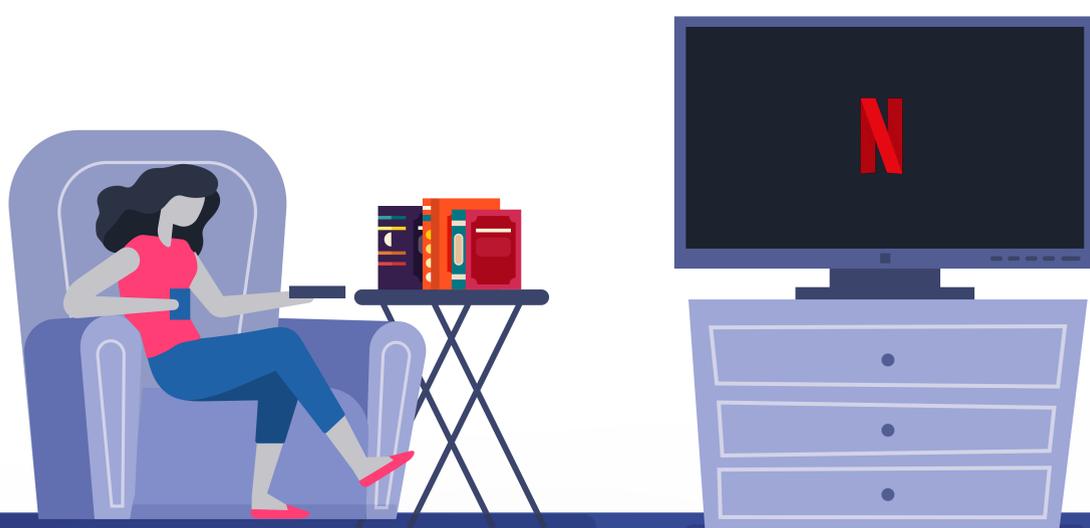


Elizabeth Nunes

Netflix has changed the way we consume media.

As writers, we are always interested in what happens to stories and how they evolve through various media. As more and more books are adapted to movies and streamed on Netflix, we must reconsider as writers how we market our work. To do this, we can look at the impact of Netflix on book sales.



Some books that have recently become TV shows/series:

ORANGE is the new BLACK by year

2010—16,563 copies in the first year
2011—15,758 copies in paperback
2012—3,707
2013—126,370 after Netflix premier
2014—194,360

A SERIES OF UNFORTUNATE EVENTS by year

2006—684,457 copies
2016—4,608 copies
2017 (January through April)
—4,925 copies after Netflix premier

THIRTEEN REASONS WHY

2016—2,249 hardcover and 125,885 paperback copies
2017 (January through April)—3,055 hard cover and 179,905 paperback copies after Netflix release



So, what does all this mean?

It's safe to conclude that any book has the potential for increased sales if it is tied to an original Netflix series.



Television and books have been connected for decades, and there are three typical ways they connect:

- The show is simply a television retelling of the book.
- The book and show are correlated, but they have different content.
- An author has both a show on Netflix and a book, but the two are completely unrelated.

What Successful Authors Do (to keep fans reading):

- Stay active on social media
- Promote giveaways, like signed book copies
- Connect those giveaways to sharing, (i.e. retweets, etc.)
- Create audiobooks—post excerpts online
- Offer pre-order options on social media
- Link the show's images to the book in their online presence
- Engage, engage, engage!
- Lead online book discussions
- Promote their new books on the pages for their Netflix-adapted books
- Create posts examining the differences between the show and the book

What A Successful Publisher Did (to keep fans buying):

- Each episode of Sherlock was loosely adapted from a Conan Doyle book
- Each adapted book was reprinted with a cover image from the show
- Each book featured a new introduction written by the show's actors, writers, or producers

What the Netflix Marketing Team Does

- Be willing to take drastic steps away from traditional television, (i.e. be innovative)
- View competitors as fellow innovators—helping change American television
- Put their advertising dollars, not in fighting this competition, but in spreading their global reach
- Eschew flashy ads for meaningful promotion; for example, tie a show to a respected journalistic piece on a related cultural issue



What Elizabeth Recommends:

For writers

- Stay connected to fans
- Stay connected to the show's actors
- Do giveaways on social media
- Offer behind-the-scenes stories about the show

For publishers

- Negotiate PR events with Netflix
- Collaborate with Netflix to create special effects for book editions
- Hire Netflix writers to create bonus materials for the book

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