

Marketing Strategies for Authors

Lesson 1: Be Strategic With Social Media (Part A)

What's the most important thing for authors to remember with social media?

Here's a hint: If you can remember this 1 key point, you'll automatically have more success.

Ready?

Social media is a way to connect with existing and potentially new readers. **Connect** being the key word.

Too many authors make the mistake of assuming social media is the same as a soapbox. And this is a common mistake we all make in the beginning. Facebook, Twitter, and other platforms have become a way for us to tell others how we are feeling, what politics we believe in, etc. So naturally, authors jump on the bandwagon and shout to the masses, "Buy my book. Please!"

This desperation and caterwauling does not help anyone. Yet at any given moment, writers all over the world are making this mistake.

Don't be like them. Use social media effectively and wisely, always remembering there's a person on the other end of the medium.

What are your social media options? There are many. The way to get more readers and keep them engaged is knowing WHO your reader is to begin with, and where do they like to hang out online?

For example, if you write contemporary romance for middle-aged women, you won't have much traction on Snapchat, which is known for appealing to a younger teens/20s crowd.

So, where do you find your type of reader?

If you already have a small reader following, I'd recommend asking them what social media platforms they use most often, and why. If you don't have any way of asking your ideal reader this question, I'd start with Facebook.

Why? Because Facebook has expanded its setup and appeal, and now people of all ages hang out on Facebook daily.

Here's a list of popular social media options:

1. Facebook
2. Twitter
3. Pinterest
4. Instagram
5. Your Blog/Website
6. Reddit
7. Others (SnapChat, Tumblr, Digg, Stumble Upon, etc.)

Remember one thing: You Can't Be Everywhere.

Pick 1-3 favorites on this list and focus your efforts there. Snapchat is geared toward younger users. Instagram once had that reputation, but more and more people are using it now to expand their audience.

Some people hate Twitter, others love it. If Twitter isn't your cup of tea, maybe try Reddit or Pinterest. The key thing to remember is to enjoy your choices and to find places where your readers might be.

But first - let me confess something.

I started out knowing NOTHING when I began using social media.

I didn't understand why so many people used Facebook. I didn't get the whole "140 characters and the @ symbols" for Twitter. It took me a few learning pains to figure out Instagram and how "hashtags are everything" in that one medium.

With a terrible marketing strategy and no idea how to get more readers, I was one of those soapbox writers who shouted, "Buy my book!" into the Internet void. We've all been there. Or worse, we write a book and we don't tell anyone because we have no idea how to promote our book.

But when I started paying attention to what other bestselling authors were doing, how they were using social media to connect with and get more sales, I researched what worked and what didn't—now I want to share that with you.

Social Media Platforms

1. Facebook

Facebook is a favorite and as I mentioned, people of all ages and interests hang out there. Whether your audience is retired women or single men in their 20s, both groups hang out on Facebook.

A. Your Own Profile on Facebook

Mention your book to your friends/contacts here, but don't overdo it. Remember, don't be one of those authors who yells, "Buy my book!" here. Show a new cover, share your writing experiences, but this is not the place for the hard sell.

B. Your Business/Fan Page on Facebook

This option doesn't have the power it used to, and now authors have to pay to boost their posts so all the people who liked your page can now see what you wrote. For big announcements like a new book release or cover reveal, I've found it's worth it to boost those announcements for \$3-\$5 just to get the word out.

C. Facebook Groups

Some Facebook groups are for discussion about books, writing, and publishing only; they don't allow any promotion or personal announcements/marketing. Be sure to check each group's guidelines and follow them.

Tip: Don't go from group to group, posting your book info. Separate each announcement by some time, personalize it to each group. Readers are often members of more than one group and you don't want to be one of those authors who post in 15 groups in 5 minutes. That'll seem like overwhelm in reader notifications!

D. Create your Own Group

If you already know some of your readers, creating your own group is an ideal way to stay in touch with your audience. To create a group, go to the dropdown arrow next to your notifications icon and select "Create Group." Then follow the prompts.

I created a private group for readers who are fans of my Southern Ghosts Series, then invited people I knew (along with readers) to join the group. You can set up a group where readers request to join and you can allow them access. I find people prefer this method, as opposed to being "auto added" to groups without asking them.

E. Facebook Ads

Facebook Ads can be a popular way to spread the word about your books as well. The how-to of creating and marketing a Facebook Ad is beyond the scope of this email course, but keep checking our website at www.howtoselfpublishyournovel.com for ongoing info!

Bonus: Detailed Listing of Facebook Groups

See this lecture session for a bonus PDF with Facebook Group listing.

Just to recap:

- Spend time on social media sites where your ideal audience of readers already exists.
- Don't be pushy or shout, "Buy my book!" from the rafters.
- Join Facebook Groups and read their terms/guidelines so you know what types of promotion are allowed.
- Make the most of your personal profile, your Facebook business page, etc.
- Create your own Facebook Group for fans of your series if you have an existing network of readers.
- Don't try to be everywhere; pick 2-3 social media platforms and learn those well.

Lesson 2 (Social Media, Part B) is all about other platforms such as Twitter, Reddit, and other networks besides Facebook. It will be in your inbox in a few days!

If you enjoy this content, please share with a friend by [getting them to sign up for the free course here](#). Many thanks!

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