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Research on Sales and Marketing Strategies in the Global E-Book Market

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Abstract

Digital transformation has reshaped the global publishing industry and turned e-books into key revenue carriers for publishers, self-authors and digital platforms. Unlike physical books, e-books enjoy advantages of zero inventory/logistics expenses, flexible pricing, multi-channel sales and user data tracking. However, the sector suffers piracy, low perceived value, high price sensitivity, competition from short-form reading and weak user loyalty. This paper adopts four core theories (4Ps, TAM, S-O-R, ELM) to systematically review e-book marketing systems. It identifies major industrial drawbacks such as rigid pricing, homogeneous channels, superficial content operations, severe copyright violations and ineffective targeted promotion. Corresponding strategies are proposed covering dynamic data pricing, differentiated channel layout, user co-creation content marketing, micro-influencer cooperation and copyright-integrated campaigns. This study expands marketing theories' application in digital cultural goods and offers actionable operational suggestions for global e-book market players to boost conversions, per-user revenue and sustainable competitiveness.

Keywords: e-book; digital publishing; sales strategy; digital marketing; consumer purchase intention

1. INTRODUCTION

The universal penetration of smart mobile terminals, e-ink readers, tablet devices and mobile reading applications has completely changed global consumers' reading and book purchasing logic, driving the rapid expansion of the international e-book market over the past decade (Zhang & Kudva, 2014). Statistical data released by international publishing industry associations shows that e-book sales account for 22% to 36% of total book revenue in North America and Western European mature publishing markets, while Southeast Asia, Latin America and other emerging digital consumption regions maintain an annual compound growth rate of more than 13% in e-book transaction volume (De los Santos et al., 2021). As a typical intangible digital cultural commodity, e-books break the physical restrictions of printed books in storage, transportation and shelf display. Publishers and platforms can adjust pricing, launch trial reading activities and push targeted content to readers in real time based on user browsing, reading duration and purchasing data (Elfadel et al., 2024). The low marginal replication cost of e-books creates huge profit space for operators, but the unique attributes of digital texts also bring unprecedented marketing challenges to the whole industry.

First of all, consumers generally hold lower perceived value judgment on intangible e-books compared with physical books with collection value and physical texture, resulting in extremely high price sensitivity of digital reading products (Wagner et al., 2013). A slight increase in unit price may lead to a sharp decline in purchase conversion rate of leisure novels, popular science and other low-rigidity e-book categories. Secondly, digital piracy channels are highly concealed and spreading at ultra-low cost. Unauthorized full-text resources, fragmented chapter downloads and shared reading accounts widely circulate on social media and third-party websites, seriously eroding the payment willingness of genuine readers and squeezing legal sales revenue (Aslam & Raza, 2024). Third, the rise of short-video platforms, micro-novels and fragmented audio reading has occupied a large amount of users' spare time, forming fierce heterogeneous competition with complete-length e-books and continuously reducing consumers' continuous reading willingness (Zhao et al., 2025). Fourth, most small and medium-sized publishing institutions and independent authors rely excessively on a few mainstream digital platforms such as Amazon KDP and Apple Books for sales, lacking diversified channel layout and private domain reader operation capacity, resulting in high platform commission costs and unstable traffic acquisition (Baltija Publishing, 2026).

Against such complex industrial background, international scholars have launched extensive empirical research on e-book purchase intention drivers and supporting sales marketing strategies from multiple theoretical dimensions in recent years. TAM series studies take perceived usefulness and perceived ease of use as core antecedent variables to explain consumers' willingness to pay for e-books, focusing on the optimization space of reading terminal and platform functional experience (Nasywahasna et al., 2025). S-O-R theoretical research regards platform interface design, limited-time discount stimuli, social book review atmosphere and influencer recommendation content as external environmental stimuli, and verifies that these external factors reshape consumers' internal psychological states such as trust, emotional resonance and flow experience, and finally drive purchase and renewal behaviors (Wongchanadech et al., 2023). Pricing comparison research distinguishes the two mainstream market operation modes of agency pricing and wholesale pricing in Western markets, and quantifies the differential impact of different pricing mechanisms on platform market share and publisher profit margins (De los Santos et al., 2021). Social commerce scholars apply ELM to analyze the dual persuasion paths of e-book marketing, and confirm that vertical book influencers and user-generated reading reviews can significantly reduce consumers' decision-making barriers and boost transaction volume (Li et al., 2023).

Nevertheless, existing foreign literature still has obvious research fragmentation defects. Most studies only discuss a single dimension such as pricing, channel or social promotion in isolation, lacking a complete full-link systematic sorting of e-book sales marketing systems integrating product, price, channel and promotion four dimensions. In addition, few papers combine the realistic pain points of piracy, fragmented reading and channel homogenization to put forward targeted integrated optimization strategies (Baltija Publishing, 2026). Based on this research gap, this paper adopts the systematic literature review research method, sorts and integrates 22 high-quality English peer-reviewed journal papers published from 2013 to 2026, combs the four core marketing theoretical frameworks applicable to e-book research, systematically analyzes four major types of mainstream sales strategies in the global e-book market, summarizes the common marketing deficiencies in current industrial operation, and proposes multi-dimensional optimized sales and marketing suggestions. This study unifies scattered empirical research conclusions in the field of digital publishing marketing, provides standardized theoretical analysis logic for follow-up related research, and delivers operable marketing schemes for publishing enterprises, independent authors and digital reading platforms to expand e-book market share and stabilize long-term revenue growth.

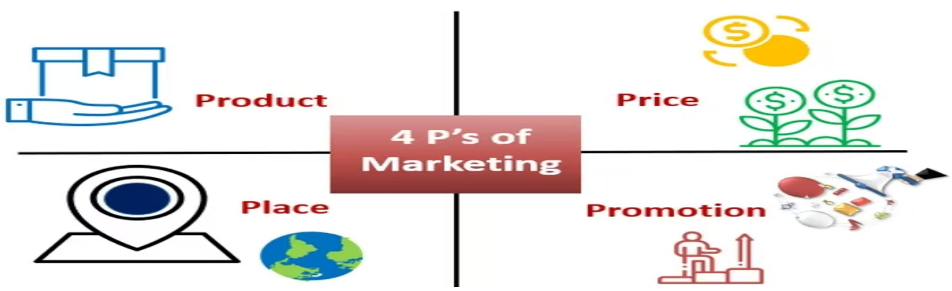
2. THEORETICAL BASIS OF E-BOOK SALES AND MARKETING RESEARCH

To systematically analyze the internal logic of various e-book sales strategies, this paper sorts out four classic marketing and consumer behavior theories widely adopted in international e-book empirical literature, clarifies the application connotation of each theoretical framework in digital reading commodity scenarios, and lays a unified theoretical foundation for subsequent strategy classification and mechanism analysis.

2.1 Digitalized 4Ps Marketing Mix Theory

The classic 4Ps marketing mix theory proposed by McCarthy includes four core dimensions: Product, Price, Place and Promotion. With the continuous development of digital economy research, Chaffey & Ellis-Chadwick (2019) revised and expanded the framework to adapt to intangible digital goods, forming a digital marketing mix system suitable for e-commerce and digital cultural products, which has become the most basic classification standard for sorting e-book sales strategies in existing research. In the e-book industry scenario, the connotation of each dimension has obvious digital characteristics different from physical books.

Fig 2.1 4P'S Marketing Theory



In terms of Product strategy, e-book product design is no longer limited to pure text content. Operators can launch serialized updated novels, multi-version revised textbooks, and attach auxiliary digital attachments such as character maps, author audio commentaries and professional data charts to differentiate homogeneous digital reading products (Elfadel et al., 2024). In terms of Price strategy, e-books break the fixed single pricing mode of printed books, and can flexibly set single purchase price, series bundle price, monthly/annual subscription fee, limited-time discount price and free trial pricing according to reader groups, book genres and market competition conditions (Kotzianová et al., 2021). The Place (channel) dimension covers open self-publishing platforms, official reading applications, cross-border digital bookstores, vertical reading communities and social commerce one-click shopping channels, forming an omnichannel sales network different from offline physical bookstores (Inkfluence AI, 2025). The Promotion dimension includes free chapter preview, timed flash sale, author live sharing, KOL reading recommendation, email private domain push and user reading reward activities, covering both platform official operation and social spontaneous communication (Lin & Huang, 2024). The digitalized 4Ps framework provides a complete classification logic for the systematic sorting of various e-book sales strategies in this paper.

2.2 Technology Acceptance Model (TAM)

Proposed by Davis, the Technology Acceptance Model constructs a basic logical chain of "external technical characteristics – consumer cognitive perception – usage attitude – behavioral intention", with perceived usefulness (PU) and perceived ease of use (PEOU) as two core independent variables (Nasywahasna et al., 2025). TAM is widely used in research on digital terminals, reading platforms and online consumption behaviors, and its explanatory power for e-book purchase intention has been repeatedly verified by international empirical studies.

In e-book consumption scenarios, perceived usefulness refers to consumers' subjective judgment on whether e-book content can meet their reading demands such as entertainment relaxation, academic research and skill learning. For academic textbooks and professional reference e-books, high perceived usefulness can significantly improve consumers' tolerance to high pricing (Kotzianová et al., 2021). Perceived ease of use reflects the smoothness of operation experience brought by reading devices and platform interfaces, including page turning fluency, font adjustment function, note editing module and cross-device synchronization performance (Wongchanadech et al., 2023). Multiple panel data studies have confirmed that platform interface optimization and functional upgrading can simultaneously improve PU and PEOU of readers, enhance overall reading satisfaction, and then positively promote single purchase and subscription renewal behaviors of e-books. From the perspective of sales strategy, TAM theory indicates that platform product experience optimization is the basic prerequisite for improving long-term e-book sales volume.

2.3 Stimulus-Organism-Response (S-O-R) Model

Originated from environmental psychology, the S-O-R model constructs a complete transmission path of "external stimulus (S) – internal organism psychological state (O) – behavioral response (R)", which makes up for the defect of TAM's overemphasis on rational cognition and ignores emotional factors (Mehrabian & Russell, 1974; Hochreiter, 2023). The theoretical framework can fully explain consumers' impulsive purchase, spontaneous sharing and other irrational consumption behaviors in digital reading scenarios, and is frequently quoted in research on social commerce and live-streaming book marketing (Xia et al., 2024).

TABLE2.2 THE MODEL OF SOR

External Stimulus (S)	⟹	Internal Organism State (O)	⟹	Behavioral Response (R)

When applied to the e-book market, the Stimulus layer includes all external marketing and environmental cues that can attract readers' attention: platform limited-time discount labels, high-score reader review lists, BookTok short-video recommendation clips, vertical influencer live reading sessions and community book sharing posts (Bui et al., 2025). The Organism layer covers readers' comprehensive psychological states integrating rational cognition and irrational emotion, including perceived value, platform trust, immersive flow experience, reading pleasure and social identity brought by book communication (Li & Wang, 2025). The Response layer corresponds to all sales-related behavioral outputs: single e-book payment, subscription package renewal, series complete set purchase, active sharing of reading notes and continuous platform retention (Zhao et al., 2025). S-O-R model provides a complete psychological transmission logic for analyzing the action mechanism of social promotion, flash sale and other stimulus-based e-book sales strategies.

2.4 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model divides consumers' information processing modes into central route and peripheral route according to the degree of their involvement in products, which is especially suitable for analyzing the differentiated persuasion effects of different e-book marketing contents (Li et al., 2023). The central route relies on high-elaboration information such as book plot logic, professional argument content and author academic qualifications to persuade readers with high product involvement, who will carefully evaluate the intrinsic quality of e-books before making purchase decisions. The peripheral route targets low-involvement casual readers, who are easily influenced by low-elaboration auxiliary cues such as book cover design, star author reputation, huge review volume and influencer recommendation without in-depth reading of content details (Schwabe et al., 2023).

ELM theory clearly explains the differentiated matching logic of e-book content marketing and influencer promotion strategies. Professional academic e-books should focus on central route content output such as excerpt sharing and expert book reviews, while leisure romance, thriller and other mass e-books can rely on peripheral cues such as cover packaging and vertical blogger recommendation to quickly stimulate purchase willingness (Lin & Huang, 2024). This theoretical framework provides a core judgment standard for classified precise marketing of different genres of e-books.

3. CORE SALES AND MARKETING STRATEGIES OF THE GLOBAL E-BOOK MARKET

Combined with the digital 4Ps marketing mix framework and existing international empirical research results, this paper divides the mainstream mature sales strategies in the global e-book market into four systematic modules: differentiated pricing strategies, omnichannel distribution strategies, value content marketing strategies and vertical social influencer operation strategies, and analyzes the specific implementation paths and market effects of each strategy in combination with foreign literature evidence.

3.1 Differentiated E-Book Pricing Strategies

Pricing is the core factor determining e-book sales volume and profit margin, and international scholars have formed a complete differentiated pricing system through long-term market observation and empirical testing, including vertical contract pricing modes, genre segmented pricing, subscription & bundle composite pricing and limited-time stimulus pricing.

Two long-term competing pricing contract mechanisms dominate the North American and European mainstream e-book markets, namely the wholesale model and the agency model, and their respective market effects have been quantitatively compared by De los Santos et al. (2021). Under the wholesale model, publishing houses set a unified wholesale price for e-books, and digital retailers have independent pricing power to adjust retail prices according to market competition. Amazon has long adopted this model, relying on large-scale deep discounting of new books to seize market share and squeeze small and medium-sized platforms out of competition. Under the agency model, publishers unify the retail price of each e-book, and platforms only act as sales agents to draw fixed proportion commissions from each transaction, which can stabilize publishers' profit margins and avoid vicious price wars between channels. Empirical data shows that the agency model raises the average market price of e-books by about 7%, effectively protecting the revenue of midlist authors and small publishing houses, while the wholesale model brings higher short-term sales volume through low-price stimulation but compresses long-term industry profit space (De los Santos et al., 2021).

3.2 Genre Segmented Value Pricing

Consumers have completely differentiated payment willingness and price tolerance for e-books of different genres, so unified fixed pricing will lead to serious mismatch between value and price (Kotzianová et al., 2021). Academic textbooks, legal reference books and professional technical e-books belong to rigid demand products with high substitution cost; readers with learning and work demands can accept high unit prices of 15–40 US dollars, and price fluctuation has little impact on purchase volume. Leisure novels, short popular science and inspirational essays belong to flexible demand products with low involvement, and consumers only generate impulsive purchase willingness under low price stimulation of 0.99–2.99 US dollars. Platforms and publishers need to formulate segmented price bands according to genre attributes to balance sales volume and unit profit. A longitudinal tracking study by Kotzianová et al. (2021) confirms that unreasonably high pricing of mass leisure e-books will lead to a 40%–60% drop-in conversion rate within one month.

3.3 Subscription and Bundle Composite Pricing

Single one-time purchase pricing can only realize one-time transaction revenue, while subscription and bundle pricing strategies can extend user consumption cycle and improve average customer revenue (Zhao et al., 2025). Unlimited subscription services represented by Kindle Unlimited and Apple Books+ charge users fixed monthly or annual fees, and platforms pay royalties to publishers according to actual reading pages of users, which successfully activate low-frequency casual readers who are unwilling to buy single books at full price. Bundle pricing mainly includes series full-set packages and “e-book + audiobook” composite products; matching digital reading and audio listening products can significantly increase customer unit price and reduce unit marketing cost (Lin & Huang, 2024). In addition, free partial chapter previews are an auxiliary pricing stimulus tool: releasing the first 3–5 chapters of new books for free reading can reduce consumers’ perceived risk of blind purchase, and the full-book purchase conversion rate of readers who finish trial reading is more than three times that of ordinary browsing users (Lin & Huang, 2024).

3.4 **Data-Driven Limited-Time Stimulus Pricing**

Based on real-time user click, collection and reading behavior data, platforms launch timed flash sales, new book launch discounts and festival exclusive preferential prices to create time pressure and stimulate impulsive purchase psychology consistent with S-O-R mechanism (Bui et al., 2025). Short-term price reduction stimuli can rapidly boost new book rankings on digital shelves, and high-ranking feedback will bring continuous natural traffic growth after discounts end. Inkfluence AI (2025) pointed out that A/B testing of discount intensity and launch time is essential for pricing operation: excessive discount range will damage product value perception, while too short discount time cannot form sufficient traffic accumulation effect.

3.5 Omnichannel Distribution Strategies

With the diversification of digital access terminals and social media traffic entrances, a single platform sales model can no longer meet the traffic expansion demands of publishers and authors. International digital publishing operators have formed an omnichannel distribution system integrating open self-publishing platforms, official private domain channels and social commerce vertical channels.

3.5.1 Open Self-Publishing Platform Operation

Amazon KDP is the world's largest self-publishing e-book distribution channel, providing independent authors and small publishers with one-stop services including manuscript formatting, cover design, keyword SEO optimization and timed free promotion activities (Inkfluence AI, 2025). By setting targeted book keywords matching readers' search habits, e-books can obtain stable natural search traffic on the platform; short-term free release of new books for 3–5 days can rapidly accumulate user collections and reader reviews, pushing works to the platform bestseller list and gaining long-term exposure. Nevertheless, mainstream platforms charge 30%–50% commission for each transaction, and traffic is highly dependent on platform algorithm rules, with strong operational instability (Baltija Publishing, 2026).

3.5.2 Official Private Domain Channel Layout

To reduce platform commission dependence and accumulate high-value loyal readers, medium and large publishing houses gradually build official reading websites, author exclusive newsletters and member email CRM systems as private domain sales channels (Baltija Publishing, 2026). After users browse free book excerpts on social platforms, guide them to subscribe to author email lists; regularly send new book previews, exclusive discount coupons and limited serialized side stories to subscribers, forming stable repeat purchase groups. Private domain traffic has the advantages of high reader loyalty and zero platform commission, but the early traffic acquisition cost is high, requiring long-term continuous content operation to achieve revenue balance.

3.6 Social and Cross-Border Vertical Channels

Vertical reading communities represented by Goodreads and Reddit book forums gather high-precision reader groups. Publishing operators can post book excerpts, theme reading lists and author interview content in community discussion areas to obtain natural recommendation traffic without paid advertising (Baltija Publishing, 2026). Social commerce channels such as TikTok BookTok and Instagram Bookstagram break the barrier between content browsing and transaction: book short videos with plot highlights can add one-click purchase links below the screen, realizing real-time conversion of browsing traffic into e-book orders (Li et al., 2023). For cross-border market expansion, operators need to complete multi-language translation of e-books, adjust pricing standards according to local consumption levels, and cooperate with local vertical book influencers to carry out localized distribution promotion (Asokan et al., 2022).

3.7 Value-Oriented Digital Content Marketing Strategies

Different from physical books relying on offline display for exposure, e-book marketing takes digital content itself as the core communication carrier, and value content marketing can continuously shape readers' brand recognition and long-term purchase willingness, which is divided into preview content operation, attached value-added product development and UGC reader co-creation three directions.

First, serialized preview content operation. Continuously releasing free prequels, chapter excerpts and character side stories before and after new book launch can maintain long-term attention of potential readers, reduce the perceived risk of blind purchase and improve subsequent full-book conversion rate (Lin & Huang, 2024). Second, develop differentiated value-added attachments for e-books. Add exclusive author audio explanations, professional data tables, character relationship diagrams and online exercise questions to digital texts to form differentiated product advantages compared with pirated plain text resources, improve consumers' perceived value of genuine products (Elfadel et al., 2024). Third, encourage reader UGC co-creation. Launch reading note sharing, book review competitions and theme reading challenge activities on platforms and communities, and reward outstanding contributors with free e-book resources or exclusive discounts. Massive high-quality user reviews act as peripheral persuasion cues under ELM theory, effectively lowering new readers' purchase decision threshold (Li et al., 2023).

Social media book influencers have become the most efficient traffic entrance for e-book sales in recent years, and mature matrix cooperation mechanisms have been formed in global digital publishing markets, including micro-influencer vertical matching, live-streaming reading linkage and limited preferential joint activities.

Macro celebrity influencers cover wide crowds but have low conversion efficiency for vertical reading products, while micro book bloggers with 5,000–50,000 core reading fans have higher audience trust and more accurate crowd matching degree (Baltija Publishing, 2026). Operators should match e-book genres with corresponding vertical influencers: academic books cooperate with education and research bloggers, romance novels cooperate with youth reading creators, and professional textbooks cooperate with industry KOLs. Combined with S-O-R stimulus logic, influencers can launch exclusive limited discount links during live reading sessions to create time-limited purchase pressure, rapidly activate audience impulsive purchase willingness (Bui et al., 2025). Short-video recommendation clips posted by influencers will continue to spread on social platforms after live streaming, forming long-term sustained exposure and stable order conversion.

4. COMMON DEFICIENCIES IN CURRENT E-BOOK SALES MARKETING PRACTICE

Through sorting foreign empirical literature and global industrial operation cases, this paper summarizes five prominent universal deficiencies restricting the long-term sales growth of e-books, covering pricing, channel, content, promotion and copyright protection five dimensions.

First, pricing mechanisms lack dynamic data adjustment capacity. Most small and medium publishers and independent authors adopt static fixed pricing according to genres, without real-time adjustment based on user conversion data, competitor preferential policies and new book heat changes (Zhao et al., 2025). Static pricing cannot balance sales volume and profit margin; high price leads to low conversion in the new book launch stage, while blind low discount in the stable period erodes long-term profits. In addition, the design of subscription tiered packages is single, failing to cover student groups, light casual readers and heavy professional readers with differentiated preferential schemes.

Second, channel layout presents serious homogenization risk. Most operators overly rely on Amazon and other large open platforms for sales, ignoring the construction of private domain email communities and cross-border vertical social channels (Baltija Publishing, 2026). Over-reliance on a single platform leads to high commission costs and traffic volatility affected by algorithm adjustment; lack of multi-channel diversion capacity makes it difficult to form diversified traffic buffer mechanisms. Many cross-border self-publishing authors only carry out English version distribution, without localized translation and marketing layout for emerging regional markets.

Third, content marketing operation remains superficial and short-sighted. Most publishing institutions only release simple chapter excerpts for promotion, lacking long-term serialized side story, author live sharing and reader co-creation activity design (Lin & Huang, 2024). Homogenized excerpt content cannot form lasting reader attraction; the development of e-book value-added attachments is insufficient, and the product differentiation advantage between genuine and pirated resources is weak, unable to effectively improve consumers' payment willingness for genuine products.

Fourth, social influencer promotion has homogenized cooperation mode. Many publishers blindly cooperate with high-follower macro celebrities without matching e-book genres and blogger vertical positioning, resulting in low conversion efficiency and wasted marketing budget (Li et al., 2023). Most cooperation only stays on one-time short-video posting, lacking long-term serialized content linkage and exclusive preferential joint activities, failing to form continuous stimulus effects conforming to S-O-R psychological transmission logic.

Fifth, piracy interference cannot be integrated into the whole marketing system. At present, most operators separate copyright anti-piracy work from sales marketing, only relying on platform technical blocking to combat pirated resources, without launching genuine exclusive value-added benefits to raise the opportunity cost of choosing pirated copies (Aslam & Raza, 2024). Consumers can obtain complete plain-text pirated e-books at almost zero cost, while genuine products only provide single text content, resulting in insufficient willingness to pay for legal digital books. In addition, mass indiscriminate algorithm push wastes marketing resources and causes user information fatigue, further reducing promotion conversion rate (Zhang et al., 2019).

5. OPTIMIZED E-BOOK SALES AND MARKETING COUNTERMEASURES

Aiming at the five major practical deficiencies summarized above, this paper puts forward targeted systematic optimized strategies combined with foreign research conclusions and mature international industry operation experience, covering dynamic pricing, omnichannel differentiation, deep content co-creation, precise influencer matrix marketing and copyright-marketing linkage five aspects.

5.1 **Build Data-Driven Dynamic Differentiated Pricing System**

Platforms and publishers need to establish real-time pricing adjustment models based on user behavior big data. In the new book launch stage, adopt low impulse pricing and 3–5 days free limited release to accumulate reviews and rankings; after entering the stable sales period, moderately increase unit price to recover development and marketing costs (Inkfluence AI, 2025). Design multi-level subscription packages including monthly, annual, student exclusive and light reading low-price versions to cover diversified reader groups. Continuously carry out A/B testing of discount intensity and launch time to find the optimal balance point of sales volume and marginal revenue, and avoid blind deep discounting that damages long-term product value perception (Zhang et al., 2019). For professional academic e-books, maintain high value pricing and launch chapter single purchase function to reduce the threshold of partial reading demand users.

5.2 Construct Differentiated Omnichannel Matrix Layout

Balance the traffic advantages of public platforms and the high profit of private domain channels. Take mainstream digital bookstores as the main exposure entrance for new books to capture mass browsing traffic; build author email newsletters, official reading communities and independent websites as private domain operation carriers to retain high-value loyal readers and reduce platform commission expenditure (Baltija Publishing, 2026). Accelerate cross-border channel layout: complete multi-language translation of core works, adjust pricing standards according to local per capita consumption capacity, and cooperate with regional vertical book influencers to carry out localized social promotion (Asokan et al, 2022). Establish independent traffic diversion links between different channels to realize mutual drainage of public domain and private domain readers.

5.3 Deepen Long-Term Reader Co-Creation Content Marketing

Transform one-time excerpt promotion into serialized long-term content operation: continuously release free prequels, character side stories and author behind-the-scenes sharing before and after new book launch to maintain continuous reader attention (Lin & Huang, 2024). Strengthen the development of exclusive value-added attachments for genuine e-books, such as author audio commentary, online exercise banks and exclusive electronic peripheral materials, widen the differentiation gap between genuine products and plain-text pirated resources, and improve consumers' perceived value of legal e-books. Regularly launch reading note competitions and theme reading challenges, reward active UGC contributors with free e-books and exclusive discounts, rely on massive user reviews to form peripheral persuasion cues under ELM theory, and reduce new readers' purchase barriers (Li et al., 2023).

5.4 Optimize Vertical Micro-Influencer Matrix Precise Marketing

Abandon the blind cooperation mode of high-follower macro celebrities, and build a vertical micro-influencer matrix matching e-book genres (Baltija Publishing, 2026). Match academic works with education and research bloggers, mass leisure novels with youth reading creators, and carry out long-term serialized content cooperation instead of one-time single video posting. Cooperate with influencers to launch exclusive limited discount links during live reading sessions, create time-limited purchase pressure to activate audience impulsive purchase psychology under the S-O-R framework (Bui et al., 2025). Utilize platform user portrait algorithms to push influencer recommendation content to high-potential target reader groups, avoid mass indiscriminate push causing information fatigue and resource waste (Zhao et al., 2025).

5.5 Integrate Copyright Protection into the Whole Marketing Link

Combine anti-piracy measures with genuine marketing operation to improve the opportunity cost of choosing pirated resources. Only provide exclusive audio attachments, online reading groups and free content updates for paid genuine buyers, so that pirated plain-text e-books cannot match the complete reading experience (Wagner et al., 2013). Cooperate with digital platforms to strengthen real-time tracking and deletion of pirated links, and launch short-term full-book genuine free trial activities for new users to cultivate consumers' paid reading habits (Lin & Huang, 2024). Publicize the copyright protection achievements and author income stories through social content, shape readers' moral awareness of supporting genuine digital books, and reduce the spontaneous download willingness of unauthorized resources.

6. CONCLUSION

Driven by global digital transformation, the e-book industry has formed a complete sales marketing system covering pricing, channel, content and promotion four dimensions. This paper sorts out four core theoretical frameworks widely used in international e-book research: digital 4Ps marketing mix, TAM, SO-R and ELM, and systematically analyzes the specific implementation paths and market effects of differentiated pricing, omnichannel distribution, value content marketing and vertical influencer operation four major sales strategies based on 22 peer-reviewed English foreign literature published from 2013 to 2026. Industrial and empirical evidence shows that flexible segmented dynamic pricing, multi-channel differentiated layout, long-term reader co-creation content operation and vertical social influencer precise promotion can significantly improve e-book exposure, purchase conversion rate and long-term subscription renewal volume.

Nevertheless, the current global e-book sales marketing practice still has five prominent restrictive deficiencies: static rigid pricing mechanisms, homogenized single channel dependence, superficial short-term content operation, inefficient celebrity promotion matching and the separation of copyright protection and marketing links. Aiming at these practical pain points, this paper proposes targeted optimized strategies from data dynamic pricing system construction, differentiated omnichannel matrix layout, deep co-creation content marketing, vertical micro-influencer matrix precise promotion and copyright-marketing integrated operation five perspectives, which can provide operable strategic references for global publishing houses, independent authors and digital reading platforms to expand market share and stabilize long-term revenue growth.

In terms of theoretical contribution, this paper breaks the fragmentation defect of existing single-dimension e-book research, constructs a full-link systematic analysis framework integrating product, price, channel and promotion, and expands the application boundary of classic consumer behavior theories in digital cultural commodity scenarios. For future research directions, subsequent scholars can adopt longitudinal panel data tracking and fsQCA configurational analysis methods to explore the synergistic superposition effect of multiple marketing strategies, and carry out cross-border comparative research on e-book sales models between mature and emerging digital consumption markets, further enrich the theoretical system of digital publishing marketing.

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