

Book Marketing PRIMER

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



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



Chapter 7: Social Media Revisited





Today's Topics

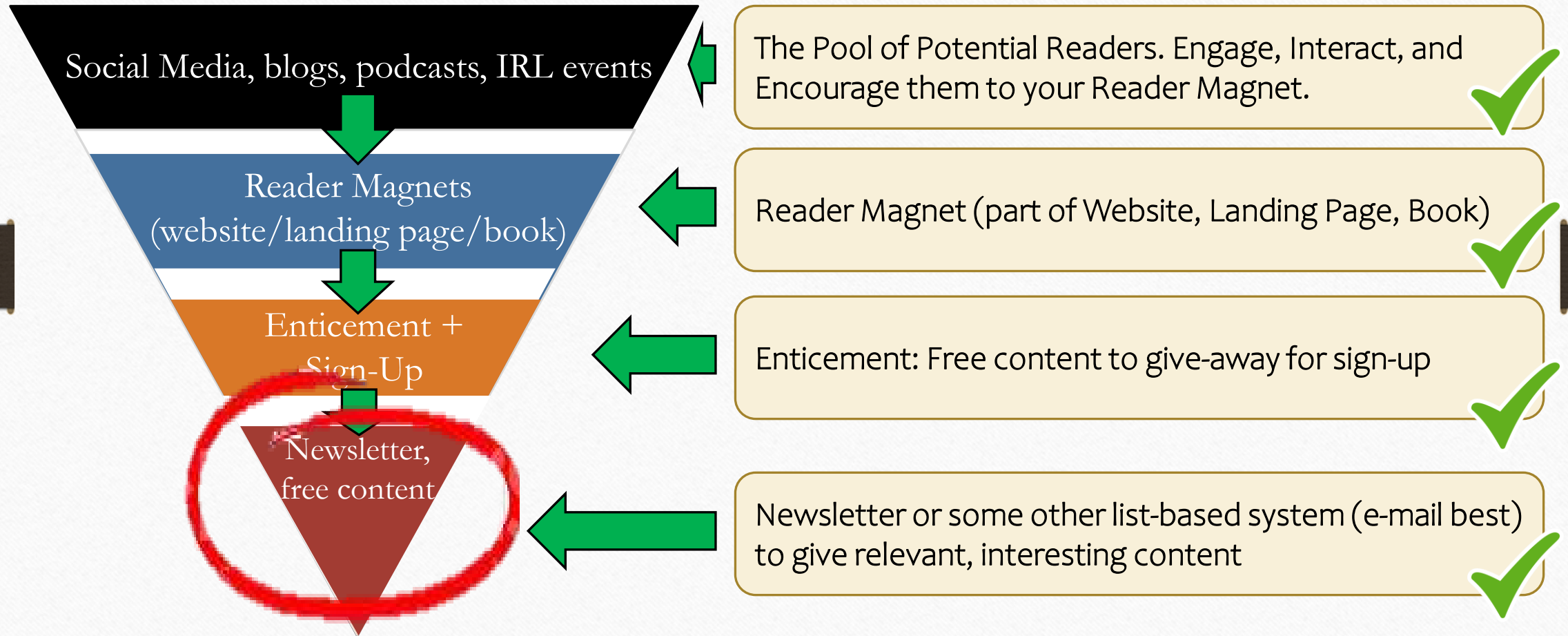
*The Key to Success is Action,
and the Essential in Action is
Perseverance.*

- Sun Yat-Sen

- Remember Our Marketing Funnel
- Social Media Summary
 - 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



Specifics Change, the Core Remains the Same

ABB → Always **Be Building** (your subscriber list)

Beginner

<4 books, unoptimized funnel,
e-mail list <200

- FINDING READERS
- BUILDING AWARENESS
- 1-2 social media platforms
- NO PAID ADS
- Multi-author giveaways and newsletter shares
- Low cost options such as FreeBooksy
- Speak at conventions and festivals, blogs, podcasts
- Grow newsletter



Intermediate

<6+ books, optimized funnel
e-mail list >1000

- FINDING READERS
- BUILDING AWARENESS
- CONSOLIDATING GAINS
- More or less social media as required
- Facebook or Amazon Ads
- Multi-author giveaways and newsletter shares
- BookBub, FreeBooksy, etc.
- Grow, curate, harness newsletter



Advanced

<multiple series, optimized funnel
e-mail list >5-10k

- FINDING READERS
- BUILDING AWARENESS
- CONSOLIDATING GAINS
- EXPLORING NEW REVENUE STREAMS
- All (or none)? social media platforms
- Facebook or Amazon ads daily
- Multi-author giveaways and newsletter shares
- All promotional options
- Grow, curate, harness newsletter

The Role of Social Media

HOW DO YOU GAIN NEW SUBSCRIBERS?

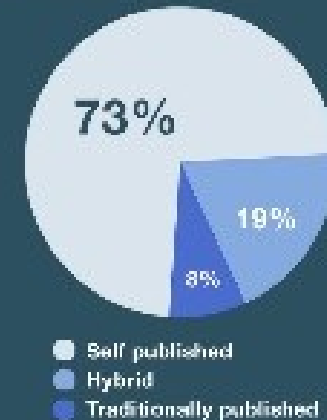


WHO RESPONDED TO THIS SURVEY?

How many books have you published?



Which best describes how you publish your books?

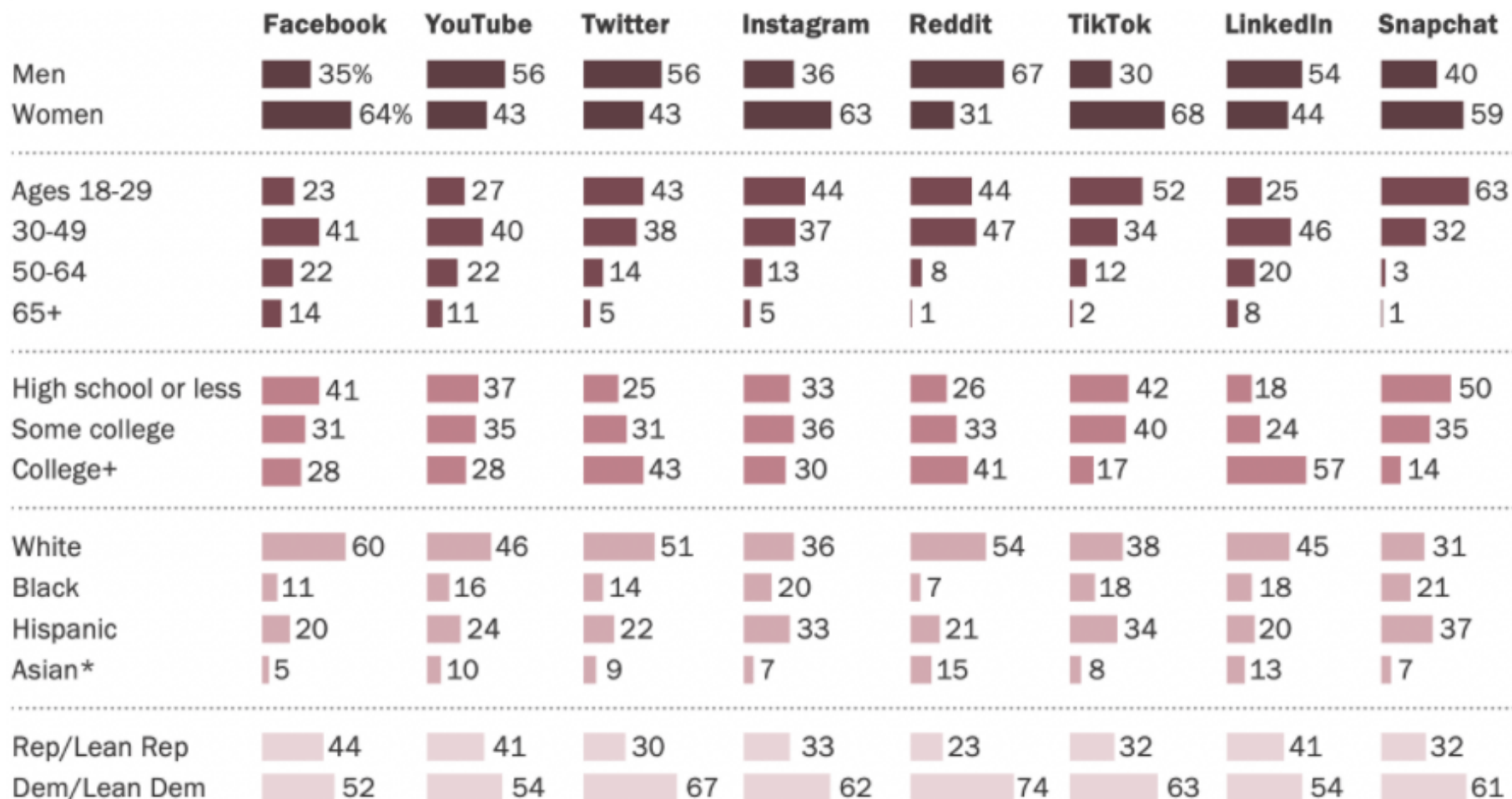


2023 BookBub Survey Of 500+ Authors

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

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.

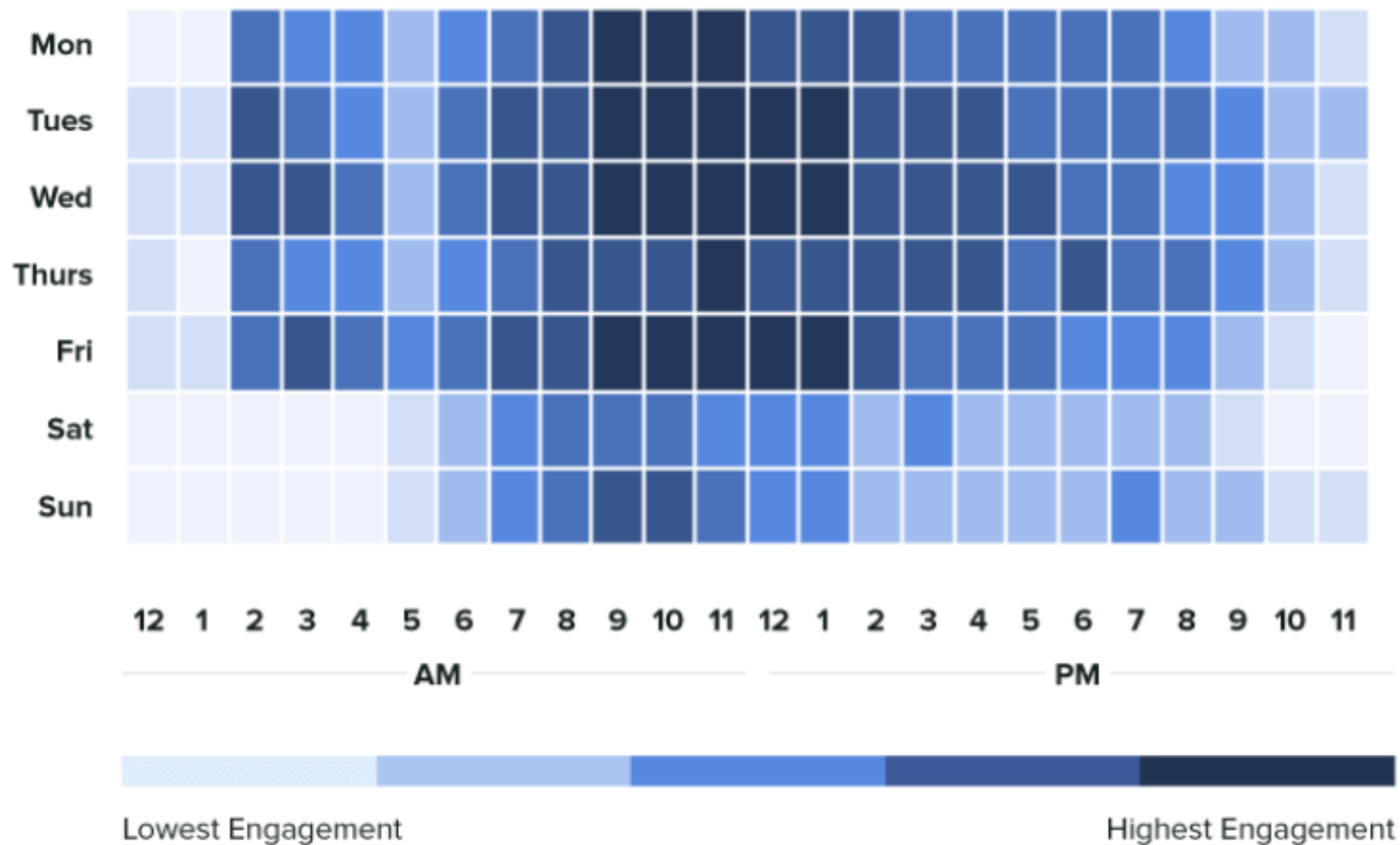
Note: Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanics are of any race.

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

"News Consumption Across Social Media in 2021"

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)

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...

<https://insights.bookbub.com/how-successful-authors-use-social-media-content-ideas/>

Using Social Media

CONTENT STRATEGY EXAMPLE: (mostly fake)

- ⑤ I'm Kirsten, but post as Emma on social media.
- ⑤ I'm going to post on Instagram 1x daily and in my FB reader group 1x daily.
- ⑤ My personality is going to be: snarky, quirky, and upbeat.
- ⑤ I'm going to post about: coffee, alligators, romcom books, funny memes, and bookish content.
- ⑤ 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, fun bits of learning, space, cats, family, good kids books/content

3-5 Things I WON'T Post About

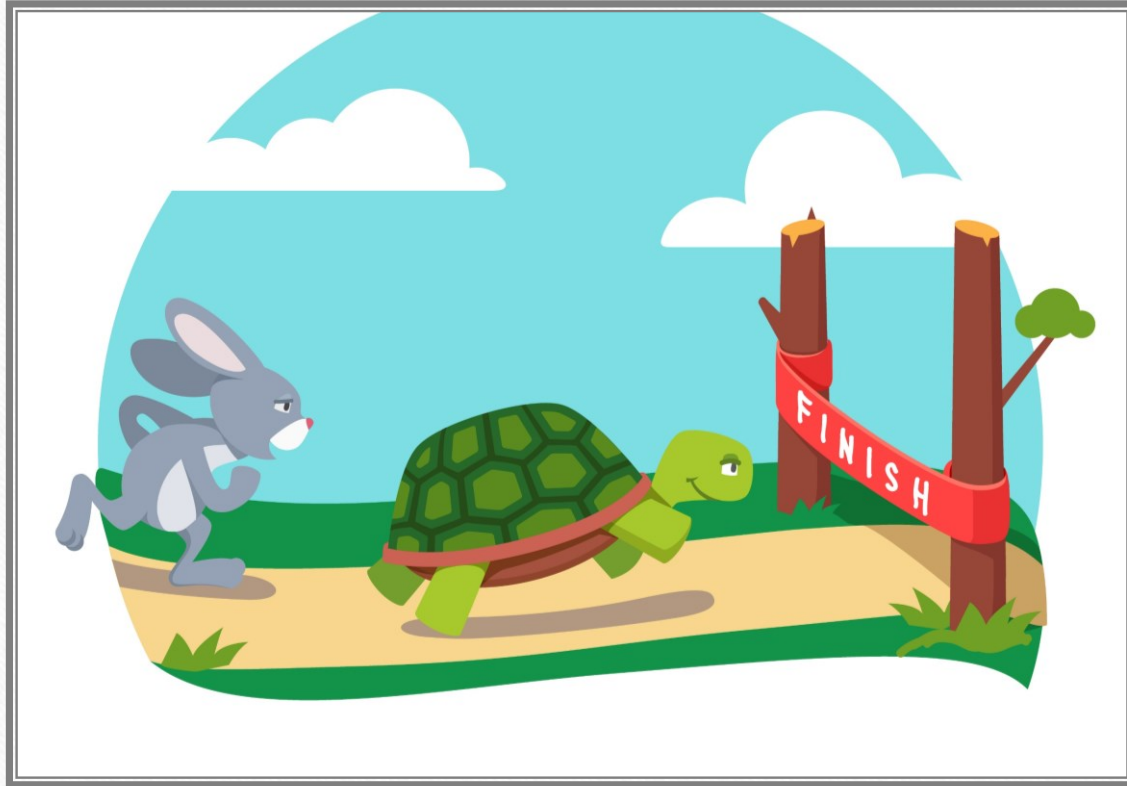
Politics, social issues, personal problems

Using Social Media

Types of Content

<https://insights.bookbub.com/how-successful-authors-use-social-media-content-ideas/>

- Cover Reveals
- Unboxing
- Insights into a writer's life
- Fun talent of hobby
- Interesting links
- Snapshots of daily life
- Fun moments with pets
- Preorder promotion
- Invite fans to events
- Writing progress
- Share writing space
- Quotes from your book
- Other authors / books you enjoy
- Photos with fans, at events, etc.



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
 - BookFunnel
 - FreeBooksy
 - FussyLibrarian

Thank You!

Next Week: Chapter 8 – *Final?* Week