

# **Project Report on Business Excellence in Self-Publishing**

A report submitted in partial fulfilment of the requirements of the curriculum of

## **BACHELOR OF TECHNOLOGY in ELECTRONICS AND COMMUNICATION ENGINEERING**

By  
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**SCHOOL OF ELECTRONICS**  
**INDIAN INSTITUTE OF INFORMATION TECHNOLOGY UNA**  
**HIMACHAL PRADESH**  
**June 2024**

## **BONAFIDE CERTIFICATE**

This is to certify that the project titled **Business Excellence in Self-Publishing** is a bonafide record of the work done by

**DIVYANSH SRIVASTAVA(21216)**

in partial fulfilment of the requirements of the curriculum of Bachelor of Technology in  
ELECTRONICS AND COMMUNICATION of the INDIAN INSTITUTE OF  
INFORMATION TECHNOLOGY UNA, HIMACHAL PRADESH, during the year 2023 -  
2024.

under the guidance of


**Mr. Uttam Singh**

Examiner (Guide Name)

## **ORIGINALITY / NO PLAGARISM DECLARATION**

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I hereby declare that, I am fully aware of what constitutes plagiarism and understand that if it is found at a later stage to contain any instance of plagiarism, my degree may be cancelled.

A handwritten signature in blue ink, appearing to read 'Divyansh', with a horizontal line underneath.

**DIVYANSH SRIVASTAVA(21216)**

## **ABSTRACT**

This report details my internship at BlueRose Publishers, a leading self-publishing company in India, where I served as a Business Development Executive. My main responsibilities involved supporting client acquisition and retention strategies through targeted marketing and sales initiatives. The internship aimed to enhance my sales skills, provide hands-on experience in business development, and contribute to BlueRose's market growth.

One of my key responsibilities was organizing and leading workshops for aspiring writers. In these workshops, I offered guidance on self-publishing and highlighted the unique benefits of choosing BlueRose. By engaging directly with potential authors, I was able to deliver personalized sales presentations and convert leads into satisfied clients. Throughout this period, I honed my sales and communication skills, learned to identify market trends, and developed a deep understanding of customer relationship management.

During my tenure, I conducted extensive market research to understand the needs of potential authors. This research was instrumental in crafting targeted marketing strategies to attract new clients. A significant part of my role was managing social media campaigns to boost brand visibility and drive customers to BlueRose's services. Additionally, I managed email marketing campaigns to ensure that current and prospective clients were consistently informed about new services and special offers.

This report encapsulates the various tasks undertaken, the methodologies employed, and the tangible outcomes achieved. It underscores the application of theoretical knowledge in real-world business development within the self-publishing sector. The internship at BlueRose Publishers has significantly enhanced my professional skills, equipping me with the experience needed for future roles in business development and marketing.

## ACKNOWLEDGEMENT

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I also take the opportunity to thank our Director and all the faculty of School of Computing/Electronics, IIIT Una for helping me by providing necessary knowledge base and resources.

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# **Chapter 1**

## **Introduction**

The publishing industry has undergone significant transformations over the past few decades, driven largely by technological advancements and shifts in consumer behavior. Traditionally, publishing was dominated by a few large companies that controlled the majority of the market. These traditional publishers were responsible for selecting manuscripts, editing them, producing physical copies, and distributing them to bookstores and other outlets. However, the advent of digital technology and the internet has democratized the industry, giving rise to new forms of publishing, including self-publishing. This evolution has allowed a wider range of voices to be heard and provided more opportunities for writers to share their work with the world.

As India's leading self-publishing platform, BlueRose offers distinguished and cost-effective services from their strategically located offices in Delhi, Noida, and London.

Authors are expertly guided by their highly professional team, who ensure that expectations, timelines, and budgets are effectively managed. All publication needs, including editing, cover design, compilation, book beautification, ISBN allocation, and marketing assistance, are meticulously handled, guaranteeing the success that authors rightfully deserve.

### **1. BlueRose Publishers**

BlueRose Publishers is one of India's leading self-publishing companies, offering a comprehensive range of services to authors who wish to take control of their publishing journey. Founded with the mission of empowering writers to share their stories without the barriers imposed by traditional publishing, BlueRose has quickly established itself as a prominent player in the industry. The company provides end-to-end solutions, including editing, cover design, printing, distribution, and marketing, ensuring that authors have all the tools they need to succeed.



BlueRose stands out for its commitment to quality and author satisfaction. By offering personalized support and a variety of publishing packages, the company caters to the unique needs of each writer. Whether an author is looking to publish a novel, a memoir, or a collection of poetry, BlueRose provides the expertise and resources necessary to bring their vision to life. This approach has attracted a diverse array of authors, contributing to the company's reputation as a trusted partner in the self-publishing landscape.

## 2. Forms of Publishing

There are several forms of publishing available to authors today, each with its own set of advantages and challenges. Understanding these options is crucial for writers as they navigate their publishing journey.

1. **Traditional Publishing:** This is the most well-known form of publishing, where an author submits a manuscript to a publishing house. If accepted, the publisher takes on the responsibility of editing, producing, and distributing the book. The publisher also handles marketing and promotion. In return, the author typically receives an advance and royalties on sales. Traditional publishing offers prestige and access to extensive distribution networks, but it can be highly competitive and time-consuming, with no guarantee of acceptance.
2. **Self-Publishing:** In self-publishing, authors take on the role of the publisher. They are responsible for all aspects of the publishing process, including editing, design, printing, and marketing. Self-publishing platforms, like BlueRose, provide the tools and services needed to assist authors in this endeavor. The primary advantage of self-publishing is the complete creative and financial control it offers authors. Writers can publish their work quickly and retain a larger share of the profits. However, self-publishing requires a significant investment of time and resources, and the author must manage all aspects of the book's production and marketing.
3. **Hybrid Publishing:** This model combines elements of both traditional and self-publishing. Authors typically pay for certain services, such as editing or marketing, while the publisher handles other aspects of the process. Hybrid publishing can offer a middle ground, providing professional support and wider distribution channels while allowing authors to maintain some control and a higher share of the royalties.
4. **Digital Publishing:** With the rise of e-books and online platforms, digital publishing has become increasingly popular. Authors can publish their work exclusively in digital format, making it accessible to a global audience through platforms like Amazon Kindle, Apple iBooks, and others. Digital publishing is cost-effective and offers quick turnaround times, but it also requires effective digital marketing strategies to stand out in a crowded marketplace.

## 3. Self-Publishing vs. Traditional Publishing

The choice between self-publishing and traditional publishing depends on an author's goals, resources, and preferences. Each path offers distinct advantages and potential drawbacks.

1. **Control and Ownership:** Self-publishing offers authors complete control over their work. They make all the decisions regarding content, design, pricing, and marketing. In contrast, traditional publishing involves relinquishing a significant amount of control to the publisher, who has the final say on many aspects of the book.
2. **Financial Considerations:** In traditional publishing, the publisher bears the financial risk, covering the costs of production and marketing. The author typically receives an advance and earns royalties on sales. Self-published authors, on the other hand, bear all the costs but also retain a larger share of the profits. This can be more lucrative if the book sells well, but it also involves upfront investment.
3. **Distribution and Marketing:** Traditional publishers have established distribution networks and marketing channels, which can significantly boost a book's visibility and sales. Self-published authors must build their own marketing strategies and may struggle to achieve the same level of exposure. However, self-publishing platforms often offer marketing support and distribution services to help authors reach their audience.
4. **Time to Market:** The traditional publishing process can be lengthy, often taking years from manuscript submission to publication. Self-publishing allows for a much faster turnaround, enabling authors to get their work to market quickly. This can be particularly advantageous for time-sensitive content or authors who wish to publish multiple works in a short period.
5. **Credibility and Prestige:** Traditionally published books often carry a level of prestige and credibility due to the selective nature of the publishing process. This can open doors to more media coverage, awards, and speaking opportunities. While self-publishing is becoming increasingly respected, it may not yet offer the same level of recognition in some circles.

#### 4. Sales Responsibilities:

1. **Client Outreach:**
  - Contacting potential clients through phone calls, emails, and social media to introduce BlueRose Publishers' services.
  - Following up with leads to convert them into clients.
2. **Sales Presentations:**
  - Preparing and delivering customized sales presentations to prospective authors, highlighting the benefits of self-publishing with BlueRose.
  - Demonstrating the value proposition of BlueRose's publishing packages and services.
3. **Lead Management:**
  - Tracking and managing leads through a customer relationship management (CRM) system.
  - Prioritizing and following up on high-potential leads.
4. **Contract Negotiation:**
  - Assisting in the negotiation of contracts and terms with new clients.
  - Ensuring all contractual agreements are aligned with company policies and client expectations.

## 5. Marketing Responsibilities:

### 1. **Market Research:**

- Conducting in-depth market research to identify trends, target audiences, and competitive landscape.
- Analyzing data to understand the needs and preferences of potential authors.

### 2. **Social Media Management:**

- Creating and scheduling engaging content for BlueRose's social media platforms.
- Monitoring social media channels for customer engagement and responding to inquiries.

### 3. **Email Marketing:**

- Designing and executing email marketing campaigns to promote new services, offers, and company updates.
- Analyzing campaign performance and optimizing future email strategies based on feedback and results.

### 4. **Content Creation:**

- Writing blog posts, articles, and other content to enhance BlueRose's online presence and attract potential clients.
- Collaborating with the design team to create visually appealing marketing materials.

### 5. **Event Coordination:**

- Planning and organizing workshops and webinars for aspiring writers.
- Coordinating event logistics, from venue selection to attendee communication.

### 6. **SEO and Online Advertising:**

- Assisting in the development and implementation of search engine optimization (SEO) strategies to improve website traffic.
- Managing online advertising campaigns, including pay-per-click (PPC) and social media ads.

### 7. **Brand Awareness:**

- Contributing to initiatives aimed at increasing brand awareness and market presence.
- Developing strategies to enhance BlueRose's brand image and reputation in the self-publishing industry.

### 8. **Customer Feedback and Analysis:**

- Collecting and analyzing feedback from clients to improve services and customer satisfaction.
- Conducting surveys and interviews to gather insights on customer experiences and expectations.

By working on these tasks, I was able to gain valuable experience in sales and marketing, understand the dynamics of the publishing industry, and contribute to BlueRose Publishers' growth and success.

# Chapter 2

## Review of Literature

### 1. Introduction to Self-Publishing

Self-publishing has significantly transformed the publishing landscape, enabling authors to independently manage the production and distribution of their works. According to Bowker's "Self-Publishing in the United States, 2013-2018" report, the self-publishing market has expanded rapidly, reflecting authors' growing preference for control and higher financial returns. This review examines key literature on self-publishing, traditional publishing, and marketing strategies, as well as the impact of digital platforms on the industry.

### 2. Evolution of Self-Publishing

Initially, self-publishing was viewed as a last resort for authors unable to secure traditional publishing deals. However, advancements in digital printing and online distribution have democratized the publishing process (Thompson, 2010). Platforms such as Amazon Kindle Direct Publishing (KDP) and Smashwords allow authors to bypass traditional gatekeepers, providing opportunities for wider reach and financial independence (Pugh, 2014).

### 3. Traditional vs. Self-Publishing

The comparison between self-publishing and traditional publishing hinges on several key factors:

1. **Control:** Self-published authors retain full control over content, design, pricing, and marketing. Traditional publishers, conversely, have substantial influence over these aspects (Baverstock, 2011).
2. **Financial Aspects:** Traditional publishing involves advances and royalties, with the financial risk borne by the publisher. Self-publishing requires authors to invest in production but allows them to retain a higher percentage of sales profits. Author Earnings (2016) suggests that successful self-published authors often earn more due to higher royalty rates.
3. **Distribution and Marketing:** Traditional publishers offer extensive distribution networks and marketing support. Self-published authors must independently develop marketing strategies, leveraging digital tools to reach their audience (Kozlowski, 2013).
4. **Time to Market:** Traditional publishing can take years from manuscript submission to publication. Self-publishing offers a faster route to market, beneficial for time-sensitive content or authors aiming to release multiple works quickly.

## 4. Marketing Strategies in Publishing

Effective marketing is crucial for the success of any book. Literature identifies several key strategies:

1. **Social Media Marketing:** Platforms like Facebook, Twitter, Instagram, and TikTok enable direct engagement with readers and the creation of a loyal community (Hughes, 2013).
2. **Content Marketing:** Blogs, podcasts, and videos attract and engage readers by offering valuable content related to the book's themes or the writing process (Pulizzi, 2012).
3. **Email Marketing:** Building an email list allows authors to promote new releases, special offers, and events directly to their audience, with high return on investment (Chaffey, 2020).
4. **Search Engine Optimization (SEO):** Optimizing an author's website and book listings for search engines improves visibility and attracts organic traffic (Clarke, 2015).

## 5. The Role of Digital Platforms

Digital platforms like Amazon KDP, IngramSpark, and Lulu have revolutionized the publishing process. These platforms offer print-on-demand services and global distribution, enabling authors to reach a worldwide audience (Gaughran, 2015). Additionally, digital platforms provide data analytics, helping authors refine their marketing strategies based on sales data, reader demographics, and engagement metrics (Smith, 2016).

## 6. Challenges in Self-Publishing

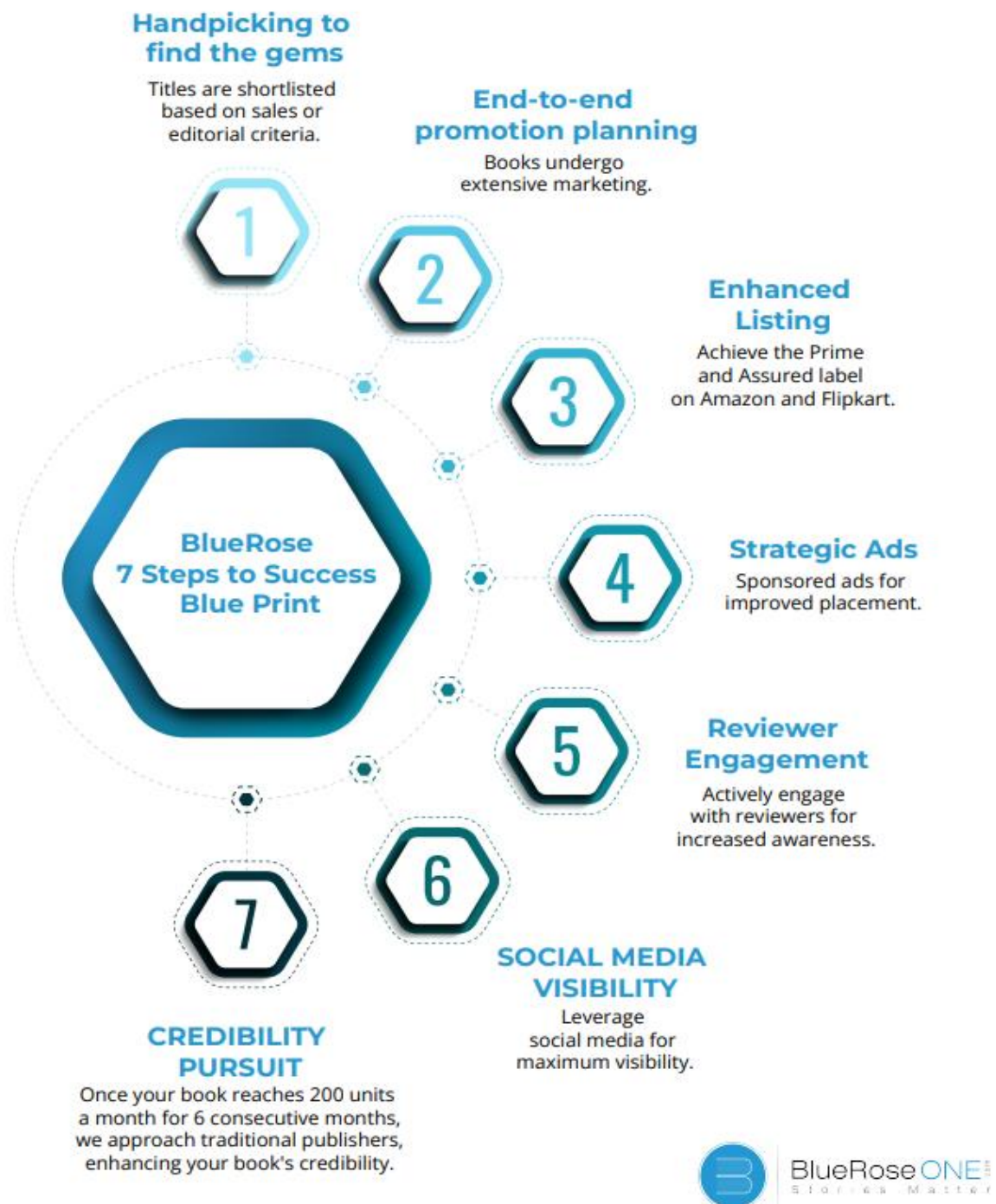
Despite its benefits, self-publishing presents challenges such as quality control, as self-published works often lack the rigorous editing and design processes of traditional publishing (Thompson, 2012). Furthermore, self-published authors must invest significant time and effort in marketing and brand building without the support of a traditional publisher (Cornford, 2016).

Discoverability is another major challenge. With the proliferation of self-published titles, standing out in a crowded market requires strategic marketing and a strong author platform (Phillips, 2018).

Self-publishing offers authors creative control and potentially higher financial rewards, but it requires a significant investment in marketing and quality control. Traditional publishing provides established distribution channels and marketing support but involves less control and lower royalties. Understanding these dynamics is essential for authors navigating their publishing journey.

BlueRose Publishers exemplifies the advantages of self-publishing by offering comprehensive support services, helping authors overcome common challenges. By leveraging effective marketing strategies and digital platforms, self-published authors can achieve success and

reach their target audience. This literature review highlights the importance of strategic planning and continuous learning in the evolving publishing industry.



**Figure 2.1 : 7 steps in publishing**

# Chapter 3

## Methodology

### 1. Overview of the Process at BlueRose Publishers

During my internship at BlueRose Publishers, I played an integral role in the sales and marketing team, focusing on client acquisition and engagement. This section outlines the systematic methodology I employed to contact potential authors, explain the publishing process, and facilitate their onboarding and registration to enhance their journey with BlueRose.

### 2. Utilizing the CRM System

At the heart of our client management strategy was the Customer Relationship Management (CRM) system. The CRM was a comprehensive database that stored detailed information about leads and existing clients. This system was pivotal in tracking interactions, managing follow-ups, and ensuring a streamlined communication process.

#### 1. Lead Identification:

- I accessed the CRM daily to identify new leads. The leads included potential authors who had shown interest in self-publishing through inquiries, website sign-ups, or social media interactions.
- Each lead was categorized based on their interest level and readiness to publish, which helped prioritize follow-up actions.

#### 2. Initial Contact:

- I initiated contact with potential authors via phone calls and personalized emails. The initial communication aimed to introduce BlueRose Publishers and our self-publishing services.
- During these conversations, I gathered information about the authors' projects, their publishing goals, and any specific requirements they had.

### 3.Explaining the Publishing Process

Once initial contact was established, I scheduled detailed consultations with interested authors. These consultations were conducted through phone calls or video meetings, depending on the author's preference.

#### 1. Detailed Consultation:

- I explained the entire self-publishing process, from manuscript submission to final publication. This included outlining the various services provided by BlueRose, such as editing, cover design, printing, and distribution.
  - I highlighted the benefits of self-publishing with BlueRose, including the flexibility, control over the publishing process, and the comprehensive support offered at every stage.
2. **Showcasing Success Stories:**
- To build trust and credibility, I shared success stories and testimonials from authors who had previously published with BlueRose. These stories illustrated the potential for success and satisfaction with our services.

#### **4.Onboarding and Registration**

Encouraging authors to officially get on board and complete their registration was a crucial step in the process.

1. **Registration Process:**
- I guided authors through the registration process, ensuring they understood the requirements and benefits. This included completing necessary documentation and choosing the appropriate publishing package that suited their needs and budget.
  - I also informed them about any special offers or discounts available during the registration period.
2. **Award Opportunities:**
- To further incentivize registration, I explained the opportunity to claim awards and recognitions offered by BlueRose. These awards were designed to celebrate and promote the achievements of our authors, providing additional motivation to complete the registration process.

#### **5.Follow-Up and Support**

Post-registration, maintaining engagement and providing ongoing support was essential to ensure a smooth publishing journey.

1. **Regular Follow-Ups:**
- I maintained regular follow-ups with the registered authors to address any queries and provide updates on their publishing progress.
  - The CRM system facilitated timely reminders and notifications for follow-ups, ensuring no lead was neglected.
2. **Continuous Engagement:**
- I engaged with authors through email newsletters, webinars, and workshops, providing valuable insights and tips on self-publishing and marketing their books.
  - This continuous engagement helped build a strong relationship with the authors, fostering loyalty and encouraging them to refer other writers to BlueRose.





**Figure 3.1 : Registration benefits**

## **6. Packages**

### **6.1 DIY Package**

In the DIY (Do-It-Yourself) Publishing Process, authors retain full control over every aspect of their book's journey, from manuscript submission to final marketing and distribution. This approach allows authors to independently handle cover design, formatting, and other creative aspects, while BlueRose Publishers provides essential publication services to bring the book to market.

#### **1) Author-Controlled Design and Formatting**

BlueRose Publishers offers a user-friendly tool that enables authors to take charge of the design and formatting of their book. This tool provides various templates and customization options, allowing authors to:

1. **Cover Design:**
  - Create a unique and professional cover that reflects the book's content and appeals to the target audience.
  - Utilize templates or design from scratch using built-in graphic design features.
2. **Manuscript Formatting:**
  - Format the manuscript for print and digital versions, ensuring proper layout, fonts, and spacing.
  - Preview the formatted book to make adjustments before finalizing the design.

## **2) Publication Services by BlueRose**

Once the manuscript is print-ready, BlueRose Publishers steps in to handle the crucial publication tasks that require professional expertise and industry knowledge. These services include:

1. **Legal Services:**
  - Obtaining copyright protection for the book to secure the author's intellectual property rights.
  - Assigning an ISBN (International Standard Book Number) and generating a barcode, essential for retail distribution and cataloging.
2. **Distribution Channels:**
  - Making the book available through major online retailers such as Amazon, Flipkart, and BlueRose's own online store.
  - Converting the book into an ebook format and distributing it across multiple digital platforms, including Kindle, Apple Books, and Google Play.
3. **Marketing and Sales:**
  - Providing options for authors to choose their preferred distribution scope, whether national, global, or both, ensuring the widest possible reach for their book.
  - Assisting with promotional strategies to enhance visibility and sales, including social media marketing, email campaigns, and book launch events.

## **3) Distribution Options**

Authors can select their desired level of distribution, tailored to their specific goals and target audience:

1. **National Distribution:**
  - Ensuring the book is available in prominent online and physical bookstores within the country.
  - Focusing marketing efforts on regional audiences to build a strong local presence.
2. **Global Distribution:**
  - Expanding the book's availability to international markets, reaching readers worldwide.

- Leveraging global online platforms and international book fairs to maximize exposure.
3. **Combined Distribution:**
- Offering a comprehensive distribution plan that covers both national and global markets.
  - Utilizing a mix of targeted marketing strategies to capture a diverse and widespread readership.



**Figure 3.2:** Do-it-yourself (DIY) Packages

## 6.2. Expert Packages

### 1) Expert Package Options at BlueRose Publishers

At BlueRose Publishers, authors can choose from a range of Expert Packages designed to cater to various needs and budgets. These packages, which include Basic, Essential, Popular, Premium, and Premium+, provide comprehensive support from manuscript submission to global distribution, ensuring a seamless publishing experience. The primary difference between these packages lies in the extent of marketing services offered.

#### Comprehensive Services in Expert Packages

The Expert Packages at BlueRose Publishers include the following key services, ensuring that the entire publishing process is managed by a team of professionals:

1. **Manuscript Feedback and Selection:**
  - Each manuscript is reviewed by our editorial team, which provides constructive feedback to help authors refine their work.
  - Manuscripts that meet our quality standards proceed to the next stages of publishing.

2. **Legal Formalities:**
  - Once a manuscript is selected, BlueRose handles all necessary legal formalities, including copyright registration and obtaining an ISBN (International Standard Book Number).
  - A barcode is generated for retail distribution and cataloging purposes.
3. **Cover Design and Formatting:**
  - Our design team creates a professional and appealing cover that aligns with the book's content and target audience.
  - The manuscript is meticulously formatted for both print and digital versions, ensuring a polished and reader-friendly layout.
4. **Editing Services:**
  - Comprehensive editing is provided, including structural editing, copyediting, and proofreading, to ensure the highest quality of the final manuscript.
5. **National and Global Distribution:**
  - The book is made available on major national and international online retailers such as Amazon and Flipkart.
  - Ebooks are distributed across multiple digital platforms, including Kindle, Apple Books, and Google Play.
6. **Marketing Services:**
  - Marketing services vary by package, with each level offering a different extent of promotional support to enhance visibility and sales.
    - **Basic Package:** Minimal marketing support, suitable for authors with a tight budget.
    - **Essential Package:** Includes basic promotional activities to boost initial sales.
    - **Popular Package:** Offers moderate marketing efforts, targeting a broader audience.
    - **Premium Package:** Comprehensive marketing strategies, including social media campaigns and email marketing.
    - **Premium+ Package:** Extensive and tailored marketing services, including book launch events and media coverage.
7. **Author Dashboard:**
  - An author dashboard is provided to track book sales and performance in real-time.
  - Authors can access sales data, distribution details, and marketing analytics, enabling them to stay informed about their book's progress.

BlueRose Publishers Pvt. Ltd.  
GST Number: 29AAHC8753R1ZK  
B-4, Block B, Sector-4  
Rohta 201301

BlueRose ONE  
Publishers & Authors

## SERVICES

(Inclusive of Taxes)

		BASIC RS. 28,990	ESSENTIAL RS. 48,990	POPULAR RS. 78,990	PREMIUM RS. 1,28,990	PREMIUM + RS. 1,98,990
LEGAL	COPYRIGHTS AGREEMENT	Yes	Yes	Yes	Yes	Yes
	ISBN	Non-Exclusive	Non-Exclusive	Non-Exclusive	Non-Exclusive	Non-Exclusive
	BARCODE	Yes	Yes	Yes	Yes	Yes
	BARCODE	Yes	Yes	Yes	Yes	Yes
SUPPORT	PUBLISHING CONSULTANT	Yes	Yes	Yes	Yes	Yes
	PUBLICATION MANAGER	Yes	Yes	Yes	Yes	Yes
	MARKETING ASSISTANCE	Yes	Yes	Yes	Yes	Yes
	POST PUBLICATION ASSISTANCE	Yes	Yes	Yes	Yes	Yes
PRE-PRESS	COVER DESIGN	1 Suggestion	2 Suggestions	3 Suggestions	3 Suggestions	5 Suggestions
	INTERIOR	B/W	B/W	B/W or full color	B/W or full color	B/W or full color
	EDITING	Add-On	Add-On	1 Layer	2 Layers	3 Layers
	FORMATTING & BEAUTIFICATION	Standard	Enhanced	Enhanced	Superior	Superior
PRINTING & e-Book	AUTHOR COPIES	3 B/W	10 B/W	30 B/W or 4 Colored	50 B/W or 6 Colored	60 B/W or 8 Colored
	FORMAT	Paperback	Paperback	Paperback	Custom	Custom
	BOOK SIZE	Standard	Standard	Standard	Custom	Custom
	PAPER QUALITY	A1 Grade	A1 Grade	A1 Grade	A1 Grade	A1 Grade
DISTRIBUTION	LAMINATION	Regular	Regular	Custom	Custom	Custom
	EPUB VERSION	Add-On	Yes	Yes	Yes	Yes
	NATIONAL ONLINE	Yes	Yes	Yes	Yes	Yes
	GLOBAL	Add-On	Yes	Yes	Yes	Yes
MARKETING STRATEGIES	BLURBOGE EBOOK	Yes	Yes	Yes	Yes	Yes
	GOOGLE PLAY	Add-On	Yes	Yes	Yes	Yes
	KINDLE	Add-On	Yes	Yes	Yes	Yes
	AMAZON PRIME LISTING	Add-On	3 Months	6 Months	8 Months	12 Months
SALES & ROYALTY	POD	Yes	Yes	Yes	Yes	Yes
	BOOK LAUNCH	Add-On	Add-On	Add-On	Add-On	Yes
	BOOKSTORE LISTING	Add-On	Add-On	Add-On	Add-On	2
	AUTHOR WEBSITE	Add-On	Regular	Enhanced	Superior	Superior
MARKETING STRATEGIES	DIGITAL POSTERS	Add-On	3	5	10	15
	ONLINE MEDIA RELEASE	Add-On	Add-On	Add-On	20 News portals	40 News portals
	OFFLINE PRESS RELEASE	Add-On	Add-On	Add-On	1	2
	AMAZON AUTHOR PAGE	Add-On	Add-On	Yes	Yes	Yes
MARKETING STRATEGIES	FACEBOOK PAGE GUIDE	Yes	Yes	Yes	Yes	Yes
	VIDEO TRAILER	Add-On	Add-On	Standard	Enhanced	Superior
	AMAZON SPONSORED	Add-On	Add-On	15 Days	30 Days	45 Days
	WITH ADS	Add-On	7 Days	15 Days	30 Days	45 Days
MARKETING STRATEGIES	YOUTUBE PROMOTION	Add-On	Add-On	15 Days	30 Days	45 Days
	BLUE ROSE BOOK AWARDS	Eligible	Eligible	Eligible	Eligible	Eligible
	EVENT RECOGNITION	Add-On	8 Months	12 Months	18 Months	2 Years
	AUTHOR DASHBOARD	Yes	Yes	Yes	Yes	Yes
MARKETING STRATEGIES	SALES NOTIFICATION	Yes	Yes	Yes	Yes	Yes
	ROYALTY	100% Profit	100% Profit	100% Profit	100% Profit	100% Profit
	PAYOUT FREQUENCY	On-Demand	On-Demand	On-Demand	On-Demand	On-Demand

\*Kindly be informed that all packages covering editing services include content up to 45,000 words.

Figure 3.3: Expert Packages

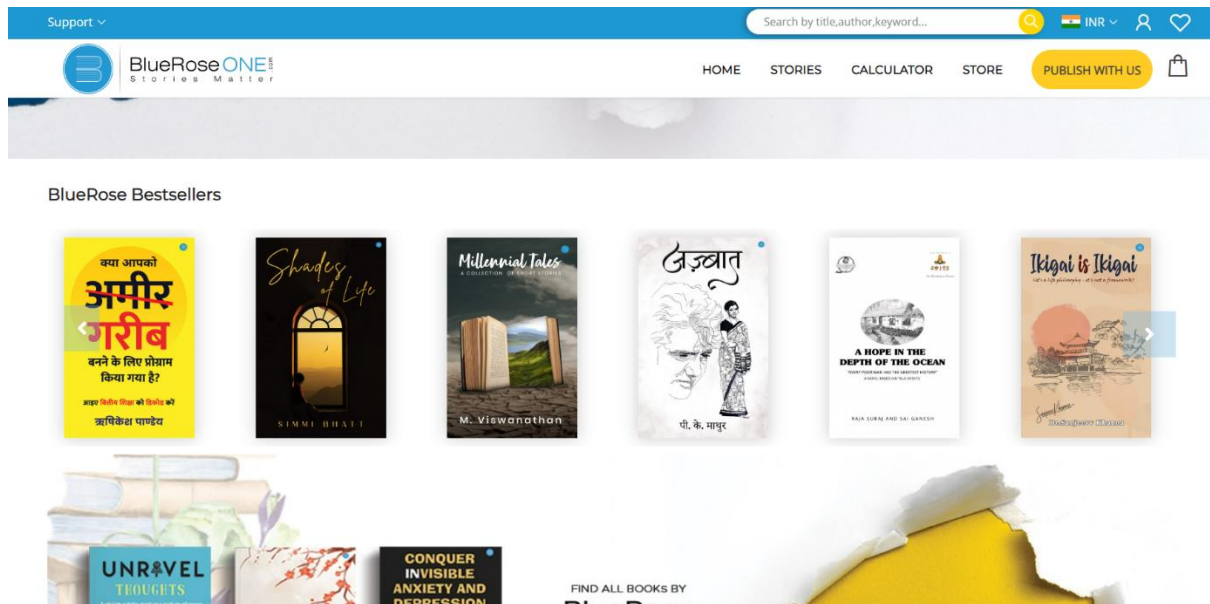



Figure 3.4: Books published by Bluerose on their website

INR Indian Rupee


SUPPORT

MY ACCOUNT



BlueRoseONE

Stories Matter

[HOME](#)
[STORIES](#)
[CALCULATOR](#)
[STORE](#)
[PUBLISH WITH US](#)


Calculate Royalty

Why settle for less when you can get the absolute best.

Book Specifications

Enter book details and hit CALCULATE COST to find author copy cost & suggested price.

Number of Pages\*

Enter No. Of Pages

(Page count can't be less than 40)

Interior\*

Black & White

Binding Type\*

Paperback

Book Size\*

5" x 8"

Paper Type\*

Natural Shade

Calculate Cost

Cost And Royalty

Enter MRP to find author earning.

UK/US/Global

India

Author Copy Cost\*

\$

Minimum Selling Price\*

\$

MRP\*

\$ Enter Price

Calculate Royalty(\$)

Royalty BlueRose Store\*

\$

%

Royalty Other Stores\*

\$

%

**Figure 3.5:** Royalty calculator to check profit on sales

# Chapter 4

## Marketing Services

### 3. Marketing Services at BlueRose Publishers

#### 3.1. Importance of Marketing After Publication

Effective marketing is crucial for the success of any book after its publication. Without strategic marketing efforts, even the most well-written book can struggle to reach its intended audience. Marketing increases visibility, builds an author's brand, and drives sales by ensuring that the book stands out in a crowded marketplace



**Figure 4.1:** Blue Rose Marketing Services



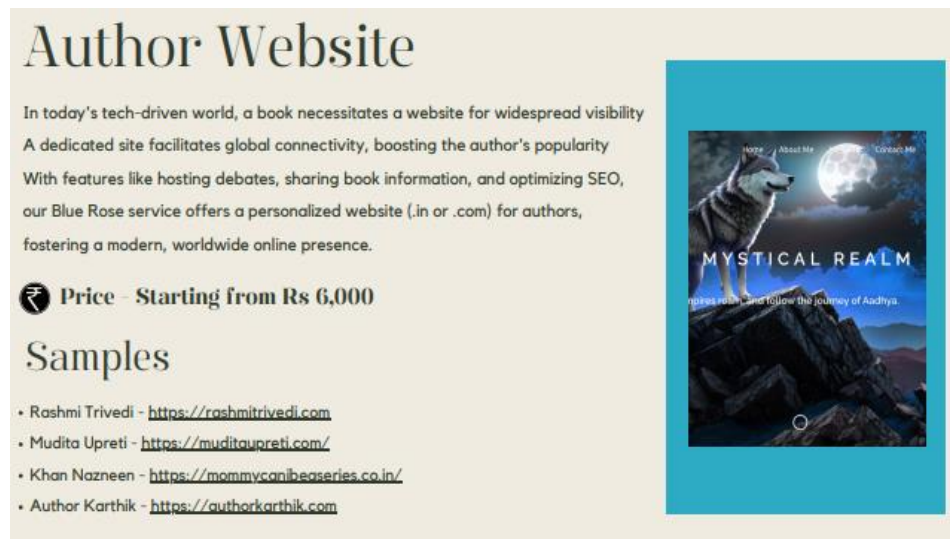
**Figure 4.2:** Some combined Blue Rose Marketing Services

### 3.2 BlueRose Publishers' Marketing Efforts

BlueRose Publishers offers a comprehensive range of marketing services to ensure that authors receive maximum exposure and reach their target audience effectively. Here are some of the best marketing initiatives provided:

#### 1. Author Website:

- BlueRose creates a professional, personalized website for authors. This serves as a central hub for information about the author and their books, featuring blogs, contact information, and links to purchase options.



**Figure 4.3:** Author website

#### 2. Amazon Prime Listing:

- Listing books on Amazon Prime significantly enhances visibility and credibility, making the book more accessible to a larger audience and encouraging higher sales through trusted e-commerce platforms.

#### 3. Book Launch Events:

- Organized book launch events provide a platform for authors to introduce their books to potential readers and the media. These events can generate significant buzz and offer opportunities for media coverage and direct engagement with the audience.





**Figure 4.4:** Book launch events

#### 4. Media Articles (Online and Offline):

- Articles and press releases are distributed to both online and offline media outlets. This coverage helps in building an author's profile and attracts attention from a broader audience, including book reviewers and influencers.

### Online Media Release

For first-time authors, online media releases are pivotal. They offer immediate exposure to a global audience, establish credibility, and fuel book promotion efforts. With vast reach, they enhance search engine visibility, attract industry attention, and foster valuable networking opportunities. In a digital age, online media releases are indispensable for launching a successful literary career.

**Price** - Refer [BlueRosewire pdf](#) (CLICK HERE) for more details

#### Samples

- Conquer Your Impulse - [Click to read](#)
- Unique Thinking- [Click to read](#)
- Rise Of Binary Suns: Bharat 2148 - [Click to read](#)

### Offline Media Release

This marketing strategy would multiply the author's viewership as their book will be promoted amongst thousands of daily newspaper readers. Being featured in a newspaper lends a level of credibility and authority to your book.

**Price** - Starting from Rs 12,000

**Figure 4.5:** Online and offline media releases

#### 5. Amazon Sponsored Ads:

- Sponsored ads on Amazon are used to boost the book's visibility among relevant audiences. These targeted ads appear in search results and on related product pages, driving traffic to the book's listing.



**Figure 4.6:**Amazon Sponsored Ads

## 6. Physical Distribution:

- BlueRose ensures physical distribution of books in key locations, including bookstores and libraries. This physical presence increases accessibility and visibility among readers who prefer traditional shopping experiences.



**Figure 4.7:** Bookstore distribution

## 7. World Book Fair Participation:

- Participation in events like the World Book Fair provides extensive exposure to international audiences. It offers networking opportunities with industry professionals and direct interactions with potential readers.



**Figure 4.8:** World book fair

## 8. Airport Listings:

- Listing books at airports targets a diverse and transient audience. This strategic placement can lead to impulse purchases by travelers looking for reading material during their journeys.

Branch	Stores	Print units required	Duration	Book Signing( Complimentary)	Charges (INR)
Airports	It's combo of all five stores	100 Units	6 Months	Yes	
	Delhi National and International terminal	60% discount			1,40,000
	Hyd Domestic Airport, Bangalore International Airport				
	Kolkata Domestic Airport				
	Mumbai Airport (Domestic Wing)	50 Units	1 month	Yes	72,000
Please Note	For Book Signing at these stores inform 15 days in advance.				
	Share the departure or arrival ticket for slot confirmation.				
	Stores at International airport will need international travelling PNR.				
	Books are distributed through WHSmith Stores. In Mumbai through Wilco				
	Printing expense to be borne by the Author				
	Sales Royalty to Authors: 45%				

**Figure 4.9:** Airport listing

## 9. Facebook and Instagram Campaigns:

- Targeted advertising campaigns on Facebook and Instagram engage a broad audience, driving awareness and sales through social media platforms where potential readers are highly active.


# Facebook & INSTA AD CAMPAIGN

Facebook and Instagram ad campaigns are a coordinated effort to create and distribute advertisements across both platforms using Facebook's advertising tools.

The campaign typically involves setting specific marketing goals, identifying target audiences, creating ad content, etc.

Advertisers can reach highly specific audiences with relevant and engaging ad content.

• Instagram



Price Rs 7,000 for 30 Days

• Facebook



Price Rs 7,000 for 30 Days

**Figure 4.10:** Facebook and insta ad campaign

# **Chapter 5**

## **Results and Discussion**

### **1. Professional Growth and Learning**

As an engineering student stepping into the role of a Business Development Executive at BlueRose Publishers, I have gained invaluable insights into the intricate workings of the publishing industry. This experience has significantly broadened my professional skill set, moving beyond the technical expertise of engineering to encompass a diverse range of business development competencies.

### **2. Bringing Authors Onboard**

One of the most rewarding aspects of this role was the process of bringing authors onboard. Through the use of a sophisticated CRM system, I learned how to efficiently manage leads, initiate contact, and build relationships with potential authors. This process required a combination of analytical skills to interpret data and interpersonal skills to communicate effectively with authors. By understanding their needs and providing tailored solutions, I was able to successfully guide many authors through the initial stages of the publishing process.

### **3. Publishing Process**

Working closely with authors, I gained a deep understanding of the publishing process, from manuscript submission to final distribution. I learned how to provide constructive manuscript feedback, a skill that required both critical thinking and a keen eye for detail. Understanding the legal aspects of publishing, such as copyright registration and ISBN allocation, added a layer of complexity to my role that was both challenging and educational.

### **4. Design and Formatting**

The design and formatting phase highlighted the importance of aesthetics and user experience in book publishing. Collaborating with the design team to create appealing covers and well-formatted manuscripts underscored the need for creativity and precision. This aspect of the job allowed me to appreciate the balance between technical formatting and artistic design, a balance that is also prevalent in engineering projects.

### **5. Marketing Strategies**

One of the most significant learning curves was understanding and implementing effective marketing strategies. From traditional media outreach to modern digital campaigns on

platforms like Facebook and Instagram, I learned how crucial marketing is in ensuring a book's success. Creating personalized author websites, organizing book launches, and leveraging Amazon Prime listings taught me the importance of visibility and branding. These strategies are vital in reaching a broader audience and enhancing book sales, much like the importance of market penetration in engineering product launches.

## **6.Distribution Channels**

Understanding the logistics of national and global distribution was another critical area of learning. Ensuring that books were available through major online retailers like Amazon and Flipkart, as well as in physical bookstores and libraries, demonstrated the complexity and importance of supply chain management. This knowledge is transferable to any industry, including engineering, where distribution channels play a key role in product availability and customer satisfaction.

## **7.Author Engagement**

Engaging with authors through various stages of the publishing process provided a holistic view of customer relationship management. I learned the significance of continuous engagement, whether through regular follow-ups, newsletters, or providing an author dashboard to track sales and performance. This experience highlighted the importance of maintaining strong relationships and providing ongoing support to ensure customer satisfaction and loyalty.

## **Conclusion**

In summary, my internship at BlueRose Publishers as a Business Development Executive has been a transformative experience that extended my learning beyond the confines of engineering. It taught me the value of effective communication, strategic marketing, customer relationship management, and the intricacies of the publishing process. Bringing authors onboard and helping them achieve their dream of publishing a book was immensely fulfilling. The skills and knowledge gained during this internship are highly transferable and will undoubtedly enhance my future career, whether in business development, marketing, or any other professional field. This experience has enriched my understanding of how theoretical knowledge can be applied practically in real-world scenarios, bridging the gap between engineering and business.

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