**Audiobooks**

**Objective**

Audiobooks are a growing market around the world, in 2016 within USA, audiobooks generated $2.5 billion, an increase from $2.1 billion the year before. As such, we want to utilise the studio in order to generate revenue for the company by selling audiobooks for each of our titles. Below is how we will accomplish this.

**Top Distributors of Audiobooks:**

* ***Storymoja E-store website*** - charge a monthly subscribers fee to access all audio books at a discounted rate - this will allow us to penetrate the Kenyan market directly.
* ***Audible (Amazon)***- in order to use Audible for audiobooks, we **must** use ACX (ACX is a trade maker company under Amazon). [ACX](http://www.acx.com/) is an audiobook distribution platform that distributes to Audible, Amazon and iTunes. We cannot use audio from the studio, but it has to meet the standard guidelines found on [this page.](http://www.acx.com/help/acx-audio-submission-requirements/201456300) We can also use the platform to create audiobooks using their narrators. ACX, will only [agree to contracts that they provide](https://audible-acx.custhelp.com/app/answers/detail/a_id/7095/kw/contracts/session/L2F2LzEvdGltZS8xNTMwMDAzNzk5L2dlbi8xNTMwMDAzNzk5L3NpZC9mVWs3cVdNX29FWGVZTkRtZXdrJTdFcVBBVU9OdjlWdng4SG1nSEw3MlBiT1dhWjBBa0ZWQnpXcmlkVk1UWFZnZmVjMDl6a1B5OGxkOWxCWHg5VEJRTDN0cjBZeGRlOHpiY3FrNndlanpYdkVKeFRDUmFaX3ZsazU2USUyMSUyMQ==) resulting in a 60/40 split in revenue where ACX keep 60% and Storymoja takes 40%(This seems to be their best offer). ACX also only provides contracts that last a minimum of 7 years, this for both exclusive and non-exclusive contracts. ACX also curates the price of the audio based on the length of the audiobook, from their email they stipulated that ACX is currently open to people in USA, UK, Canada, Ireland only.
* [***Author’s Republic***](https://www.authorsrepublic.com/how-it-works) - distribute to iTunes, Amazon, Audible with a simpler structure – I have emailed A.R. to confirm the structure and guidelines for uploading and distributing audiobooks through their platform. A.R. curates the contract split 70/30 where Storymoja keeps 70%.

My immediate suggestion is depending on the reply from Author republic we use their services, as we can retain a higher percentage of revenue per audiobook. Furthermore, it seems a lot simpler to upload the content through their platform whilst still reaching international distributors such as iTunes, Amazon and Audible without the hassle.

**Audiobook Audience**

Age

* 18 - 29
* 30 - 49

Top Regions in Africa for Podcasts

* South Africa
* Nigeria
* Morocco
* Kenya - not on the list, but we will be pushing the podcast to the Kenyan market

**Formats**

* Mp3 - audio consumption ([see guidelines](http://www.acx.com/help/acx-audio-submission-requirements/201456300) for ACX in order to distribute to Amazon, Audible, and iTunes)

**Top Devices used to consume Audiobooks**

* Mobile Phones
* Most listening done at home
* Second top listens are done in the car

**Top Languages**

* English

**Content curation**

Audiobooks :

* Create audiobooks per title within the creative titles in the Storymoja catalogue. The audio book should be created in one of two formats :
  + One person audiobook : one person reads the entire book alone through a dramatic reading
  + Group audiobook : a group of selected talents will read the book to emphasize a variety of characters

**Audiobook Marketing Plan:**

1. Upon submission, locate links to where the audiobook is available online, create posters for social media showcasing that books are available on Audible and iTunes and promote across social media. *“Storymoja books are officially available as audiobooks, get yours today through Audbile or iTunes!”*
2. Communication : Show users the variety of ways to consume audiobooks:
   1. Driving their children to school
   2. Whilst on their phone - walking to work, or school, on bus
   3. Cooking dinner
   4. Changing your baby
   5. Story time with the kids

“The adventure never has to end with Storymoja Audiobooks!”

1. Trailers of the audiobook - 2 types
   1. 1 minute long for Instagram distribution - picture of the book cover.
   2. 3 minutes long for Facebook & Twitter distribution - picture of the book cover.
   3. 4-5 minute long trailer showcasing the variety of books with have that are available as audiobooks - this can be taken from the reel that Mark is creating. This will go on YouTube
2. Marketing Collaterals:
   1. Poster for each audiobook title
   2. Posters to communicate variety of ways that audiobooks can be enjoyed (1 poster for each action)
   3. Poster showcasing that Storymoja is on Audible and iTunes!
3. Include these variety of posters onto monthly content calendar. Push 1 of these messages once a day on Facebook and Instagram, push 3 messages on twitter.
4. These posts can be boosted, across social media (facebook, twitter & instagram) encouraging consumers to purchase the audiobooks and experience Storymoja in an exciting way.

**Podcasts/Youtube**

**Top Distributors of Podcasts:**

In-house

* Storymoja Youtube Page
* Storymoja Soundcloud Page
* Storymoja Blog Page on Storymoja website

Out-house

* [iTunes](https://create.blubrry.com/manual/podcast-promotion/submit-podcast-to-itunes/)

Distributing podcasts through iTunes, soundcloud and personal websites are the top ways in which podcasts are consumed by international and regional consumers.

**Content Curation for Podcasts :**

* Author Table Talk : Hosted by Muthoni Garland where both authors will have an in-depth discussion of their book juxtaposed with today’s society, issues and topics discussed in the guest authors book.(30 minutes Max)
* Dramatic Readings : Authors read their book through a dramatic reading bringing the characters of the book to life. This can be done by 1 person doing all of the book or a chosen group of talents to bring the characters and book to life.
* Q&A : An author question and answer (Q&A) episode where the first 10-15 minutes are question and answers and the second 10-15 minutes is a dramatic reading from the authors favourite part of the book.

**Podcast Marketing Plan**

1. Upload podcast to iTunes and Soundcloud
2. Listen back to ensure everything sounds crisp even after uploading to the platform
3. Create marketing collateral to promote podcast - 1 poster per author, instructing consumer to go to itunes or soundcloud to enjoy podcast.
4. Release marketing collateral to the public using social media networks, newsletter and website.
   1. Social media networks : Release on Storymoja FB, IG, TW, and for TW & FB share and retweet from Storymoja to Storymoja Fest and SAL pages cross promoting across all audiences.
   2. Newsletter : on ALL newsletters, add [RSS](https://creatorguide.soundcloud.com/podcasting) feed link to re-create podcast within the newsletter for direct consumption.
   3. Website : Use artwork used on social media to add to the website landing page on the slider, upon clicking the image, it should take consumer from landing page to blog where podcasts will live and will be arranged from oldest to newest.
5. As previously stated, 2 podcasts to be released monthly, podcast 1 should be released at the beginning of the month, first monday of each month. The 2nd should be released on the last 2nd last monday of each month. This so that each podcasts will have 2 weeks of promotions throughout the month.

**YouTube :**

* Author Table Talk and Q&A : recorded on video alongside audio, to maximise the opportunity of the author being able to avail themselves to curate content. This video will then be edited to a 15 - 25 minute maximum video.
* Dramatic Readings : This content can vary depending on the age group of the book, if it is a children’s book, simply recording hands flipping pages according to the audio would be exciting. However, if it is a Teen book, then going the further step and curating animation or a skit to match would be more entertaining for them.

**Marketing Plan**

1. Set up [soundcloud](https://soundcloud.com/user-314315423) and iTunes account
   1. Soundcloud log ins:
      1. Email: [shiro@storymojaafrica.co.ke](mailto:shiro@storymojaafrica.co.ke)
      2. Password : P@ssw0rd
2. Use list of 12 authors to record at least 10 - 12 podcasts - so that we can continue to churn out content consistently and test the distribution, engagement, details of podcasts online (iTunes and Soundcloud) while continuing to build an audience around podcasts. I would recommend the release 2 podcasts a month.
3. Communication : Show users how to listen in their car and on their phone, with their child during Arts & Crafts, or during storytime, show consumers how to consume the product through communication.