**How to use the Author Marketing Value Calculator**

1. Pick an author in your library’s collection (or a few different authors that have different audiences/fan bases, whether first-time, genre-specific or best-seller).
2. Under Column B for *Website*, record the number of web impressions (number of times content is displayed on a user’s screen) and pageviews (number of times a page is displayed on a user’s screen) for each web page where advertisements or promotional messaging about an author is displayed. Make sure the figure you record for *Homepage* is limited to the homepage visits during the period the author was promoted on your library’s homepage.
3. Add the number of web impressions and pageviews for each webpage and divide the sum by 1,000. Then, multiply the result by $15. This number is the approximate marketing value your library’s website generates for the author.

*The $15 represents the cost per thousand impressions (CPM), which is the estimated marketing value of display ads on library websites. Library websites may be considered “premium” websites because the audiences visiting them are qualified viewers who have an interest in topics such as books and reading – exactly the kinds of audiences that publishers want to reach. Please note that the CPM for premium websites may vary from $15 (display) to $25 (video).*

1. Next, go to *Email Marketing*. Under Column B, record the numbers for Email Distribution (total number of email recipients), Email Total Opens (total number of emails opens), Email Open Rate (percentage of emails opened out of total emails distributed), and Email Total Clicks (total clicks within an opened email) in the appropriate cells.
2. Add the number of *Email Total Opens* and *Email Total Clicks* and divide the sum by 1,000. Then, multiply the result by $15. This number is the approximate marketing value your library’s email generates for the author.
3. Move on to *Print & In-Branch Marketing*. Record the Signage (library displays that advertise the author) Impressions, which are measured by the number of branch visits that occurred during the time the author’s signage was displayed, and Print Advertising Impressions (total number of marketing pieces printed for distribution – i.e. flyers, brochures, etc.) that includes author promotion.
4. Add the number of impressions and divide the sum by 1,000. Then, multiply the result by $5. This number is the approximate marketing value your library’s print and in-branch marketing generates for the author.

*Please note that the estimated CPM ($5 in this example) is valued based on typical outdoor advertising rates, which may vary from $2 to $15 CPM.*

1. For *Social Media*, record the number of Facebook Impressions and Twitter Impressions in the appropriate cells. (Note: These numbers will not be included in the **TOTAL MARKETING VALUE** calculated at the end of the spreadsheet, but they are still important pieces of data to collect.)
2. Under Column B for *Paid Advertising*, record the amount of money your library spent on advertising the author through various mediums in the appropriate cells. Add all the Paid Advertising costs together.
3. Lastly, total the **VALUE** you calculated from Website, Email Marketing, Print & In-Branch Marketing, and Paid Advertising to determine the **TOTAL MARKETING VALUE** your library generates for the author.