

So you've created your audiobook and published it wide, now what? The Findaway Voices team has put together a few tactics that we've seen drive discovery, increase sales and heighten awareness of audiobooks. Be sure to subscribe to the [Findaway Voices blog](#) and our [newsletter](#) for future tips & tricks, data insights and much more.

Key Marketing Strategies

Meet your fans where they are

Provide links to all retailers: If your reader doesn't see a link on your website or through a promotion for their listening app of choice, they won't click through (and probably won't remember to search for it later). The more links you provide to a-la-carte retailers like Google, Apple Books, or Nook Audiobooks will increase your click through rate since you've just made it a whole lot easier for them to download your book.

Take advantage of social media: Social channels like Facebook are a great way to get to know your readers in a more intimate way. Create groups for your current readers (and their friends) that enjoy listening to audiobooks. You can also host Q&As, introduce the group to your awesome narrator, and ask them direct questions to get them engaged over audiobooks (like where they like to listen most: in the car? On a run?) and you can take those insights and increase awareness.

Release an early sample: or other free clips of the audio in teasers on Facebook (using Facebook music clips) and Instagram. If you can add the audio over an image of your book cover, you can also post these as a Facebook/Instagram Story or Highlight. You can also provide free chapters, novellas, or other giveaways through newsletter or email signups. Check out our [blog post](#) for more information on using Headliner to make an audiogram.

Hook new fans with promotions or limited time discounts

Leverage Giveaway Codes: We provide 30 free promo codes for each book you publish with Findaway Voices, or 100 if you participate in Voices Plus ([More Info](#)). These can be used as teasers, raffles, or giveaways and are a great way to generate buzz on a new release or backlist title. We also recommend using these promo codes to generate customer reviews as that will help boost your audiobook in search engines at all major retail sites.

Run Price Promotions. These promotions have the benefits of giving listeners a compelling offer and making the short list for consideration by retailers merchandising teams. ([More Info](#)).

Our research shows there's a sweet spot for price discounts ranging from \$0.99 to \$4.99. Consider running a price promotion on the first book in a series, we've seen a positive return on investment when readers go on to download Book 2, 3, 4 and so on. Bookbub's Chirp platform promotes discounted audiobooks to a wide newsletter list. Check out our [blog post](#) to find out more details on being featured in Chirp's next newsletter.

Preorders are available on the following services: Downpour, Google Play, Kobo/Walmart, LibroFM, and Bibliotheca (for libraries).

Find your Influencer

Your narrator: A professional narrator has a brand and a fan base of audiobook listeners. Think about how you can engage your narrator, whether it's providing them free Promo Codes, working on custom audio content, creating a partnered promotion with them, or something else creative.

Customer Reviews: Leverage your advanced reader group or street team and promo codes to drive reviews on leading Audiobook seller websites. Here's a list of retail sites with the option for buyers to review: Apple, Audiobooks.com, Audible/Amazon, Downpour, eStories, Kobo/Walmart, and Scribd. Note that some of these, like Audible, require the user have purchased the book on that platform.

Don't underestimate the power of libraries

Libraries are a major chunk of audiobook purchasing: You've got access to major library platforms like Overdrive, Baker & Taylor, and Bibliotheca. This means your book is available to more librarians than ever before.

Get your title on the shelf: Many of our partners are using the 'pay-per-circulation' library model, which means librarians make more books available to patrons. If a reader's local library doesn't have your title, patrons asking about your book will change that very quickly!

Message on FREE: Library usage is free for most of your audience. This is a great way for your reader to access your books, while you pick up a new revenue stream.

Other resources:

While most thought-leaders in the space are focused on eBooks, many of the same learnings and experiences apply, and much of the conversation is shifting towards audiobooks as the market becomes increasingly meaningful for authors and publishers. Here are some indie-focused resources we're particularly fond of: [Joanna Penn](#), [Reedsy](#), [The Alliance of Independent Authors](#), [Mark Dawson](#), [Sterling and Stone](#), [David Gaughran](#), [Jeff Goins](#).

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