

BOOK MARKETING STRATEGIES IN ZAMBIA

Reaching Readers in the Zambian Market

*Presented By
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ABOUT SOTRANE PUBLISHERS

Introduction

SOTRANE Publishers, formerly a subsidiary of Network for Society Transformation (SOTRANE), is an independent publishing firm based in Lusaka, Zambia. It is dedicated to developing, publishing, promoting, and distributing internationally recognised Zambian and African books.

Establishment

Established and registered as a Business Name in 2018 and Incorporated as a Company Limited by shares in 2023.





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



SOTRANE PUBLISHERS

You Will Learn How To

- Keep Marketing in mind as the book is being prepared.
- Uncover what your publisher can and will do (maybe).
- What Marketing is today.
- Creating a blended marketing plan.
- Ask for help and where to find it.
- Utilise different marketing channels to create revenue.



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.

Marketing today is about Branding

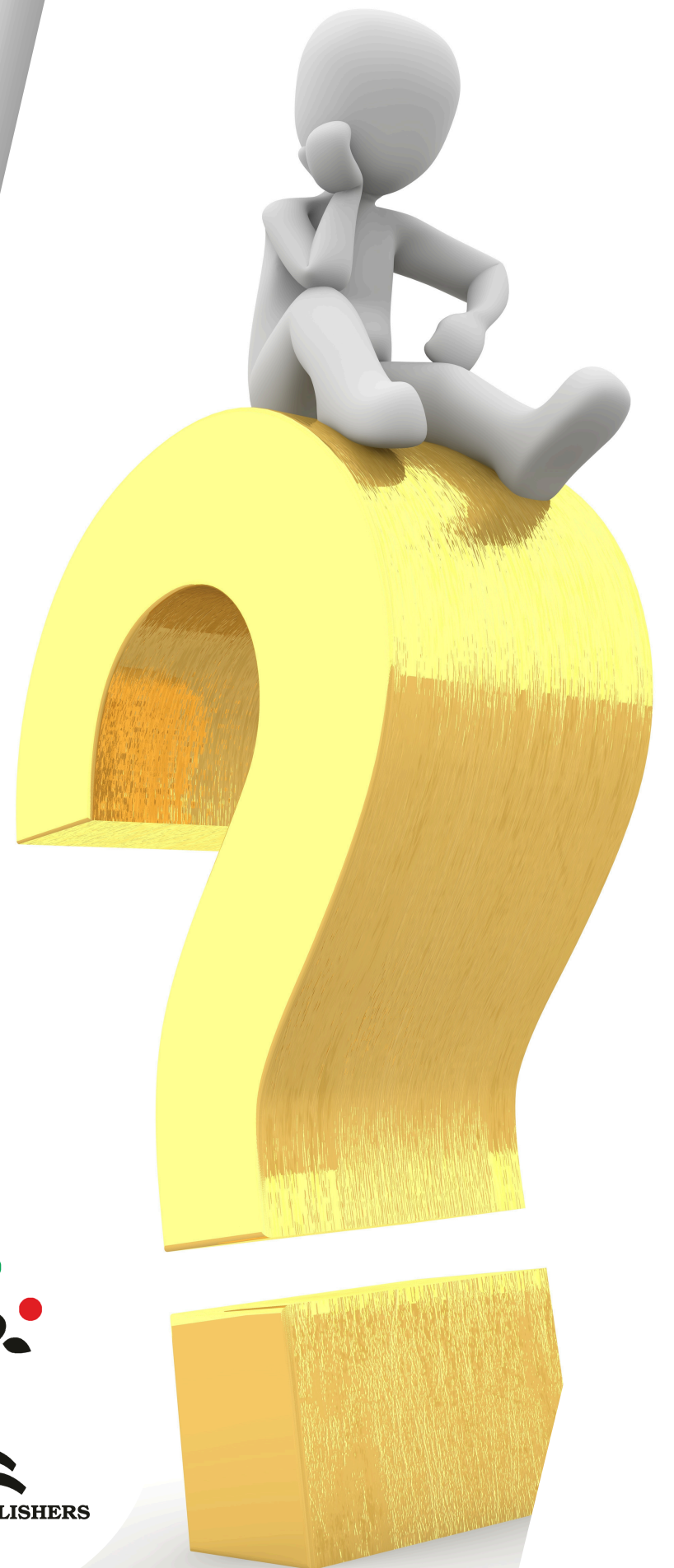
- Create a brand story for your Book, but as the author YOU are the brand.
- Build, refine and make your firm brand.
- Incorporate your brand in all you do.

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?



Tailoring Your Marketing Approach

- Local Partnerships: Collaborating with Zambian authors, publishers or bookstores.
- Language Considerations: Translations or bilingual marketing materials.
- Promotional Events: Book fairs, author signings and workshops.





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



Traditional Marketing Tactics

- Print Ads: Leveraging newspapers, magazines, and billboards.
- Radio & TV: Advertising on popular Zambian stations.
- Community Engagement: Sponsorships, book donations, school partnerships.





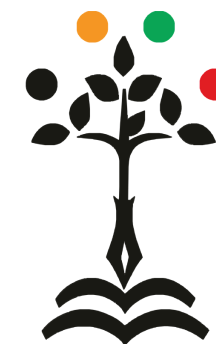
Digital Marketing Strategies

- **Social Media:** 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.



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

-Anonymous





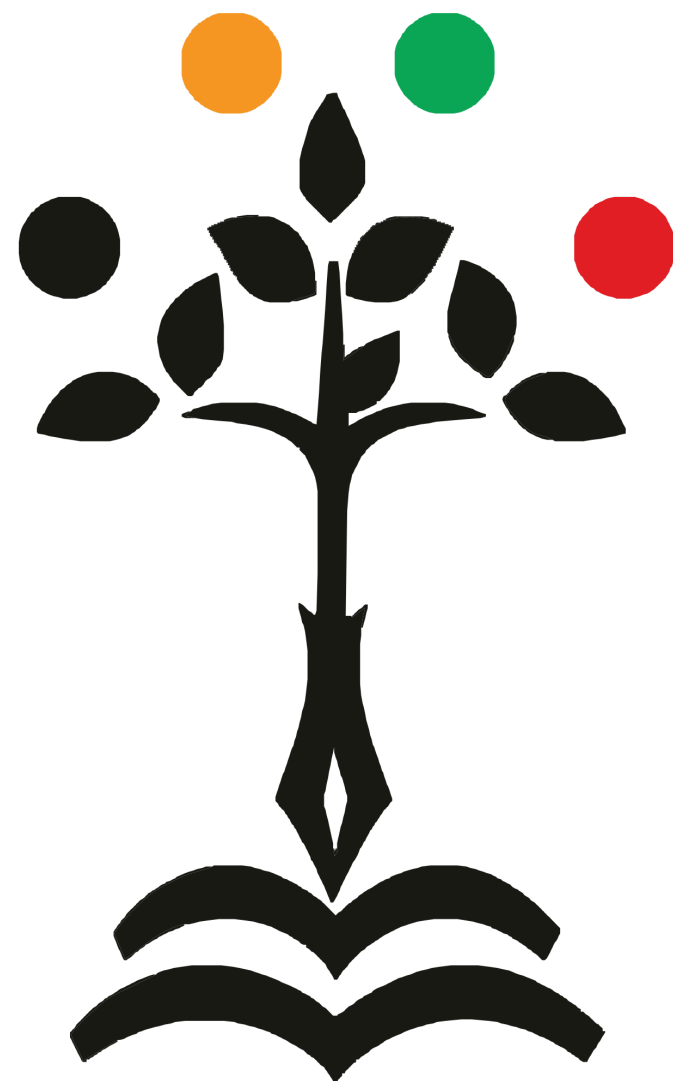
CALL-TO-ACTION:

**Let us continue exploring new
marketing opportunities in Zambia!**



For Your Publishing Needs

Contact Us



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