Social Media and Marketing Essentials

For Indie and Traditional Writers

Presented by Liz Delton

LIZ DELTON

FIERCE HEROINES. FANTASTIC WORLDS

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FIERCE HEROINES. FANTASTIC WORLDS

- Connecticut native
- Fantasy author
- Nonfiction Books on Writing
- CAPA Publicity Director
- Tourmaline & Quartz Publishing

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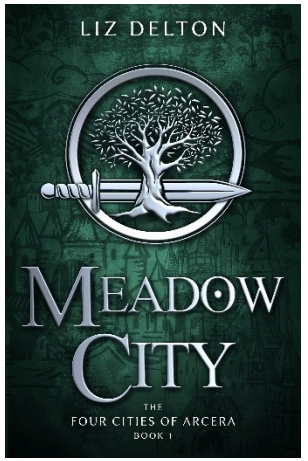

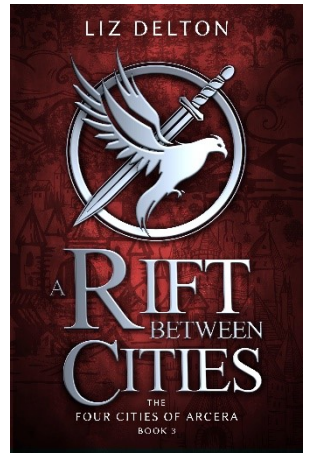

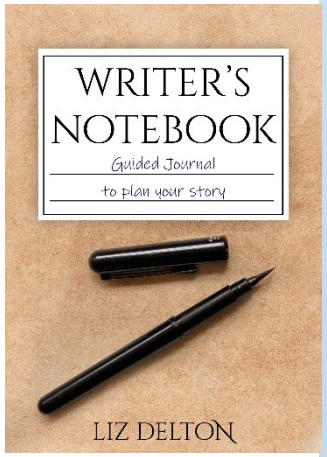

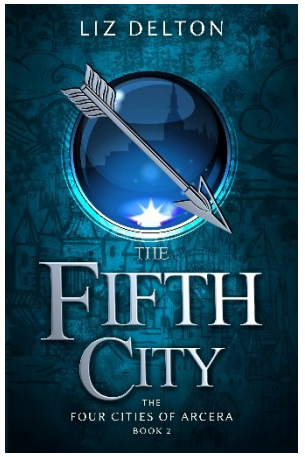

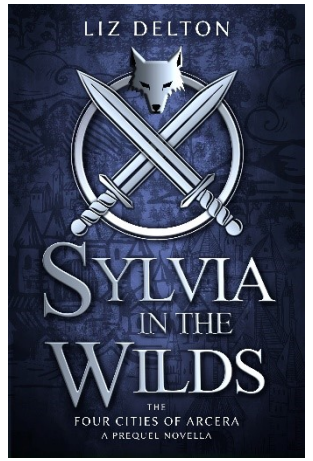

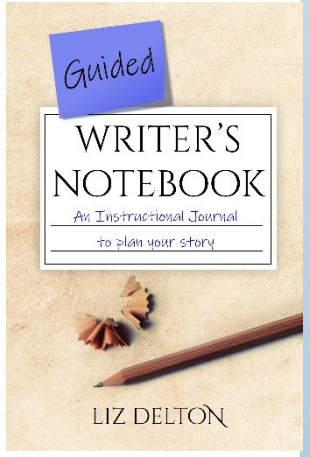

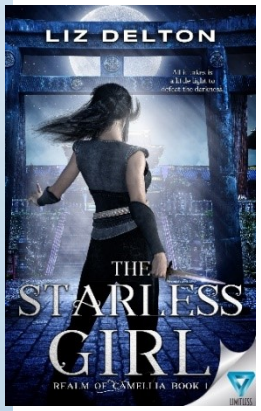

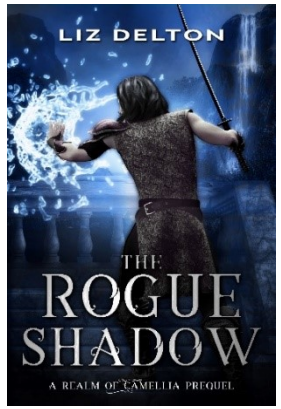

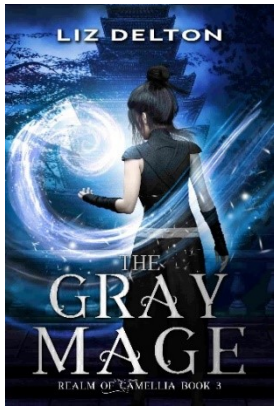

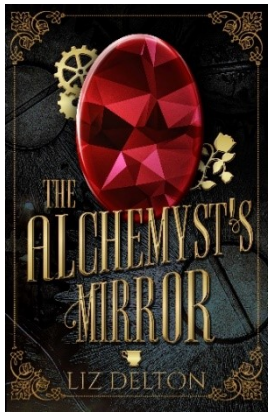

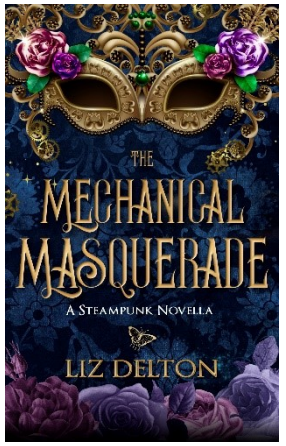

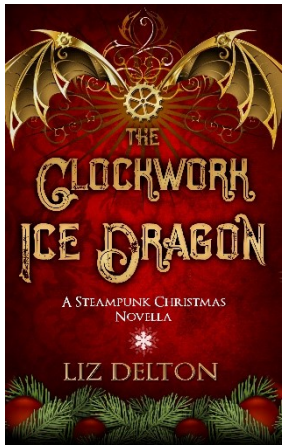

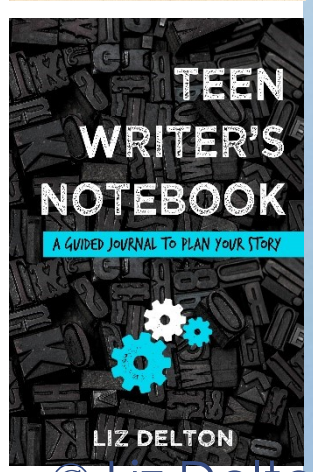

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Social Media & Marketing Essentials

- Target Audience: Who are your readers, and where are they?
- Social Media
  - How to choose a platform
  - What to post, content generator hack
  - Do's and Don't's
  - Networking
- Newsletters
- More ways to get your book seen
- Book launch tips
- #1 tip for selling books

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What's harder than writing a book?

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What's harder than writing a book?

Getting people to see it,
buy it,
read it,
and review it

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When to start social media and marketing? Why should I do it now?

Haven't written a book yet?	Start planning ahead and gathering fans
Just started writing?	Gather fans and share your journey
About to publish?	Prepare a book launch
Already published?	Promote your backlist and upcoming books

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Do your Best. Some get lucky.

- Algorithms change, there's nothing we can do about it.
- What works for someone else may not work for you.
- What works one day may not work the next.
- Something you put a lot of effort into may get no likes/views.
- Something you put barely any effort into may go viral.
- Even traditional authors have to do social media & marketing!

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Some get lucky.

Harper Voyager Announces *The Rogue Crown* From TikTok Sensation A.K. Mulford

Tor.com

Wed Jun 8, 2022 9:00am | 1 comment | 1 Favorite [+]

Photo © Danielle Oldbury

Harper Voyager US and Harper Voyager UK have acquired 8 books by TikTok sensation A.K. Mulford.

~~Luck~~

Hard work

© Liz Delton

Target Audience

Who are they?

Your book is <u>not</u> for everyone!

Who is your ideal reader?

Come up with a "character" who is your ideal reader. (Age, gender, likes/dislikes, married/single, location, jobs, etc.)

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Target Audience

Where are they?

Where does your ideal reader get news, information, and book recommendations?

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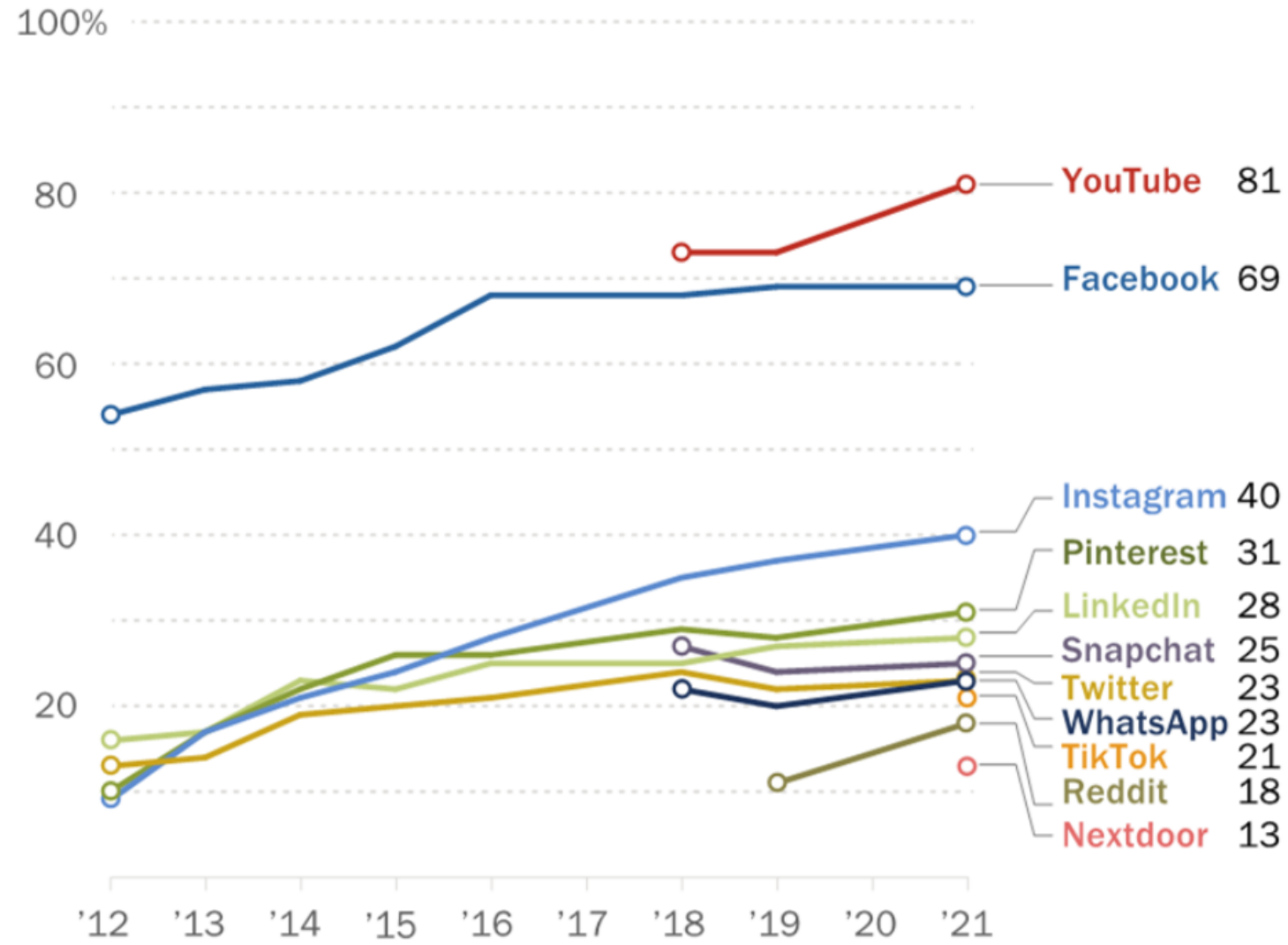
% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

Source

% of U.S. adults in each demographic group who say they ever use ...

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<$30K	75	70	35	21	12	25	12	23	22	10	6
$30K-$49,999	83	76	45	33	21	27	29	20	29	17	11
$50K-$74,999	79	61	39	29	21	29	22	19	20	20	12
$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

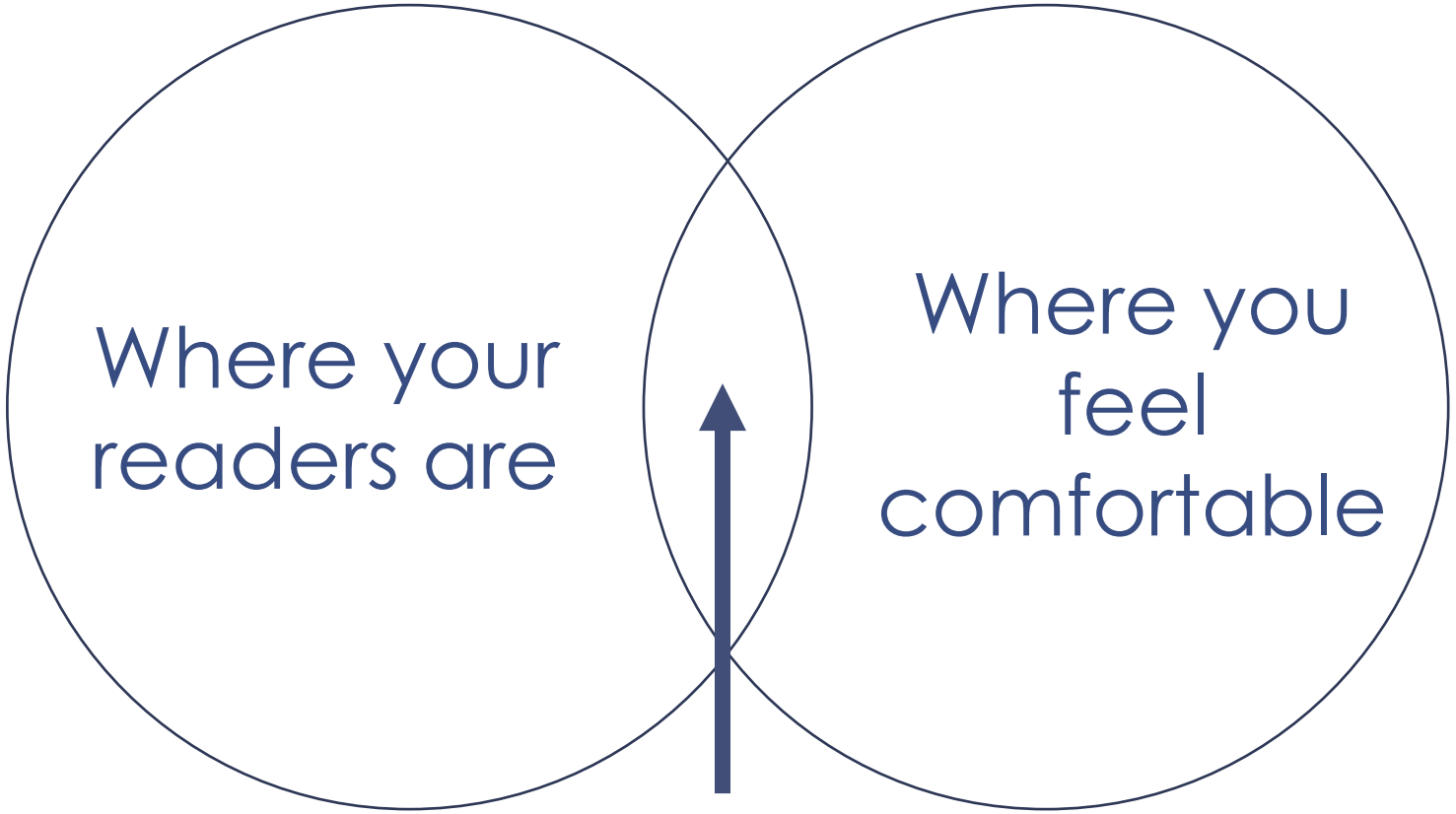
Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say the use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.
"Social Media Use in 2021"

PEW RESEARCH CENTER

Source

Social Media- How do you choose?



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Focus on 1 or 2 platforms

Pinterest

Instagram

Bookstagram

Facebook

BookBub

LinkedIn

YouTube

BookTube

GoodReads

TikTok

BookTok

Twitter

Reddit

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Focus on 1 or 2 platforms

Instagram

Facebook

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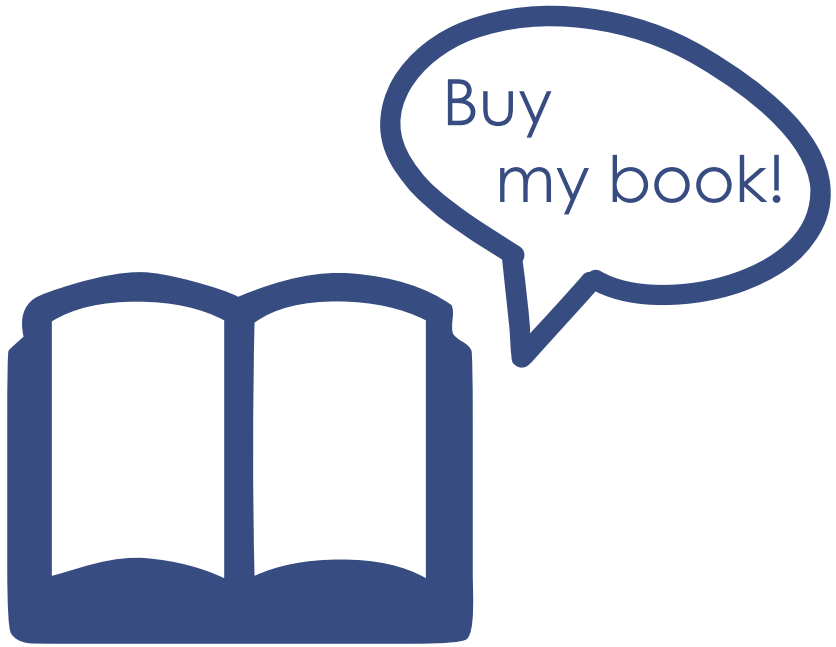
What Content to Post?



20/80

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What Content to Post?

Entertain

Educate

Inspire

What can **I GIVE** my followers?

Not: what can they give me?

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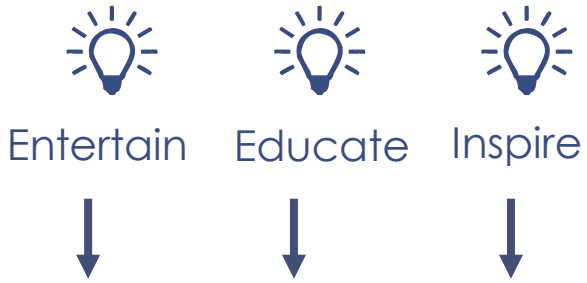
Content generation hack:

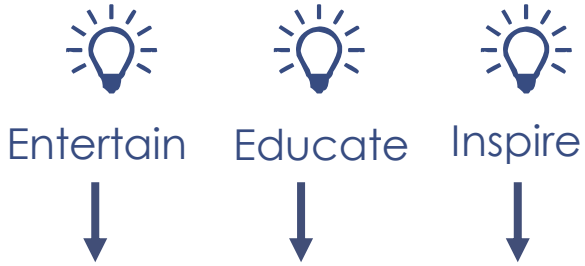
Pick 3 niche interests/topics

Example:

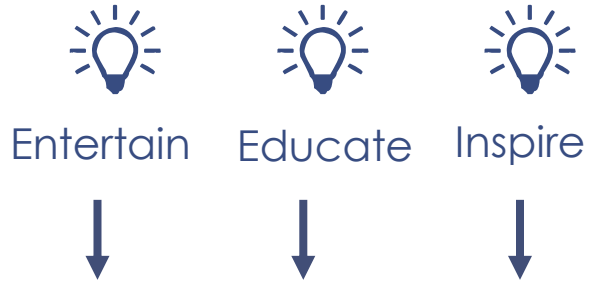
Your books



Reading



Scuba Diving*



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Social Media – Do's and Don'ts

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Social Media

Do's

- Post content that is **relatable**, **inspirational**, **educational**, or **entertaining.**
- Connect with your followers. Engage. Comment. Ask questions.
- Starting a new platform? "Lurk" first, to see what others are posting.
- Do post often (algorithms prefer once a day or more!).
- Do tell/remind people to buy your book (just not all the time).
- Take it seriously. Social Media is literally a full-time job for some people!
- Use Clean Links*

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Do use Clean Links

https://www.amazon.com/gp/product/B07RC7DZYB

not Dirty Links

https://www.amazon.com/Starless-Girl-Realm-Camellia-Book-ebook/dp/B07RC7DZYB/ref=sr_1_1?crid=338ANREKPCVD&keywords=the+starless+girl&qid=1653269400&sprefix=the+starless+girl%2Caps%2C87&sr=8-1

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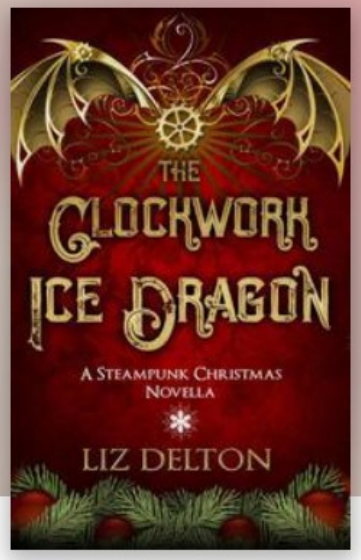
Even better: Use a Universal Link

https://books2read.com/TheStarlessGirl

What the reader sees:



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Even better: Use a Universal Link

What the author can see:

BOOK CLICK TO EDIT	BOOK TAB	UNIVERSAL LINK COPY OR CHECK YOUR URL	STORE-SPECIFIC LINKS INDIVIDUAL STORE LINKS	TOTAL CLICKS VIEWS OF THIS UBL
The Mechanical Masquerade Liz Delton	BOOK TAB	books2read.com/u/4X62Zg Custom link name: books2read.com/mechanicalmasque...		23 **Latest:** Jun-16-2022
The Clockwork Ice Dragon Liz Delton	BOOK TAB	books2read.com/u/mdnNjd Custom link name: books2read.com/ClockworkIceDragon		68 **Latest:** Jan-16-2022
Meadowcity Liz Delton	BOOK TAB	books2read.com/u/mqokjO Custom link name: books2read.com/Meadowcity		19 **Latest:** May-29-2022
The Arcera Trilogy: Complete eBook Collection Liz Delton	BOOK TAB	books2read.com/u/bOXaM9 Custom link name: books2read.com/TheArceraTrilogy		43 **Latest:** Aug-15-2021
Sylvia in the Wilds Liz Delton	BOOK TAB	books2read.com/u/38RgVL Custom link name: books2read.com/Sylvia-in-the-Wilds		1 **Latest:** Jun-24-2021

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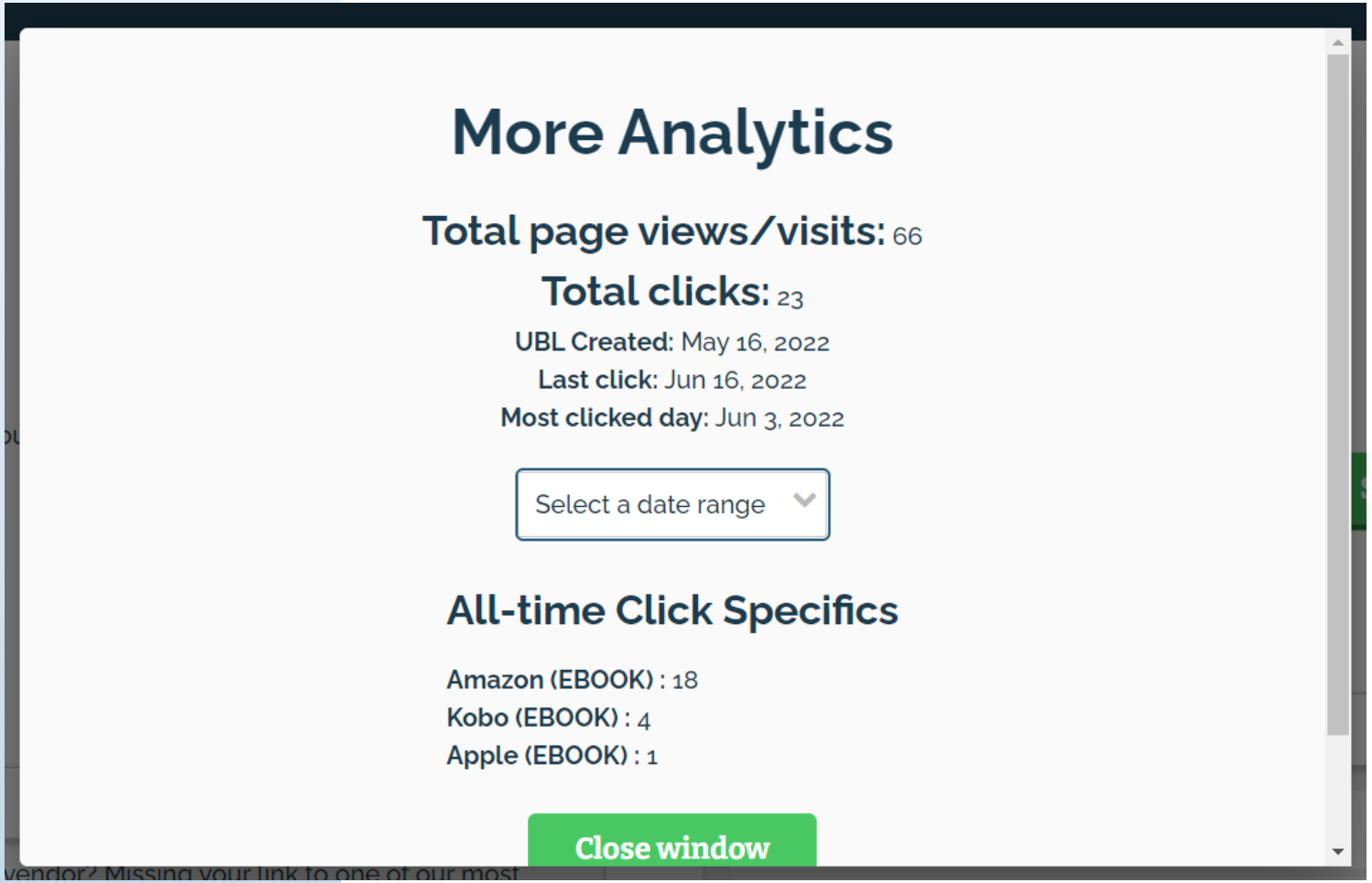
Even better: Use a Universal Link

What the author can see:



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Social Media

Dont's

- Don't always post about your book(s). (Do post 80/20)
- Don't just post about writing or publishing, unless you want followers that are writers.
- Don't message new followers/friends to ask them to buy your book.
- Don't ignore a platform just because you don't think it appeals to you.
- Don't just drop a post and go. (IG actually tracks how long you're on the app and whether you interact with other people!)
- Don't put links on Instagram inside a post. No one can click on it, and no one will type it out. (Do use a linktree)*

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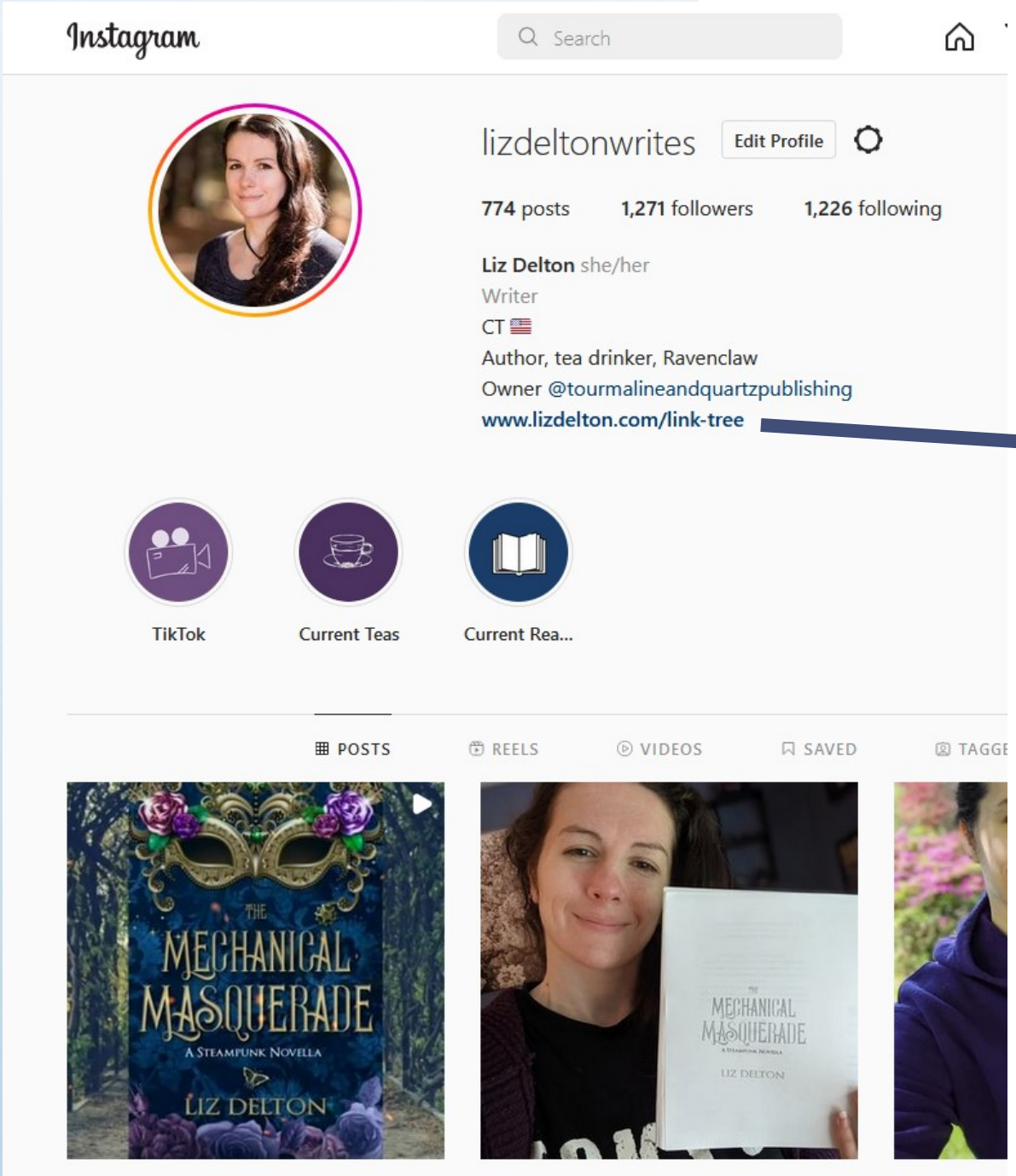
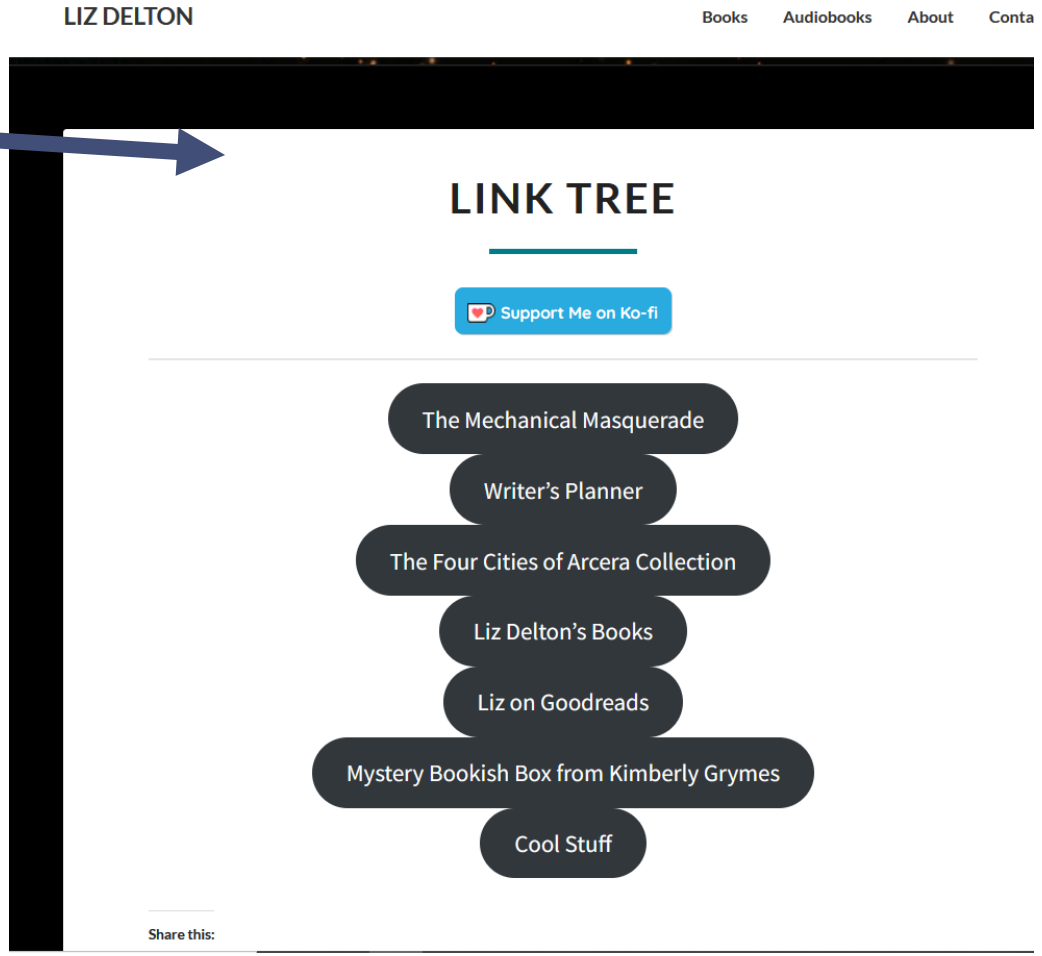


Use a LinkTree, or make one on your website for Instagram and/or TikTok profiles.

"Go to the link in my bio"



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I'm doing all that. It's not working.

- Revisit/Redo your book cover and blurb.

- Stay on brand, but post new content.

- Assess whether that platform is really where your ideal reader is.

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Facebook Groups

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Facebook Groups

A few notes

- Great for networking, learning about publishing and writing.
- Groups for your genre niches
- Groups for finding ARC readers
- Groups for newsletter swaps
- My favorite self-pub group: 20Booksto50K
- **FOLLOW GROUP RULES**
- Groups that allow self promotion: Are they only full of other authors trying to sell their book? Not likely to help much—Find groups with READERS in them, usually they have strict/occasional allowance of self-promotion.

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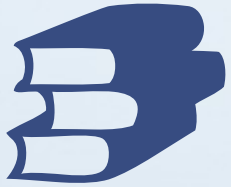

What about Goodreads?

A few notes

- GoodReads is a platform for books!
- Create listings for your books, and readers can review them, add them to their virtual "shelves", mark them as "to read", etc.
- Free to create a profile
- You can do a giveaway of ebooks or paperbacks on GR, but for a fee.
- Low hanging fruit—update your book (cover, description, etc.) and nothing else needed.

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But **Social Media Isn't Everything.**

- **What if your favorite social media site goes down?**
- **Or drastically changes their algorithm (again)?**
- **Or you get banned?**

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Newsletters

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Newsletters

How to use them

- Use a service to host your newsletter. Mailchimp and Mailerlite are both **free** under a certain number of subscribers.
- Pre-publication? Gather subscribers and wait to send emails until you have news.
- Regularly publishing? Develop a newsletter schedule.
- Use Newsletter Swaps with other authors in your genre for widespread promotion.
- Write about publication news, and pepper in personal details if desired. And/or use your 3 niche topics.

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Newsletters

How to get subscribers

- Put a signup link at the back of all your ebooks.
- Signup form on the sidebar of your website.
- Clipboard or tablet for in-person event signups to collect emails.
- Use Promotions on sites like BookFunnel or StoryOrigin to gain more subscribers in exchange for a reader magnet (a free story, usually a short story or a first in series)

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Newsletters

Some fine print.

- Spam laws require you have a physical address at the bottom of your email.
- **Only** send emails to people who have signed up either through your service or on paper.

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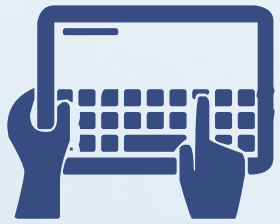

PAID Newsletters

- Promote a sale or a new release with a paid newsletter
- Readers subscribe to these for book deals
- Some are better for certain genres
- Track your ROI

- **Freebooksy** ($30-$120)
- **ENT** ($40-$50)
- **RobinReads** ($45-$85)
- **Fussy Librarian** ($13-$76… with discounts for repeat business + regular coupons in their author newsletter)
- BKNights ($5… +$5 more to be featured in the email, which is the good part)
- EReaderIQ ($5-$30)
- BookBassett ($8.99)
- Free Kindle Books & Tips ($25)
- ManyBooks ($29)
- **BookRaid** ($0.15 a click, capped at a max charge of $60)

- Lists with all the Promo sites here and here

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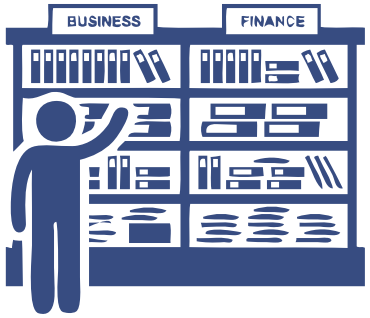

More ways to get your book seen

© Liz Delton

More ways to get your book seen.

- Update your Book Categories on Amazon- You can have up to 10
- Update your Keywords on Amazon
- Podcasts- be a guest
- Update your headers on all social media platforms when you have a new book.
- Do free or 99c sales on your book (to gain reviews)
- Get fancy-ish with your graphics*

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Get fancy-*ish* with your graphics

Use 3D book generator to mockup your book

Use **Canva** to make simple graphics

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Book Launch Tips

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Book Launch Tips

- Send an email to your newsletter subscribers
- Post on all your social media channels
- Update your website
- Arrange newsletter swaps with other authors, so they mention your book on launch day or week. Arrange a month or more in advance
- Email your ARC team to remind them to leave their review
- Organize sales on your other books to coincide with the launch
- Arrange a blog tour and/or a social media tour
- Host a book launch party, in person or online
- Send press releases to your local newspapers
- Arrange for podcast interviews
- Run ads on Facebook and/or Amazon starting on launch day (if you're comfortable with ads)
- Do something unique!*

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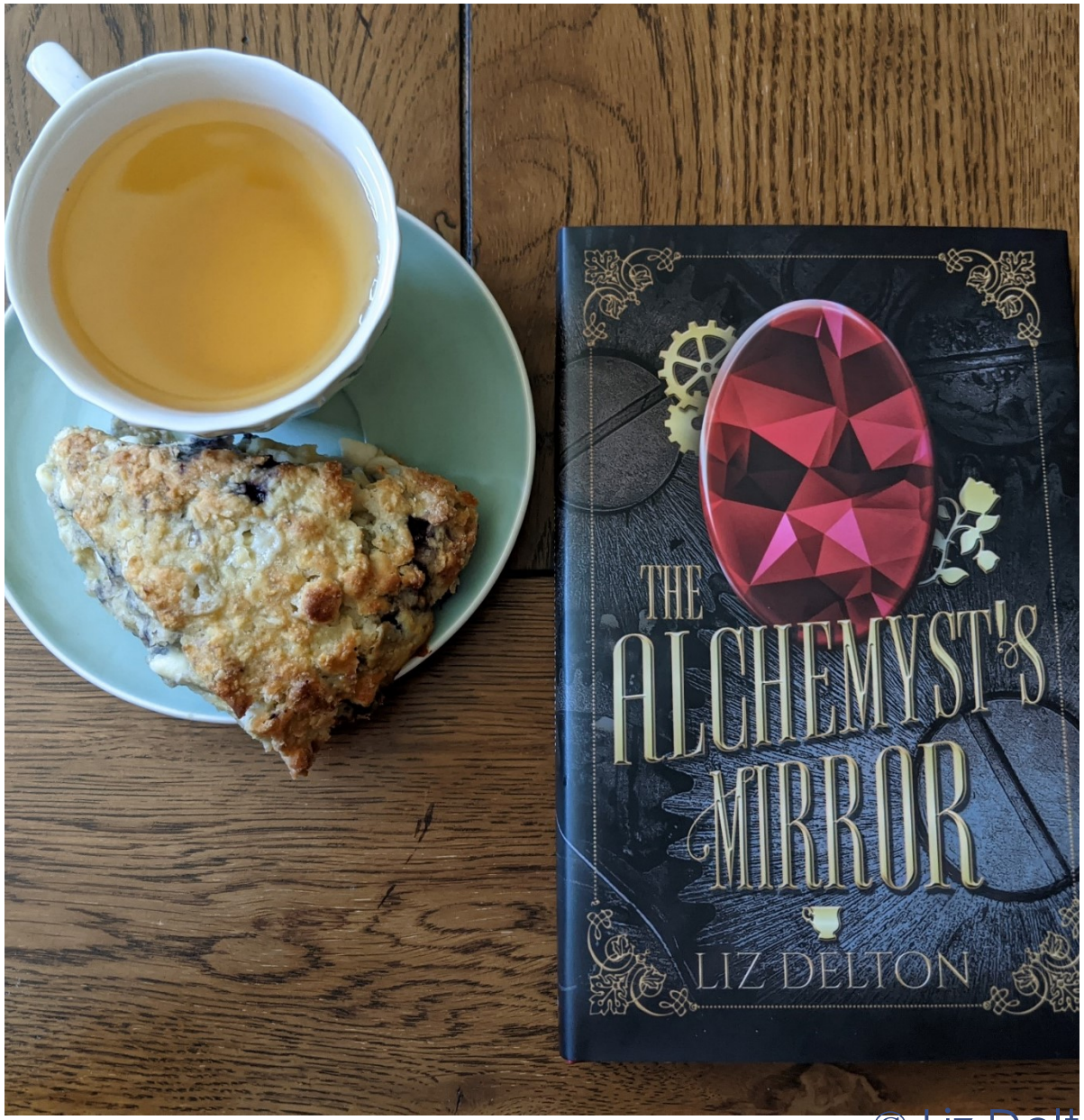
Do something unique.

Maisie's Blueberry White Chocolate Scones

Flour - 2 1/2 cups
Sugar - 4 tbsp
Baking Powder - 1 tbsp
Butter (Cold!) - 1/2 cup
Blueberries - 1 cup
White Chocolate Pieces - 1 cup
Buttermilk - 2/3 cup*
Egg - 1
Vanilla - 1 tsp

Mix flour, sugar, and baking powder. Work in the butter with a pastry cutter or fork. Add in the blueberries and white chocolate. In a separate bowl, mix the buttermilk with the egg and vanilla. Pour the wet ingredients into the dry. Stir until just combined. Scrape the mix onto a floured surface and knead/shape into a disc



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Everturn's Finest Tea Shoppe

Cordial Crescent - 1st Rise - Harrowdel

Teas from Everturn's Finest Tea Shoppe, as featured in The Alchemyst's Mirror.

EDIT

Gunpowder Orange

by Liz Delton

gunpowder, blood orange

Rose Oolong

by Liz Delton Score: 90

vanilla oolong, lychee rose green

White Peach Blossom

by Liz Delton

white peach

© Liz Delton

#1 tip for selling your book

© Liz Delton

#1 tip for selling your book

Write another book

© Liz Delton

Questions?

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