

Using Social Media for Promoting Your Book

(Highlights of presentation to San Diego Writers/Editors Guild — May 23, 2016)

Top Social Media Platforms, ranked by use:

1. Facebook—more users than all others combined
2. Twitter
3. LinkedIn
4. MySpace
5. Google+
6. Pinterest
7. Tumblr
8. SnapChat
9. others

Some platforms will be better than others, depending on your audience and subject matter. Watch your stats; compare to sales for same period.

Do not just share info about your book; share related information: other books and authors, current events, writing/publishing resources, historical tie-ins, etc.

Do NOT over-sell

Consensus among professionals calls for indirect approach:

- Post comments/news/links to related topics
- Information of value to others
- Relevant milestone dates related to the topic of your book
- Personal information—if they like you, more likely to buy book

Virtual Book Launch

- Timing: tie to relevant date or event, if possible; avoid holidays (unless direct tie-in)
- Invite mailing list and FB friends to virtual party online
- Door prizes, giveaways
- Respond to every email, social media post and phone call to maintain momentum

Advertising

- Goodreads: Self-Serve Advertising (pay per click — (10–25 cents per click)
- Facebook Ads (pay per click)
- Google: Adwords (pay per click)

Resources

- Build Book Buzz <http://buildbookbuzz.com/>
- Facebook: Gutsy Indie Publishers <https://www.facebook.com/groups/387267894630479>
- Social Media Examiner socialmediaexaminer.com
SM report: <http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2015/>
- Chris Syme, Smart Marketing for Authors cksyme.com
- Gemini Adams, book marketing FinishYourBookNow.com
- Terry Doherty, book marketing linkedin.com/in/readingtub
- Fauzia Burke — Online Marketing for Busy Authors FauziaBurke.com
- Larry Edwards' blog: Polishing Your Prose <http://polishingyourprose.wordpress.com>
- PR Advice for Self-Pub Authors <http://juliadrakepr.com/jdprs-advice-for-self-published-authors/>

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