Learn something new each day
- Continue advancing in her career & taking on more responsibility

## Frustrations

- Finding new ways to grow her knowledge base
- Trying to find new books for career and personal growth

## Community

Websites

Kirkus Reviews

Journals

NonProfit Times

Publications

Publishers Weekly

Brands

Nordstrom, Apple

## Technology

Internet



Social Media



Online Shopping



Gadgets



Early Adopter



Age	32
Occupation	Non-profit director
Education	Grad School
Income	\$75,000 annually
Status	Single

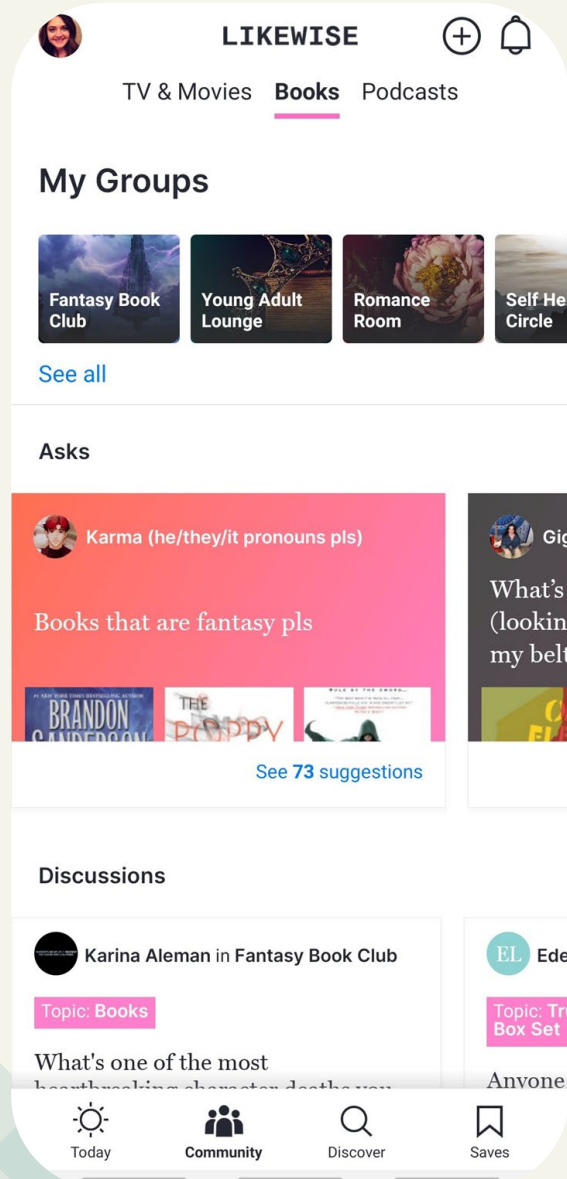
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# Competitive Assessment

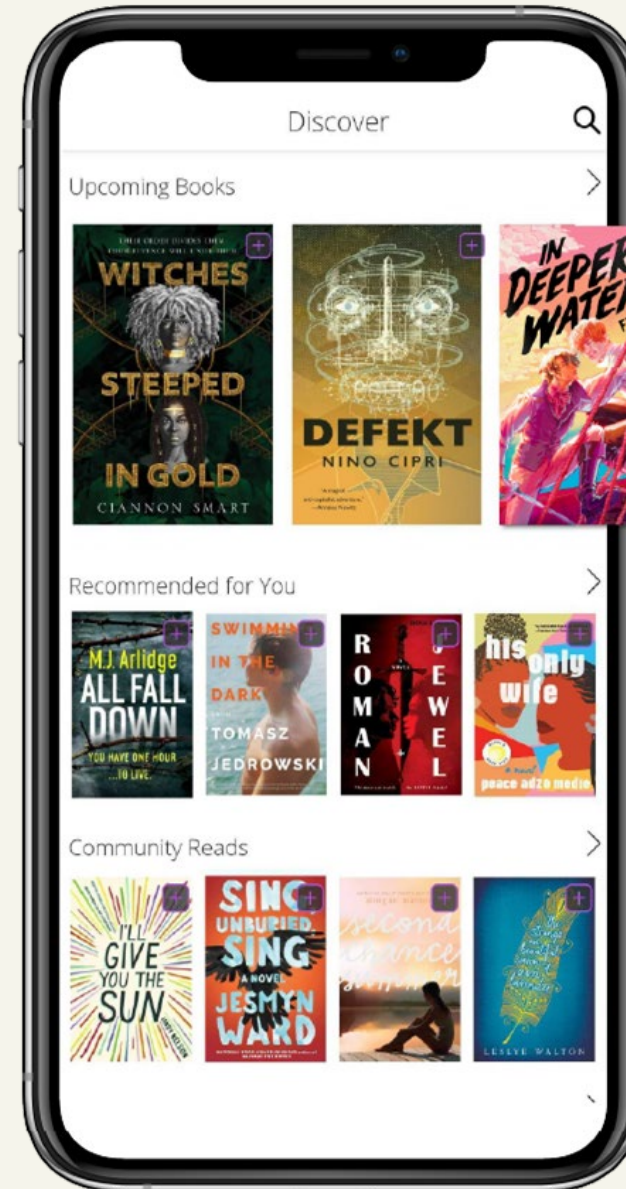
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We will evaluate two competitors: LikeWise and BookSloth. A SWOT Analysis will help us identify our opportunities for product positioning.

# LikeWise



# BookSloth



	LikeWise	BookSloth
Users	6 million	50k
How do they differentiate themselves?	<ul style="list-style-type: none"> <li>• 400K+ curated book lists</li> <li>• 22 distinct book communities</li> <li>• Really specific book recommendations using Ask</li> </ul>	<ul style="list-style-type: none"> <li>• Browse new books and get personalized recommendations</li> <li>• Join discussions and chat about books you're reading</li> <li>• Find readers like you, ask questions and share recommendations</li> </ul>
What messaging do they use?	"Find your next favorite book, TV show, movie, and podcast"	"Connect with readers like you and discover books."
Marketing Channels	<ul style="list-style-type: none"> <li>• Strong newsletter subscription</li> <li>• Active Facebook, Instagram, Twitter, and LinkedIn accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Blog on Medium (sporadic posting)</li> <li>• Active Facebook, Instagram, Twitter accounts</li> </ul>



## Strengths

- Personalized Book Recommendations
- Author Engagement
- Reading Challenges
- Reading Lists and Collections
- Integration with E-commerce Platforms

## Weaknesses

- LikeWise is a comprehensive entertainment platform (books, movies, podcasts), and GoodReads is only focused on books.
- BookSloth allows users to connect with fellow readers and discuss the book, while GoodReads is not as focused on community-building.

## Threats

- Younger generations leveraging LikeWise for movie and podcast recommendations may use the same platform for book recommendations.

## Opportunities

- GoodReads is focused exclusively on books rather than Likewise's all-in-one platform.
- Reading challenges will appeal to the thirty-something ambitious reader.

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# **Value Proposition & Messaging**

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# 5 Positioning Strategies



Strategy	Differentiating Factor	Target Persona
<b>Strategy 1:</b> Personalized Book Recommendations	GoodReads' advanced recommendation algorithm	Helps Laurie find personalized reading suggestions.
<b>Strategy 2:</b> Author Engagement and Community Building	Direct interaction between authors and readers	This might not be a feature that Laurie is as interested in.
<b>Strategy 3:</b> Book Clubs and Reading Challenges	Engaging reading challenges	Participating in book challenges will excite Laurie.
<b>Strategy 4:</b> Reading Lists and Collections	User-generated reading lists and thematic book collections	Laurie can find new reading topics with curated lists.
<b>Strategy 5:</b> Integration with E-commerce Platforms	Seamless integration with online bookstores	This might not be a feature that Laurie is as interested in.

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Since two of the value propositions may not strongly resonate with our target audience, **we will craft creative messaging concepts for only three of the five identified strategies.**



Strategy	Target Persona Considerations	Headline Creative Concepts
<p><b>Strategy 1: Personalized Book Recommendations</b></p> <p>Tailored book recommendations based on your unique reading preferences</p>	<p>Save Laurie time by spending less time finding a book and more time reading.</p>	<p>Less time searching. More time reading.</p> <p>Get your chapters faster.</p> <p>Now you don't have to judge a book by its cover</p>
<p><b>Strategy 3: Reading Challenges</b></p> <p>Achieve new reading milestones with GoodReads' reading challenges</p>	<p>Reading challenges are a good way to tap into Laurie's ambitious nature.</p>	<p>Challenge Yourself, Expand Your Mind</p> <p>Hit Your Reading Goals</p>
<p><b>Strategy 4: Reading Lists and Collections</b></p> <p>Explore handpicked reading lists and thematic collections on GoodReads</p>	<p>Allow Laurie to expand beyond existing interests and explore new genres.</p>	<p>New books. New ideas. New growth.</p>

# Launch Plan

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Since this is a B2C product, we will be **focusing exclusively on direct marketing channels** for our target persona. We will not be focused on training and educating a sales team.

Marketing Plan	JAN	FEB	MAR	APR	MAY	JUN
Customer Persona Definition						
Interview 20 <u>current</u> customers in target persona demographic						
Interview 20 <u>potential</u> customers in target persona demographic						
Identify & refine trends for potential marketing channels						
Finalize & update new messaging for website (homepage, landing page)						
Newsletter						
Nurture email requesting current users to join						
Email requesting new users join after account is activated						
Social Media (Monthly posts)						
LinkedIn						
Facebook						

Marketing Plan	JAN	FEB	MAR	APR	MAY	JUN
Paid Ads (Advertising on publication websites)						
Publishers Weekly (\$2,599) (Single slot print ad in magazine, Online banner ad campaign with 10,000+ impressions)						
Blog Posts						
Weekly blog posts						
PPC Ads in Google						
Determine Target Keywords ("Book Recommendations") (As long as funds are available for PPC)						



# Sample Asset

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As part of our product launch plan, we will sample a digital ad on the Publishers Weekly website and a print ad in their publication. Given that Publishers Weekly is a critical source of book recommendations for our target persona, these ad placements are essential to reach our audience effectively.

# KPIs for Launch

Objective	Key Performance Indicators
<p>We will have a successful ad campaign with Publishers Weekly.</p>	<p><b>Digital Ad Click-Through Rate</b> Within one month of launching the digital ad on Publishers weekly, we will have an average daily click-through rate of 7%.</p>
	<p><b>Print Ad Click-Through Rate</b> In the print ad publication of Publishers Weekly, 5% of all magazine subscribers will access the QR code.</p>
	<p><b>Total Campaign Conversions</b> Within one month of launching the digital ad and print ad with Publishers Weekly, we will have gained 500 new customer accounts.</p>

# Digital Banner Ad

Less time searching.  
More time **reading.**



Save time trying to find  
your next great read  
with personalized book  
recommendations.

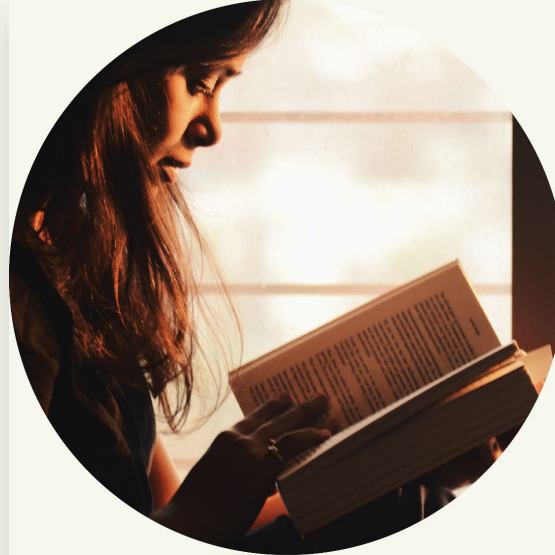
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[Read More >](#)

# Digital Banner Ad Mockup

The image shows a screenshot of the Publishers Weekly website. At the top, there is a dark brown banner with the text "Less time searching. More time reading." and a "goodreads" logo with a "Read More" button. Below this is a navigation bar with the PW logo and links for "SELF-PUB", "booklife", "JOBZONE", "THE MILLIONS", and "U.S. BOOK SHOW". A search bar and social media icons are also present. The main content area features a "Home > News > Shows & Events" breadcrumb, a "JOB ZONE" advertisement for a "Sales Assistant - The Quarto Group - New York, NY.", and a news article titled "AAP Meeting Looks at Publishing During a 'Dicey Time'" by Jim Milliot, dated May 09, 2023. The article includes a video player showing a virtual meeting and a "SUBSCRIBE by the Month" button. On the right side, there is a "QUICKLINKS" dropdown menu and a large advertisement for the "U.S. BOOK SHOW" featuring Jacqueline Woodson and a "REGISTER NOW" button. Below the book show ad is a "MORE FROM PW" section with a book cover for "DANCOS" and a "No Charge To Browse Pics" section.

# Print Ad



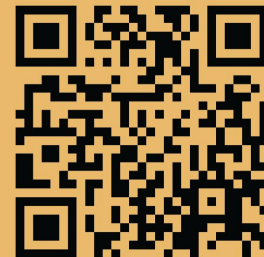
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**New books.  
New ideas.  
New growth.**

Expand your mind with  
handpicked reading lists and  
thematic book collections.



Scan to find your  
next great read



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**Thank You**

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# Resources

- Target Persona
  - [Marketing Charts: Who Reads Books in the US?](#)
  - [GoodReads Average User](#)
- Competitive Analysis
  - [6 Book Recommendation Apps](#)
  - [Likewise Website](#)
  - [BookSloth Website](#)
- Launch Plan
  - [Cost for Publishers Weekly Advertising](#)
- All images are royalty-free