

Book Marketing PRIMER

- *Get Known*
- *Grow an Audience*
- *Sell more Books!*

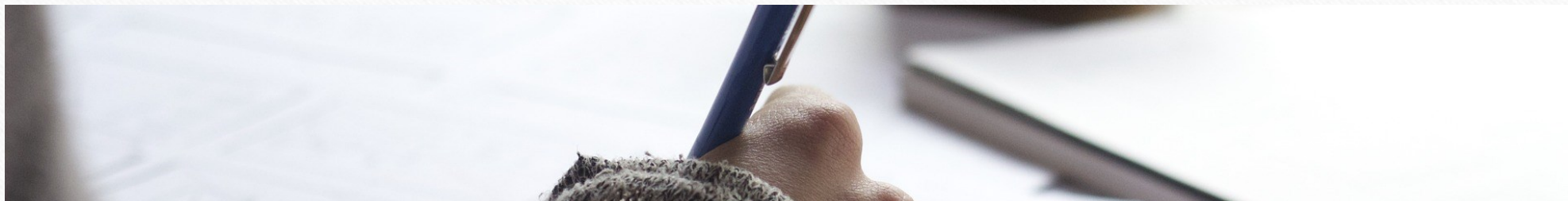


QUANTUM DOT PRESS
— HELPING BRING YOUR BOOK TO THE WORLD —



Chapter 4: Effective Use of Social Media





Today's Topics

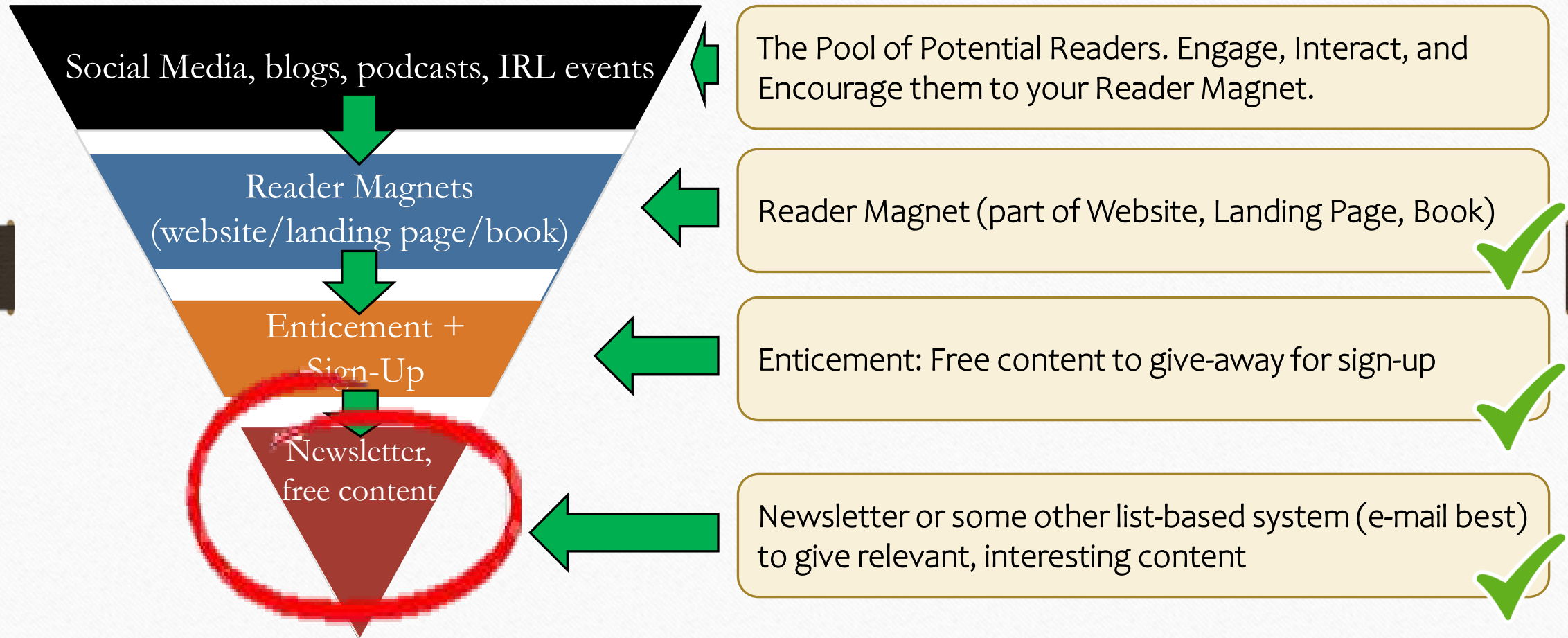
*The Key to Success is Action,
and the Essential in Action is
Perseverance.*

- Sun Yat-Sen

- Remember Our Marketing Funnel
- Which Social Media to Use?
 - An Overview of Modern Social Media Use
- Effective Use of Social Media
 - Online Personality
 - Borrowing an Audience
- Actionables for next week

Remember Your Marketing Funnel

Book Marketing Funnel



The Role of Social Media

Engagement

Social Media

vs

E-mail Lists

- Very low engagement (3%-0.01%)
- (smaller % with more followers)

- Very good engagement (10%+)
- More stable with increasing numbers

#1 priority for most independent authors = writing books

#2 should be e-mail list growth and management

→ Social Media is a tool to guide readers to your e-mail list.

The Role of Social Media

HOW DO YOU GAIN NEW SUBSCRIBERS?



Reader Magnets

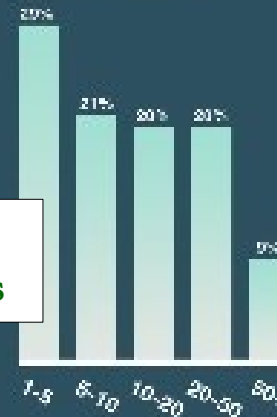
Social Media

Enticement

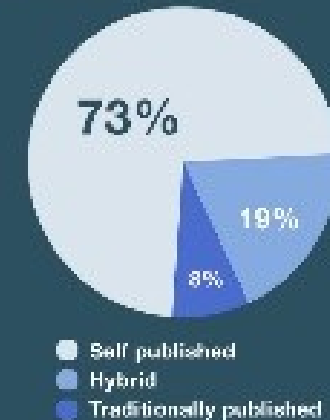
Joint Promotions

WHO RESPONDED TO THIS SURVEY?

How many books have you published?



Which best describes how you publish your books?



2023 BookBub Survey Of 500+ Authors

<https://insights.bookbub.com/state-author-newsletters-data>

Which Social Media to Use?

Social Media: Blueprints vs Tools

Social Media is a TOOL

The TOOLS you choose depend on the BLUEPRINT you're following...

➤ What's the basis for your blueprint?

- Your GOALS and RESOURCES

➤ Which tools to use to develop your platform?

- Those you can use or that your audience uses



JAN
2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



GLOBAL OVERVIEW

TOTAL
POPULATION



we
are
social

8.01
BILLION

URBANISATION

57.2%

UNIQUE MOBILE
PHONE USERS



Meltwater

5.44
BILLION

vs. POPULATION

68.0%

INTERNET
USERS



KEPIOS

5.16
BILLION

vs. POPULATION

64.4%

ACTIVE SOCIAL
MEDIA USERS



4.76
BILLION

vs. POPULATION

59.4%

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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



GLOBAL OVERVIEW

NUMBER OF SOCIAL
MEDIA USERS



4.76
BILLION

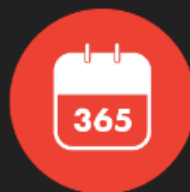
QUARTER-ON-QUARTER
CHANGE IN SOCIAL MEDIA USERS



+0.5%
+23 MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS

we
are
social



+3.0%
+137 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 31M
YOY: +2.0% (+3M)

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH

GW.



7.2
YOY: -4.6%

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



59.4%

SOCIAL MEDIA USERS AGE 18+
vs. POPULATION AGE 18+



77.8%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



92.3%

FEMALE SOCIAL MEDIA USERS:
SHARE OF TOTAL USERS



46.3%

MALE SOCIAL MEDIA USERS:
SHARE OF TOTAL USERS

we
are
social



53.7%

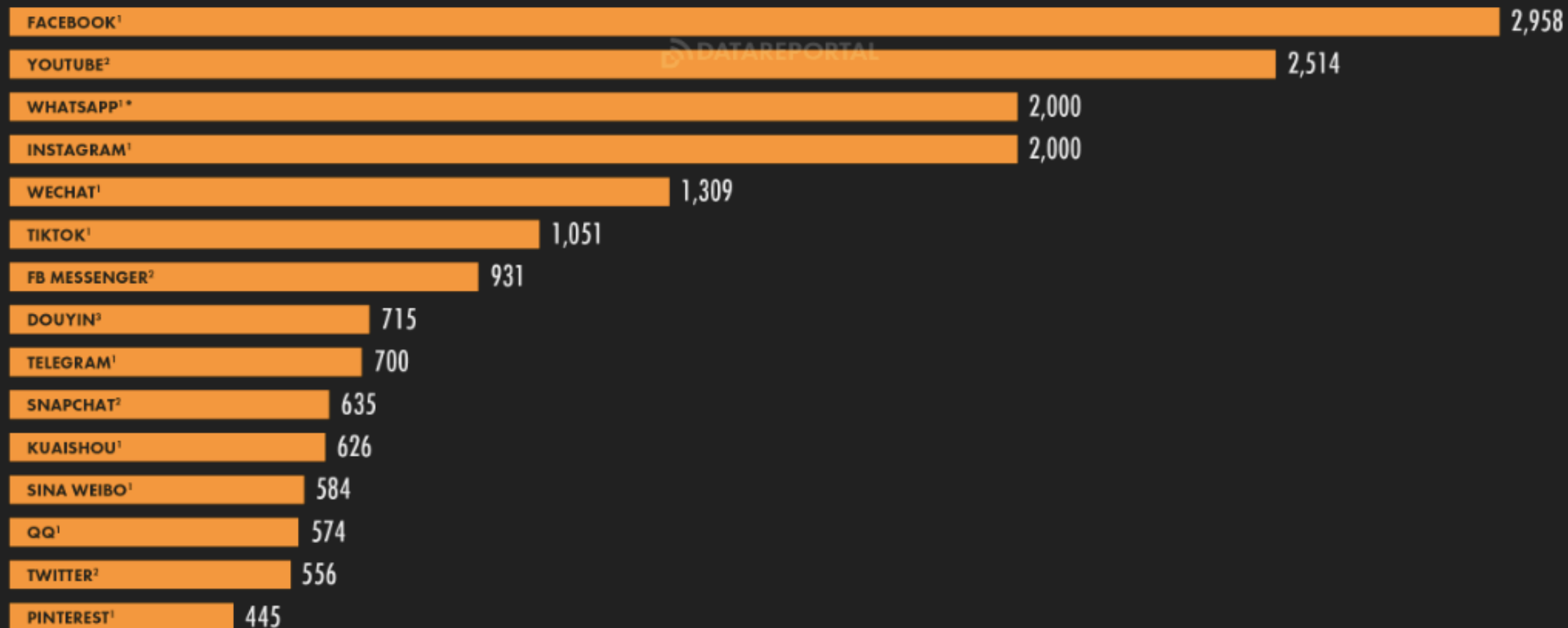
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THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



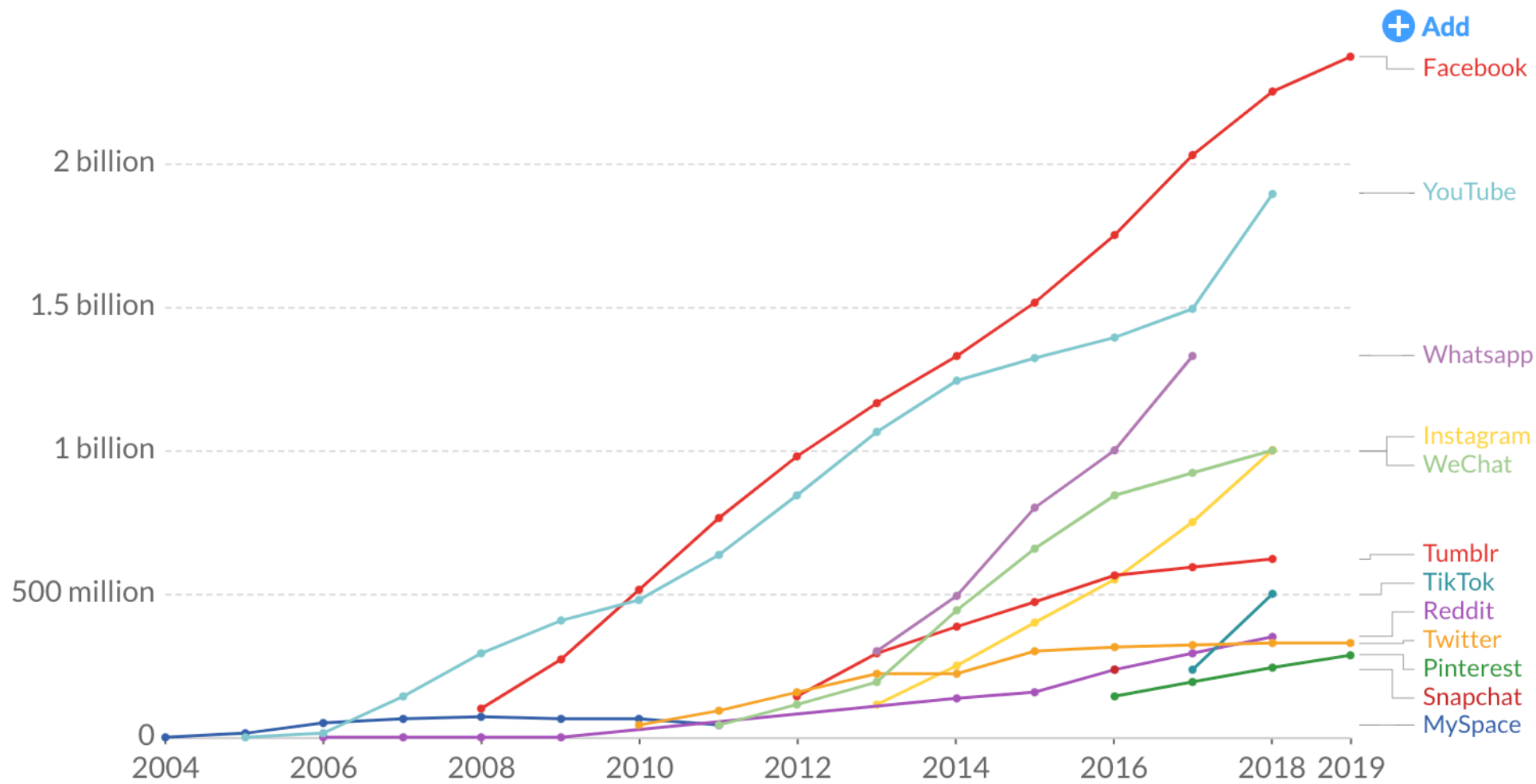
GLOBAL OVERVIEW



Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World
in Data



Source: Statista and TNW (2019)

CC BY

US Social Network User Growth, by Platform, 2020 & 2021

% change

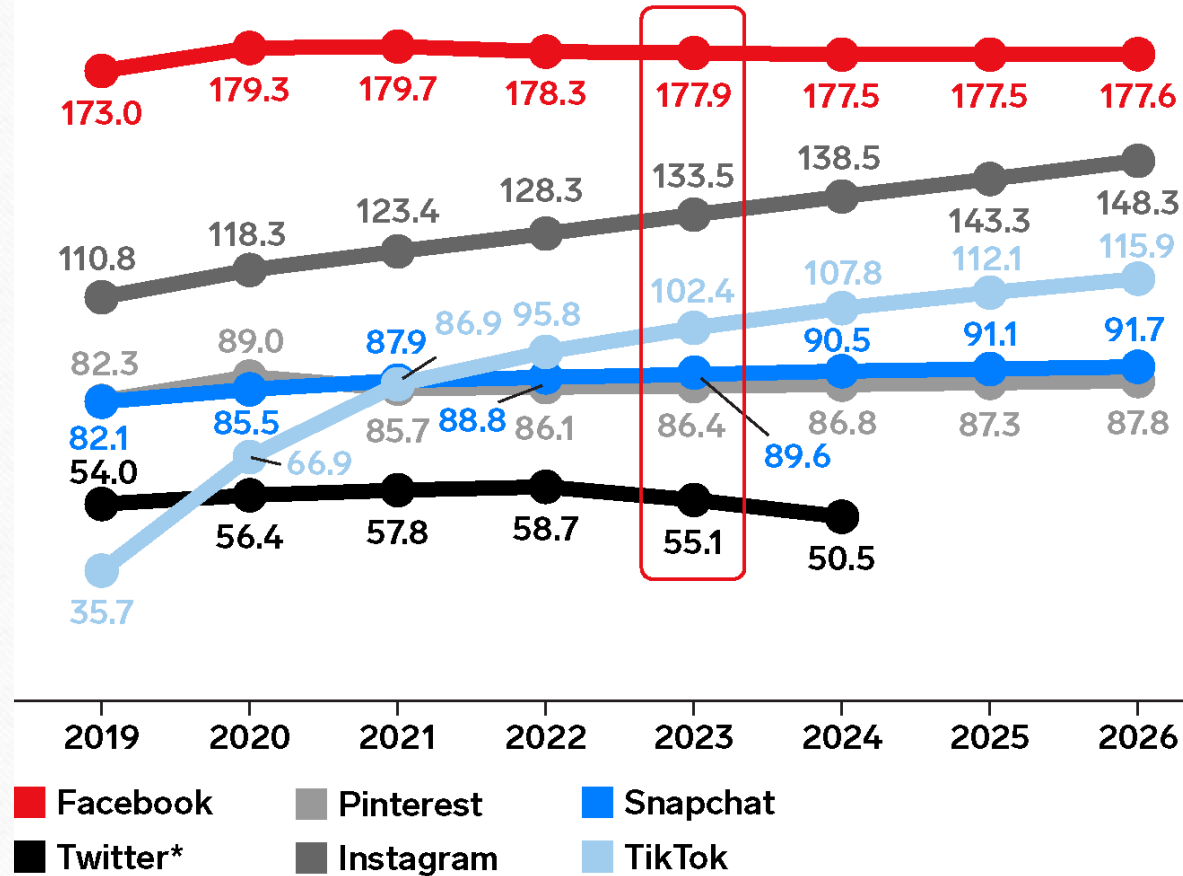
	2020	2021
TikTok	87.1%	18.3%
Reddit*	25.9%	14.4%
Pinterest	7.8%	3.1%
LinkedIn**	6.2%	4.2%
Instagram	6.2%	3.7%
Snapchat***	4.0%	2.6%
Twitter	4.0%	0.2%
Facebook	3.3%	0.8%

*Note: internet users of any age who access their account via any device at least once per month; *logged-in users; **internet users 18+ who access their LinkedIn account via any device at least once per month; ***mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month*

Source: eMarketer, April 2021

US Social Network Users, by Platform, 2019-2026

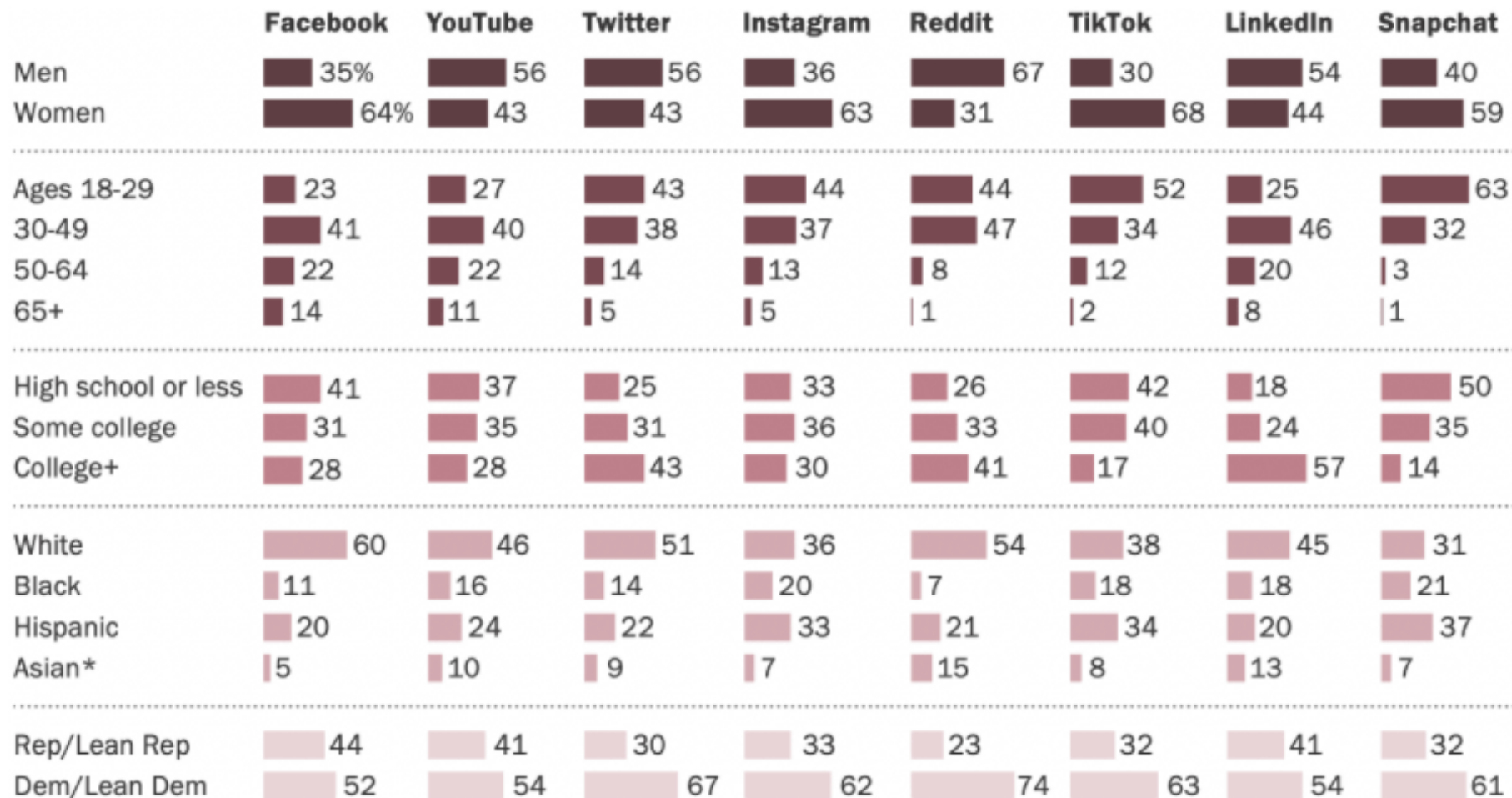
millions



Note: internet users of any age who use each social network via any device at least once per month; *due to the current uncertainty surrounding Twitter, our forecast ends in 2024
Source: eMarketer, Dec 2022

Demographic profiles and party identification of regular social media news consumers in the U.S.

% of each social media site's **regular** news consumers who are ...



*Asian adults were interviewed in English only.

Note: Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanics are of any race.

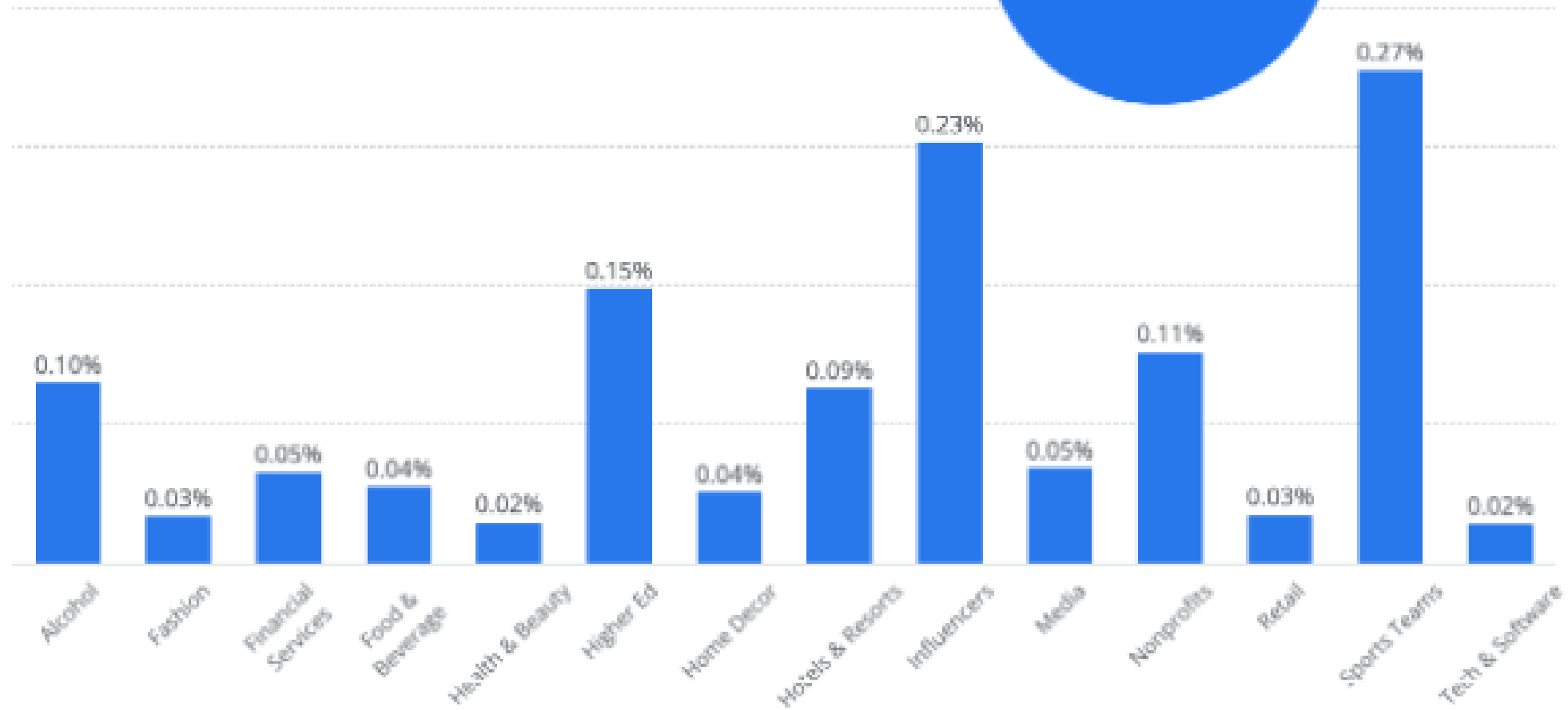
Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.

"News Consumption Across Social Media in 2021"

f Facebook engagement

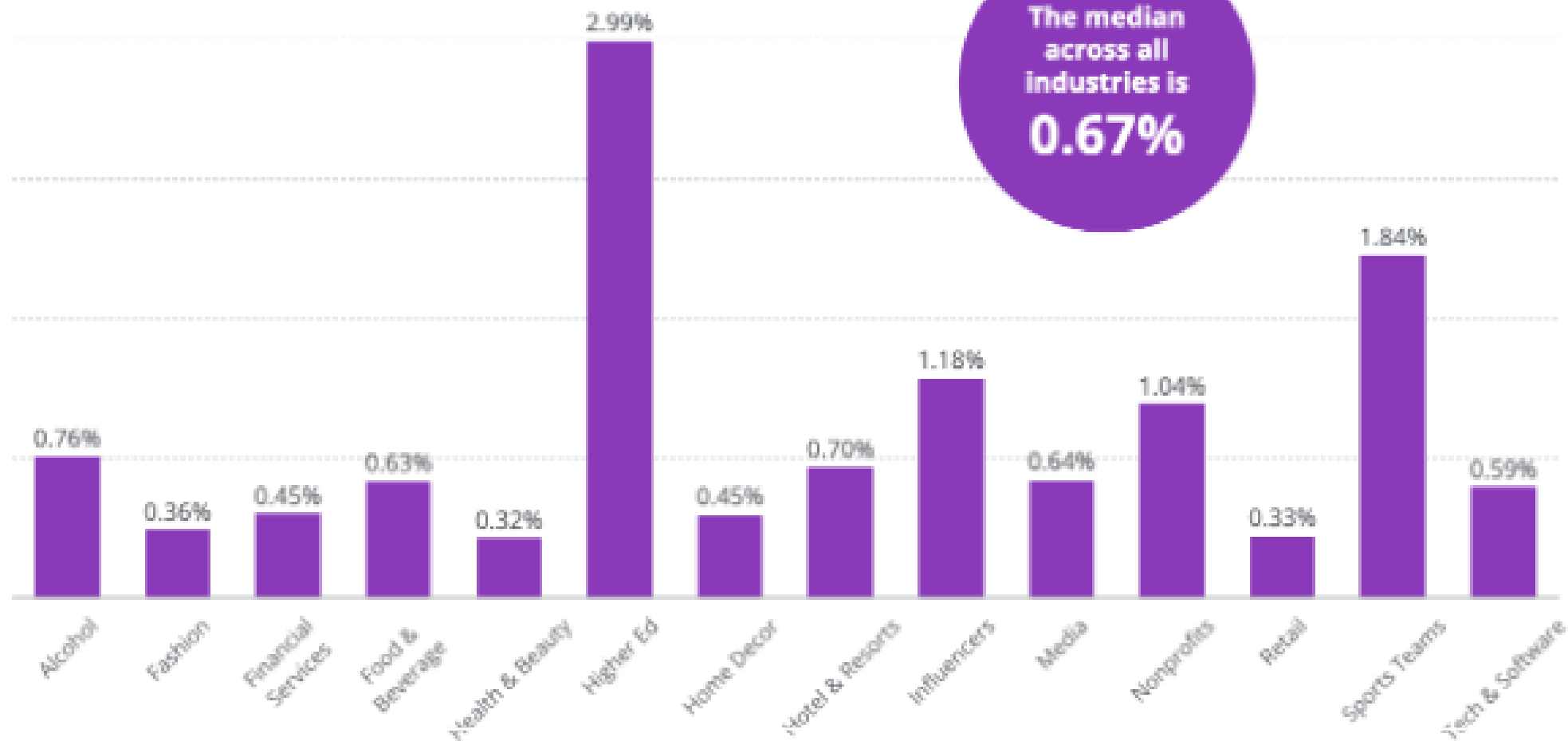
Engagement rate per post (by follower)

The median across all industries is
0.064%

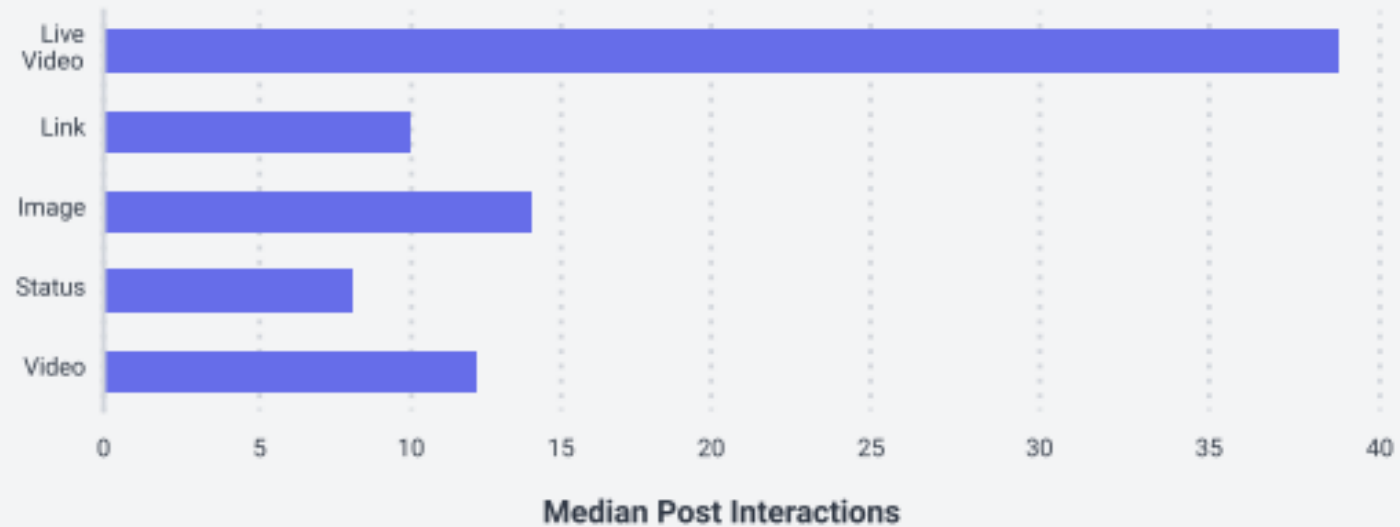


Instagram engagement

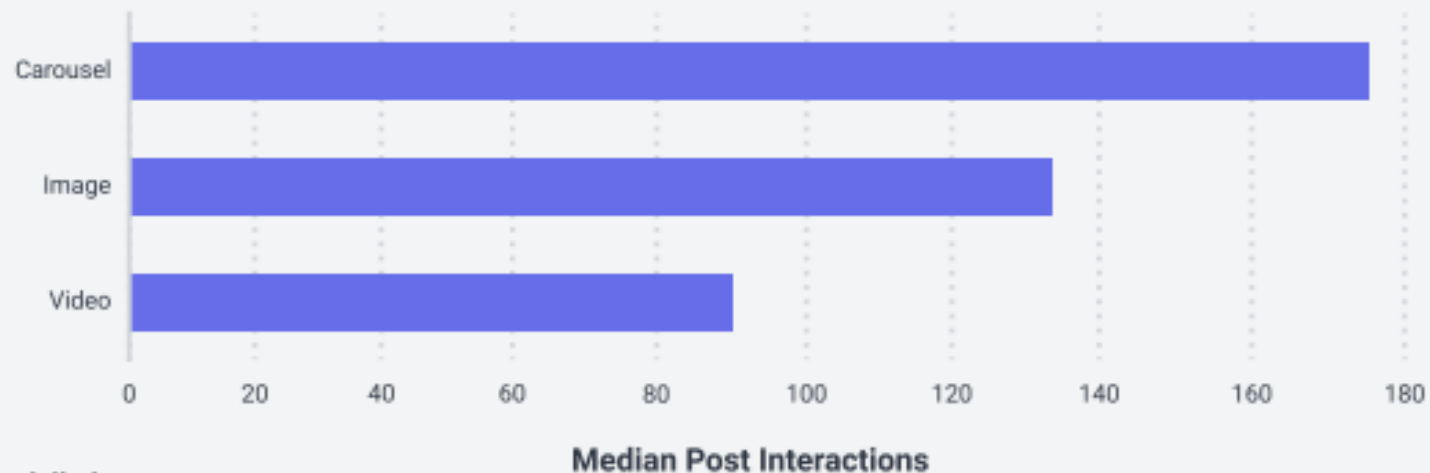
Engagement rate per post (by follower)



Facebook Organic Interactions by Post Type

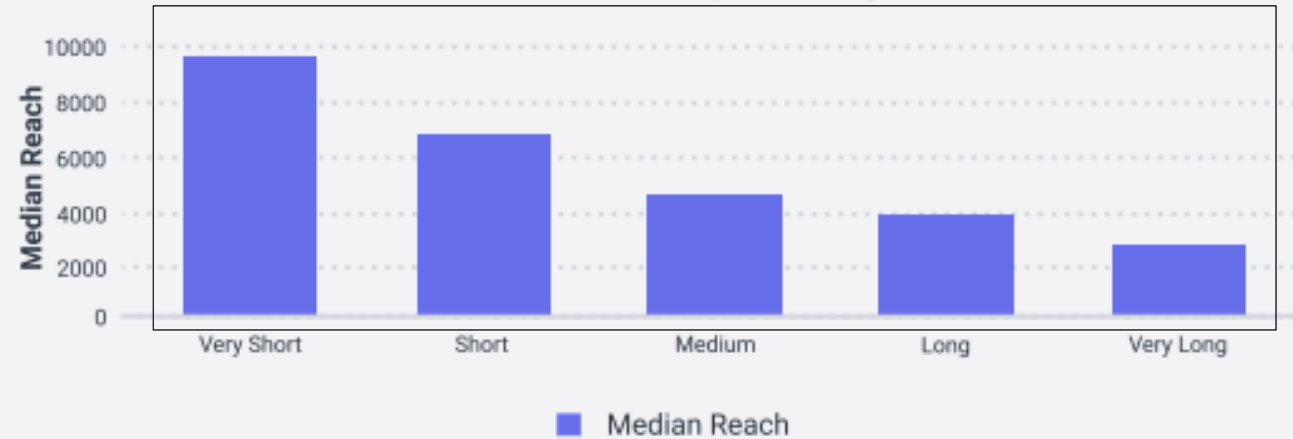


Instagram Organic Interactions by Post Type



Distribution of Median Reach

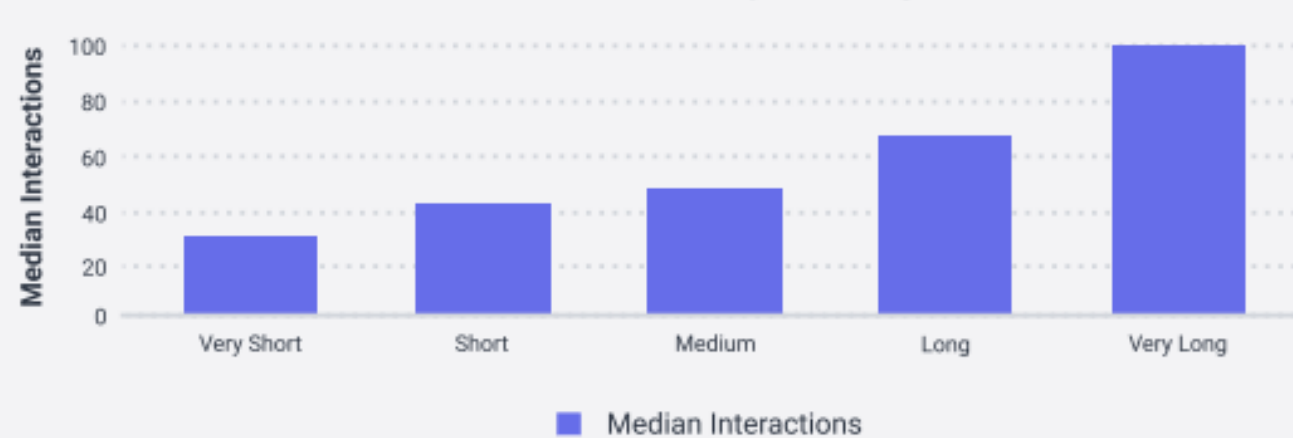
Median Reach by Video Length



2023?

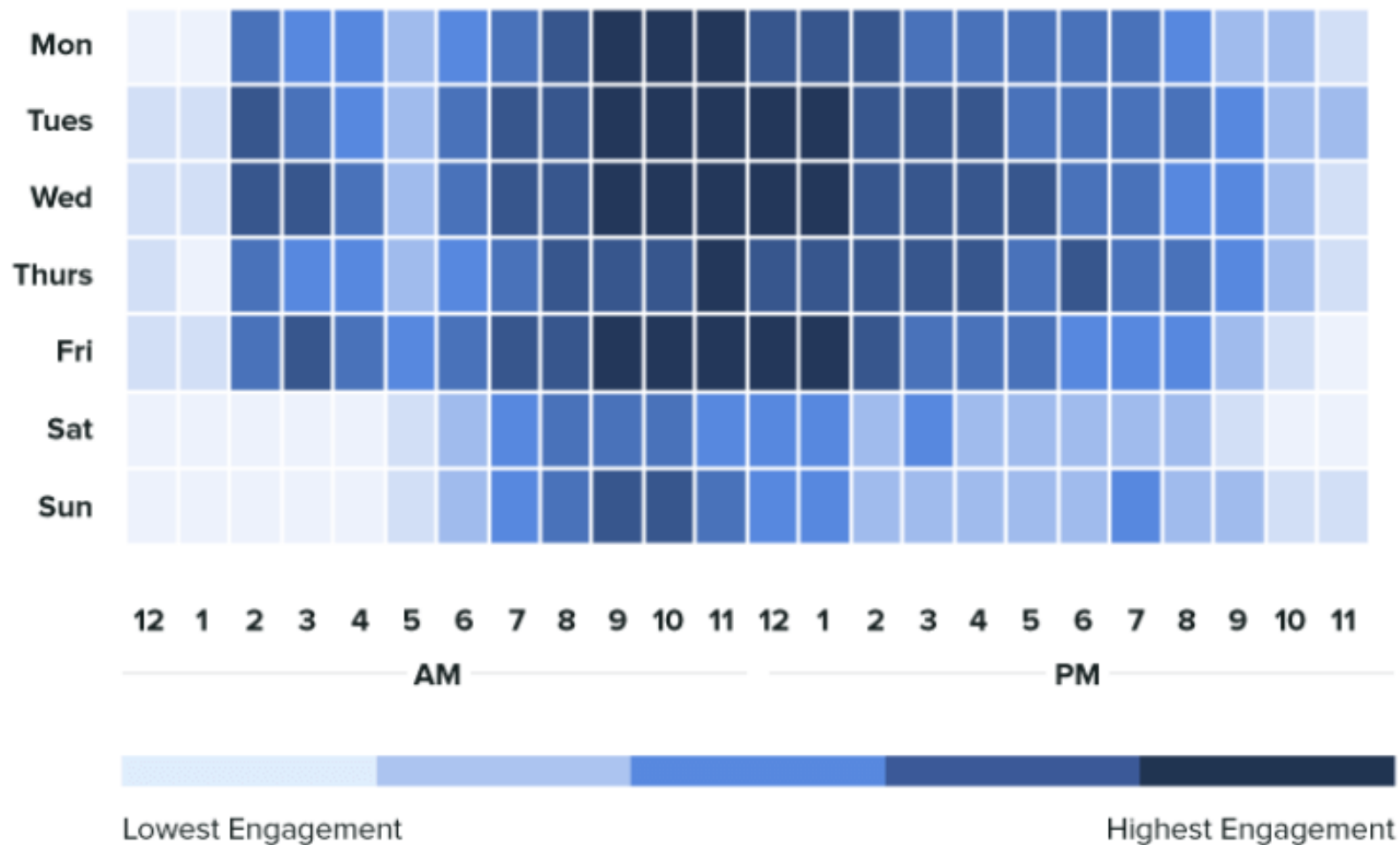
Distribution of Median Interactions

Median Interactions by Video Length



Facebook Global Engagement

sproutsocial



Social Media: Which to Use?

Social Media is a TOOL

Use the Platforms the Benefit You!



➤ Which are You Comfortable With?

➤ Facebook, Instagram

➤ Which are Your Audience Using?

➤ Facebook / Instagram (Harry Redhouse)

Effective Use of Social Media

Be Easy to Find!

Where do you rank on a Google Search of Your Author Name?

→ Website near top of first page

How?

Add website link everywhere

- Create Profiles (with website link) on several platforms, especially well used ones
 - Goodreads
 - Amazon Central
 - Facebook
 - Instagram
- Link Trees
- E-mail signature

Unrelated sites
linking to your
website

Searching Your Name...

➤ Currently, my Website ranks...

➤ 4th

➤ How Many Results on 1st Page?

➤ 1

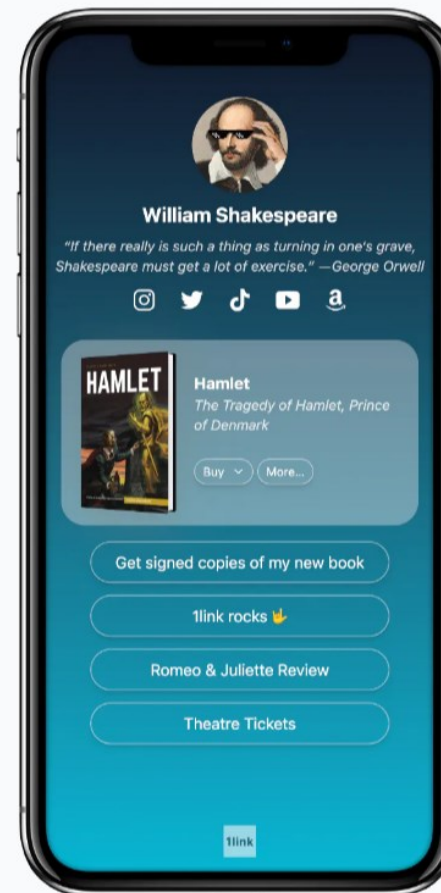
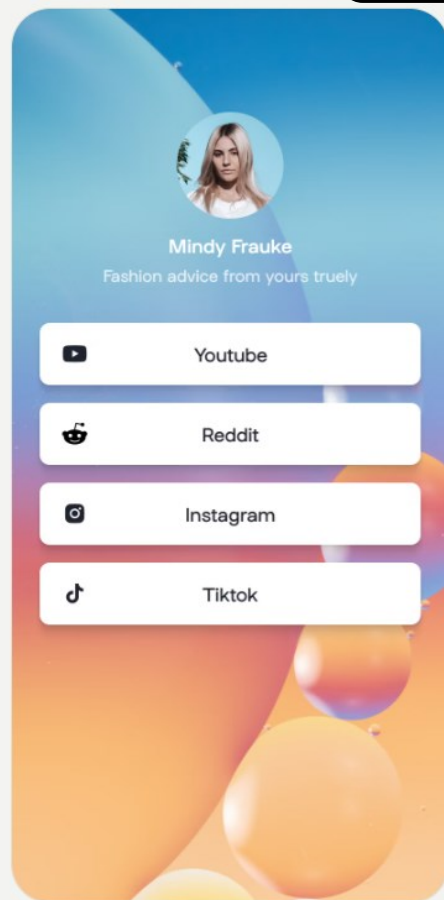
Useful Pages: Link Trees

For your social media+

<https://linktr.ee/>

For your book

<https://1link.st/>



Using Social Media

But Social Media is such a Time Sink!
...and I get sucked into certain discussions

- Be consistent (in frequency and style)
- Be interesting, and a little quirky.

But be yourself as much as is reasonable!
(Be YOU but better behaved!)

- Plan and Schedule!
- Experiment -> look for new strategies
- Other Authors are your friends

For Scheduling

- Later
- Hootsuite
- Facebook Business
- Others...

Using Social Media

CONTENT STRATEGY EXAMPLE: (mostly fake)

- I'm Kirsten, but post as Emma on social media.
- I'm going to post on Instagram 1x daily and in my FB reader group 1x daily.
- My personality is going to be: snarky, quirky, and upbeat.
- I'm going to post about: coffee, alligators, romcom books, funny memes, and bookish content.
- I'm NOT going to post about: politics or current events, my children, or the fact that I also love horror movies.

Content Strategy

Online / Author Identity

I'm Edwin but I post as Harry Redhouse

Schedule / Location

I will post to Instagram 1x per day

Online Personality

My Personality is going to be: entertaining, educational with child-like wonder

5-7 Things I Post About

Strange and interesting things in nature, fun bits of learning, space, cats

3-5 Things I WON'T Post About

Politics, social issues,

Borrow / Share an Audience

Influencers

With Other Authors

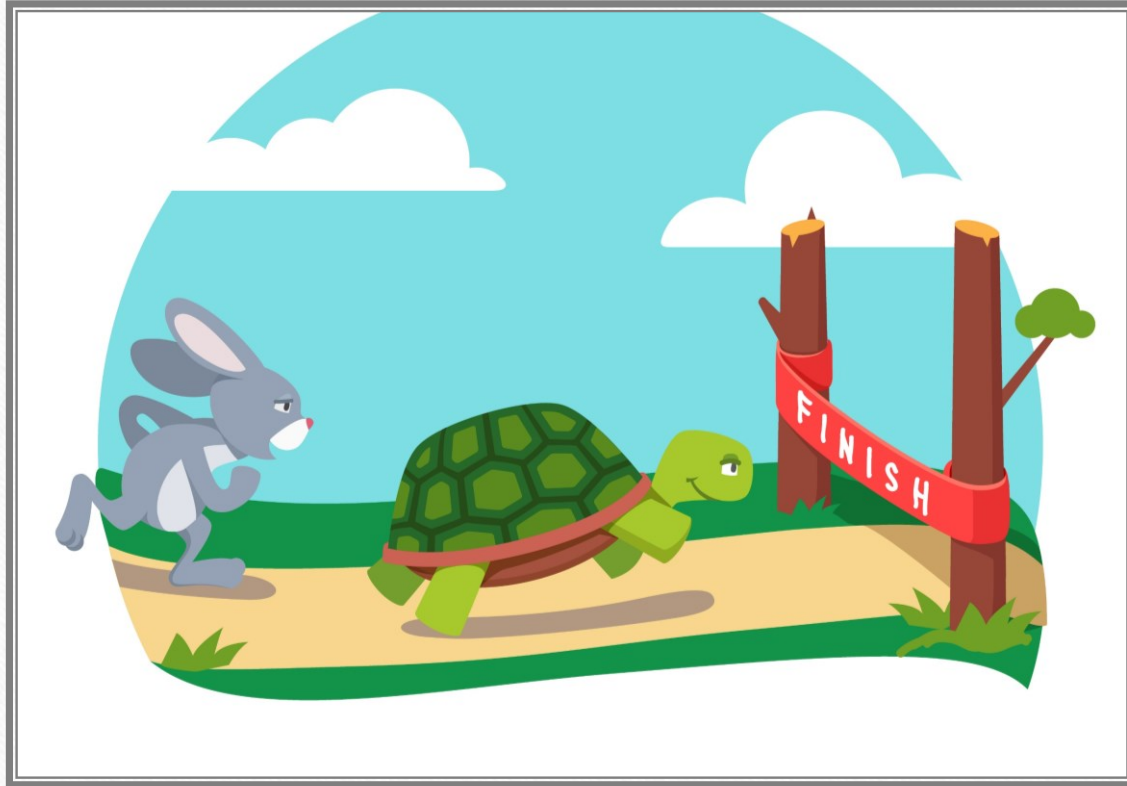
**** Aim for influences / Authors at or just above your level ****

- Bloggers (Tours)
- Podcasts
- Authors you know
- Book Bloggers/Vloggers
 - Unboxing
 - Cover Reveals
- Tag in Posts (relevant)
- Freebooksy

- Multi-Author Giveaways
 - Bookfunnel
- Multi-Author Newsletters
- Facebook Takeovers

How?

ASK! But be concise. Especially with first contact. Be considerate of their time.



The Path to Success

- Slow and Steady
- Create a routine to do the things you need to do, and you will succeed.
- The pace is up to you
- Measure and monitor progress over 4-6 months.
- Experiment
- Tweak or change if nothing seems to be happening

Actionables

If you haven't already



- Sign-up to everyone's lists (at least for duration of this course)
- Use the Royalty Goal form for your situation
- Explore your e-mail manager and use it to write a letter to your list

Determine

- Which Social Media Platforms you'll use

Identify

- Your Online Personality

Discover

- Influencers
- Multi-Author avenues you can use

Thank You!

Next Week: Chapter 5 – Revisiting E-mail and Newsletters in Depth