

Digital Marketing and e-Commerce In Publishing

By Andrew Brenneman, United States

Online and digital media represents a completely new way of establishing relationships with a marketplace, and requires new approaches to sales and marketing. This workshop presents an overview of some of the key principles in developing a new approach to marketing for a digital customer-base.

The Old Marketing Model

- Bi-Annual "Lists"
- Catalogs
- Channel Partner Intermediaries

A New Marketing Framework

- Dynamic delivery
- Social Interaction
- Disintermediation
- Integrating Marketing with the Product Development

Developing Digital Relationships with Customers

- Gaining Insight Through Interaction
- Customer Relationship Management Platforms
- Social Media

New Pricing Models

- Subscription Pricing
- Physical/Digital Bundles
- "Apps"
- "Freemium" Pricing Models

E-Commerce Channels

- Company Bookstore
- Third-Party Marketplaces (e.g. Amazon)
- Emerging e-commerce Models

Partners: Friend or Foe?

- Search Engines: Google
- e-Commerce Marketplaces: Amazon
- Aggregators: Ingram

Digital Rights Management

- Background
- The DRM Debate
- Developing Segment-Specific DRM Policy

Themes for Success

- Integrated CRM
- Multi-channel approach
- Segment-specific solutions
- Using Data to Refine Strategy

Who Should Attend:

Anyone with a Sales & Marketing position in publishing and those interested in widening their marketing plans and learning the e-marketing best practices.

Date & Time

22 Oct 2010, 9:30am - 5:30pm

Venue

Imagination Room, L5,
National Library, 100 Victoria Street

About the Workshop Leader



Andrew Brenneman is the President of Finitiv and a regular columnist for Book Business Magazine.

He has been leading digital media initiatives for over 25 years, within publishing organisations, digital agencies and Internet service companies and has been awarded Patents for digital media innovation.

He is the creator of NETg's Skill Builder digital learning platform, led the strategy and development for Thomson Learning's WebTutor e-learning platform, and led product design and execution for Freemark Mail - the first advertiser-supported email service. Andrew founded the Digital Media Group of the University of Chicago Press Books Division, where he initiated digital distribution programs for the Books Division and the creation of The Chicago Manual of Style Online.

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Course Administration

Registration Fees (please tick one)

- S\$230 per person (for SBPA member)
 S\$250 per person for group registration of 2 & above (non-SBPA member)
 S\$280 per person (non-SBPA member)

Fee is nett and is in Singapore dollars. Includes workshop materials and tea breaks.

Ways to register

1. Register online by visiting www.bookcouncil.sg or
2. Complete the form below and fax it to (65) 6742 9466.

Cancellation & Substitution

An invoice will be issued upon receipt of your registration form. Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 8 October 2010, after which a cancellation charge of 50% of the full course fee is applicable.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Upon submission of your registration, you are deemed to have read and understood the registration procedures and accepted the terms contained therein.

Mailing Address

National Book Development Council of Singapore,
50 Geylang East Avenue 1, Singapore 389777

Enquiries

Email : clap@bookcouncil.sg Tel : (65) 6848 8290

Registration

Mr/Mrs/Ms/Dr _____

NRIC/FIN/Passport no.: _____ (This is collected with directives from the Media Development Authority)

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

I am paying by cheque. Bank: _____ Cheque no.: _____

I am sponsored by my company / organisation

I will need a/an: Physical Invoice e-Invoice (via AGD)

Please provide billing details if different from above

Contact Person: _____

Address: _____

Tel: _____ Email Address: _____

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