



BOOK DISTRIBUTION IN ZAMBIA

Presentation by Dr. Sydney Muponda

Organised by Anna Zgambo (Support Zambian Literature Group) and SOTRANE Publishers

Date: Saturday, 21 December 2024

Objectives

- Understanding the current state of the literary/book industry in Zambia.
- Exploring effective distribution strategies for authors and publishers.
- Discussing ways to reach a wider audience and maximise impact.



***“There is no way to get experience
except through experience.”***

-Anonymous



ABOUT SOTRANE PUBLISHERS



ABOUT US

SOTRANE Publishers is an independent publishing firm based in Lusaka, Zambia. It is dedicated to developing, publishing, promoting, and distributing internationally recognised Zambian and African books.

OUR VISION:

To be the Leading Publisher of Indigenous Values Literature.

OUR MISSION:

To develop, publish, promote and distribute quality and content-rich Zambian and African books and other literature conveying mainly local, socially-relevant knowledge, values and life stories.

6 YEARS OF STORY TELLING AND PUBLISHING

- Over 110 Authors provided with opportunity to tell their stories
- 137 titles published in hard copies 56 on Amazon
- 64 Resources persons and staff
- Broad number of readers and partnerships
- Nkhani Zathu (Our Stories) podcast sponsor

OUR SERVICES

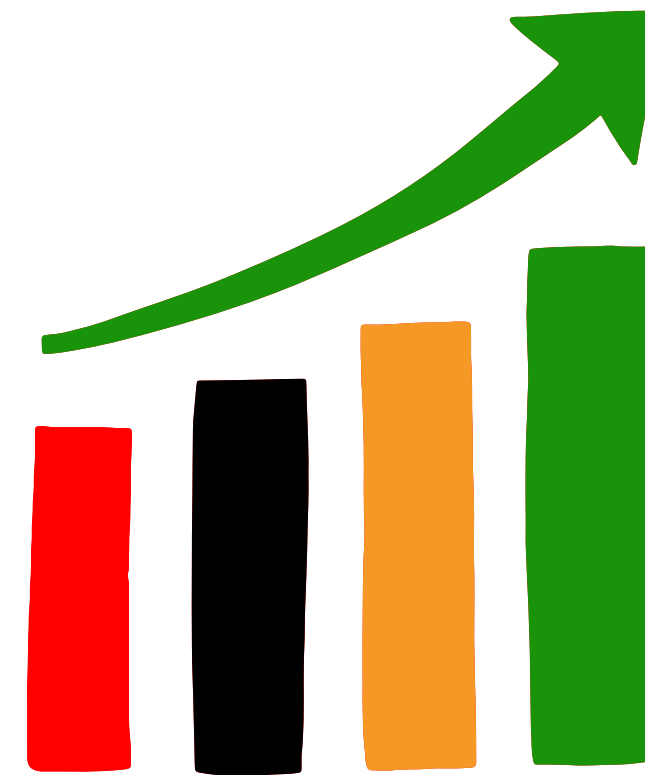
- Book Publishing
- Consultancy, Research and Training
- Editorial Services
- Book Printing and Binding
- Poster Designing and Printing
- Ghost writing
- Coaching and mentorship in writing of books for both children and adults.
- Marketing and Distribution
- Corporate Branding and Events Management
- Events and Institutional Documentation
- Podcast and Videography Storytelling



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The State of the Literary Industry in Zambia

- Current Landscape
- Growing interest in local literature.
- Zambians read regularly.
- Number of registered publishers in Zambia
- Challenges in distribution and visibility.
- Importance of supporting Zambian authors and publishers.
- Growth of online book sales over the years.



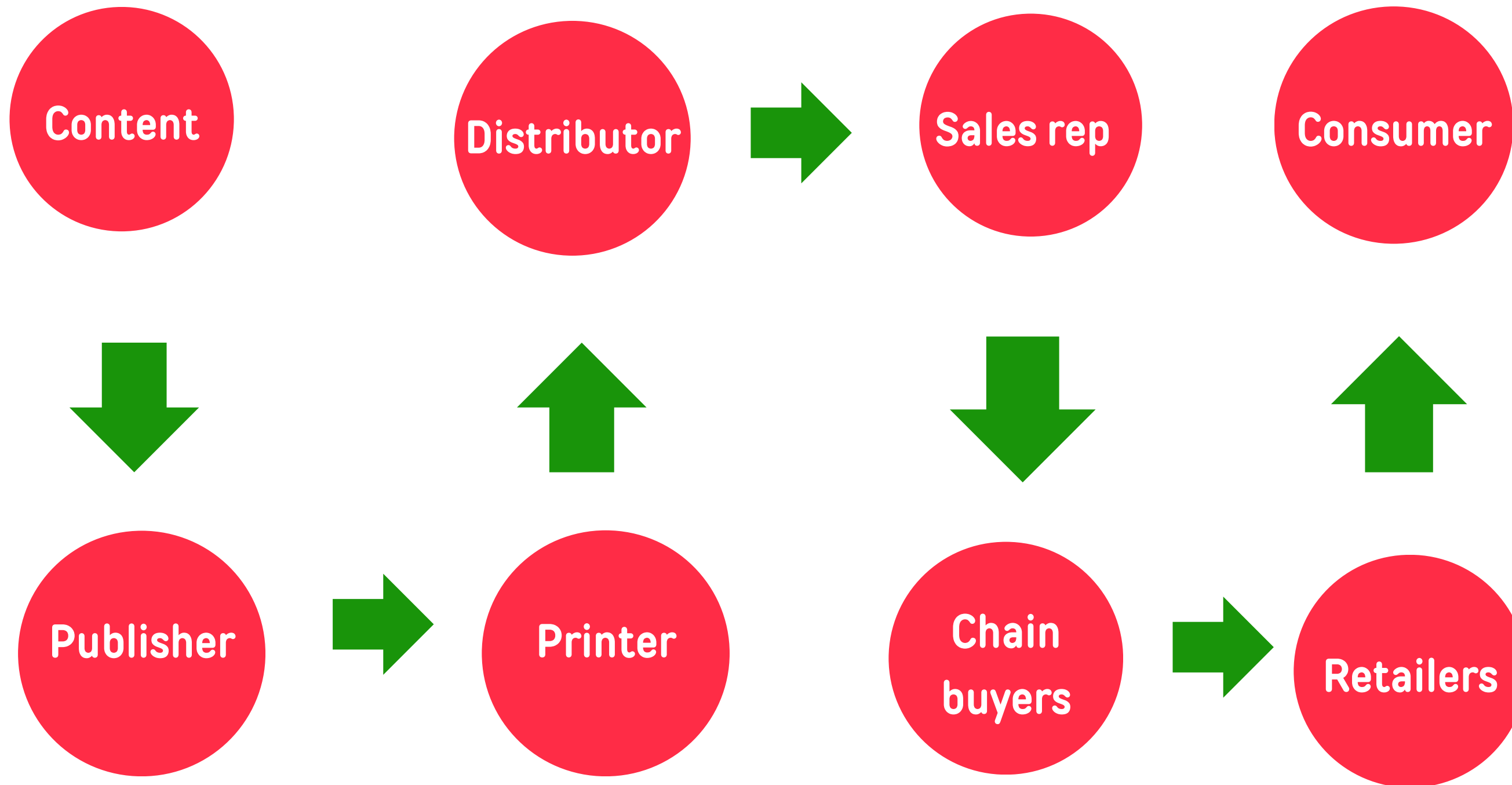
Your Financial Sustainability Hinges on 4 Main Elements



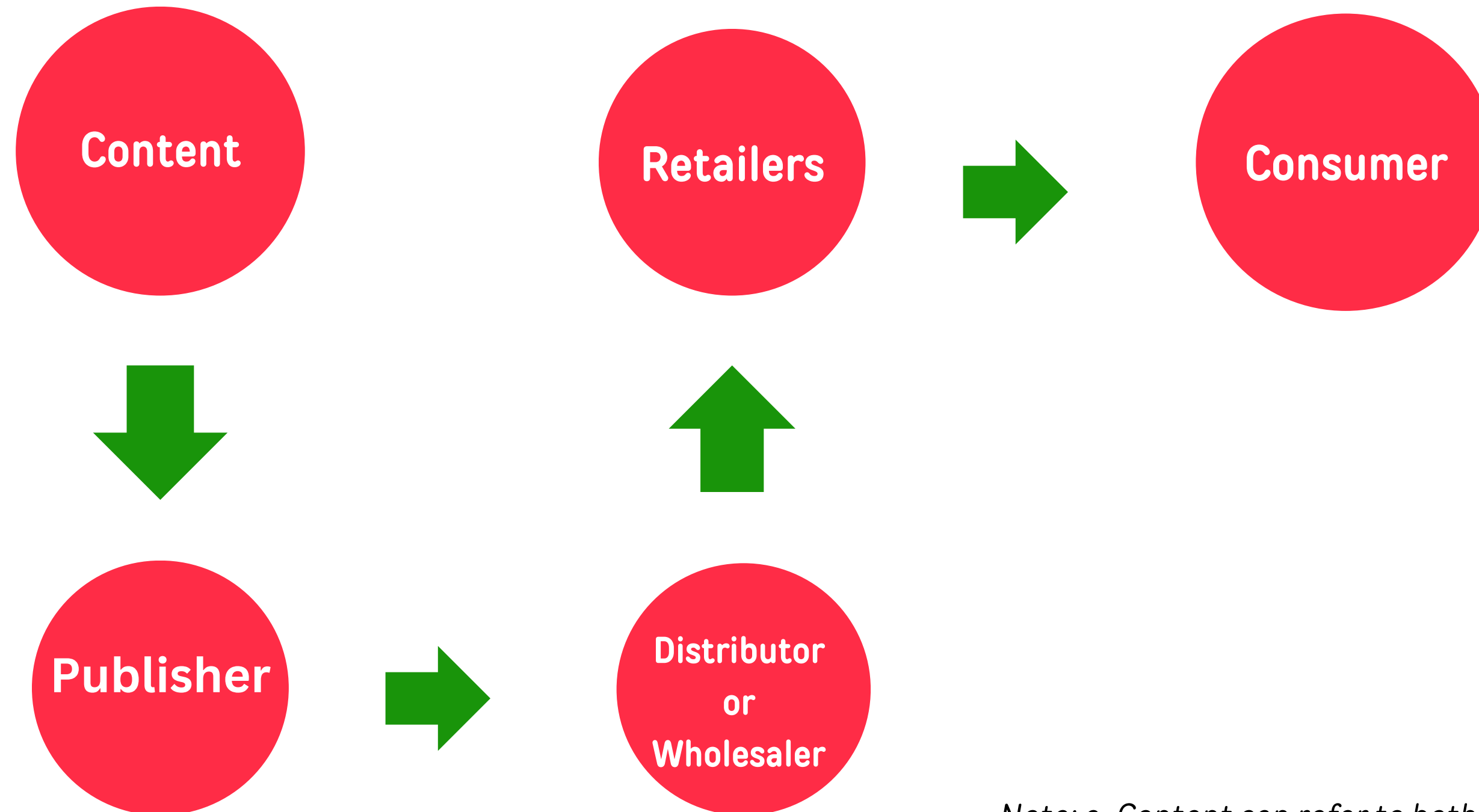
1. The books you publish
2. Your sales/marketing/distribution strategies
3. How well you manage your finances
4. The people that run your brand/company



Traditional Trade Distribution Model



New e-Content Distribution Model



Note: e-Content can refer to both eBooks and digitally printed (POD) paper books that carry no inventory



Importance of Distribution



- Accessibility of books to readers.
- Building a sustainable literary market.
- Enhancing the visibility of local authors and works.



WHAT IS THE ROLE OF THE WRITER IN TODAY'S FAST-PACED & FAST-CHANGING WORLD?

- Provide HOPE.
- Present TRUTH.
- Offer DIRECTION.
- Give LIFE.
- Agents of transformation!

SELF
Artist
Past

OTHER
Audience
Present





Understanding the Zambian Market

- Demographics: Population size, literacy rate, reading habits.
- Local Preferences: Genres, languages, buying behaviour.
- Key Influences: Cultural factors, social media usage, popular bookstores.

How to Put Your Publications in Local Bookshops

Steps to Follow

- Research local bookshops and their submission guidelines.
- Build relationships with shop owners and managers.
- Be visible.
- Offer promotional materials and organise book launches.

Reaching Readers Countrywide

Strategies for Engagement

- Collaborating with Zambian authors, publishers or bookstores.
- Collaborate with community libraries and schools.
- Show up/Organise reading events, Book fairs, author signings and workshops.
- Language Considerations: Translations or bilingual marketing materials.
- Utilise social media and local media for promotions.



Selling Your Books Online

Platforms to Consider

- Set up an author socials/ website with e-commerce capabilities.
- Use popular online marketplaces (Amazon).



Selling Your Books Online

- Leverage social media platforms for direct sales.
 - Utilizing platforms favoured in Zambia (e.g., Facebook, WhatsApp).
 - Email Marketing: Building subscriber lists for targeted campaigns.
 - Website Optimization: Localising content, SEO for Zambian market.



Impacting Readers Worldwide

Global Reach Strategies

- Translate works into multiple languages.
- Participate in international book fairs and festivals.
- Book reviews/traceable digital presence.
- Network with global literary organisations and communities.



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Q&A Session 1



Marketing today is about Branding

- Create a brand story for your Book, but as the author YOU are the brand.
- Build, refine and make your firm brand.
- Incorporate your brand in all you do.

BUILD
YOUR
BRAND



Keep Marketing in Mind When Preparing Your Book

- Who is the audience; how can you connect with them?
- Why are they buying or should buy your book?
- What do they want to see or need?
- How can the readers help you sell your book?
- Who are the influencers to help reach the broader audience?





Publisher Support

- What your publisher can and will do?
- How to get the most out of your publisher?



P L A N N I N G



Create a Plan

The immediate goal off all marketing efforts – **increase reach**.

A blended Marketing Plan Incorporates:

- Traditional marketing
- Social media
- Advocacy strategy



Measuring Success

- Metrics: Sales, numbers, website traffic, social media engagement.
- Feedback: Customer reviews, audience surveys.
- Adjusting Strategies: Analyzing data for continuous improvement.



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Q&A Session 2



Five D's

- Be dependent on Your Values/ God
- Be deliberate
- Be discerning
- Be disciplined
- Be determined



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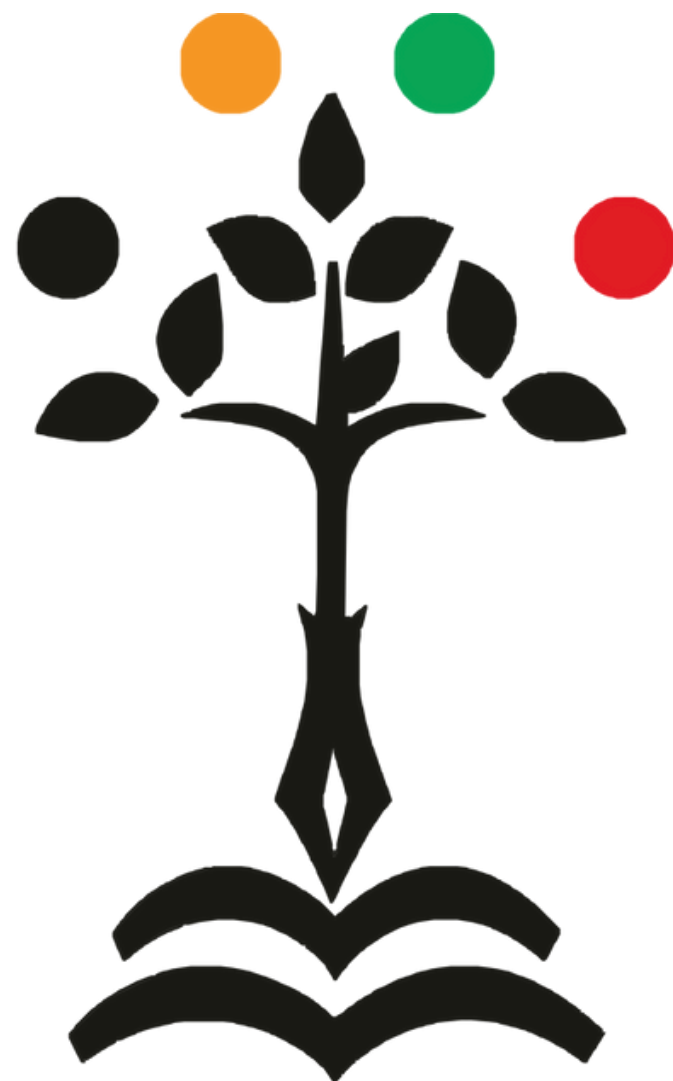
CALL-TO-ACTION:

**Let us continue exploring new marketing
opportunities in Zambia!
ZED BOOKSTORE....**



For Your Publishing Needs

Contact Us



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