

# 119 Book Marketing Ideas

*from*

**BookBub**



# How to Use This Deck

Whether you're an author, a marketer at a publishing house, a publicist, or anyone else looking to sell books, there's a wide array of book marketing tactics you can use to amplify a book's exposure and reach more readers. To spark inspiration and get those creative juices flowing, we put together 119 book marketing ideas.

Some of these ideas can help directly increase book sales, while others may help expand your platform, which can lead to future sales. Not all of these ideas will be applicable all the time, and we encourage you to consider the impact each might have before deciding where to invest your time. But we hope these ideas will give you plenty of options when developing your own marketing plan.





# Identify your target audience



# 1

## Survey your audience

Ask questions about demographics, psychographics, and online behavior so you can better understand where to market to readers and what messaging they'll respond to. Survey your existing audience and fans of comparable authors and books.



# 2

## Conduct reader interviews

Learn how your readers find new books to read and make their purchasing decisions. This will add qualitative color that can help you understand the quantitative survey data you analyze in spreadsheets.



# 3

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## Write reader personas

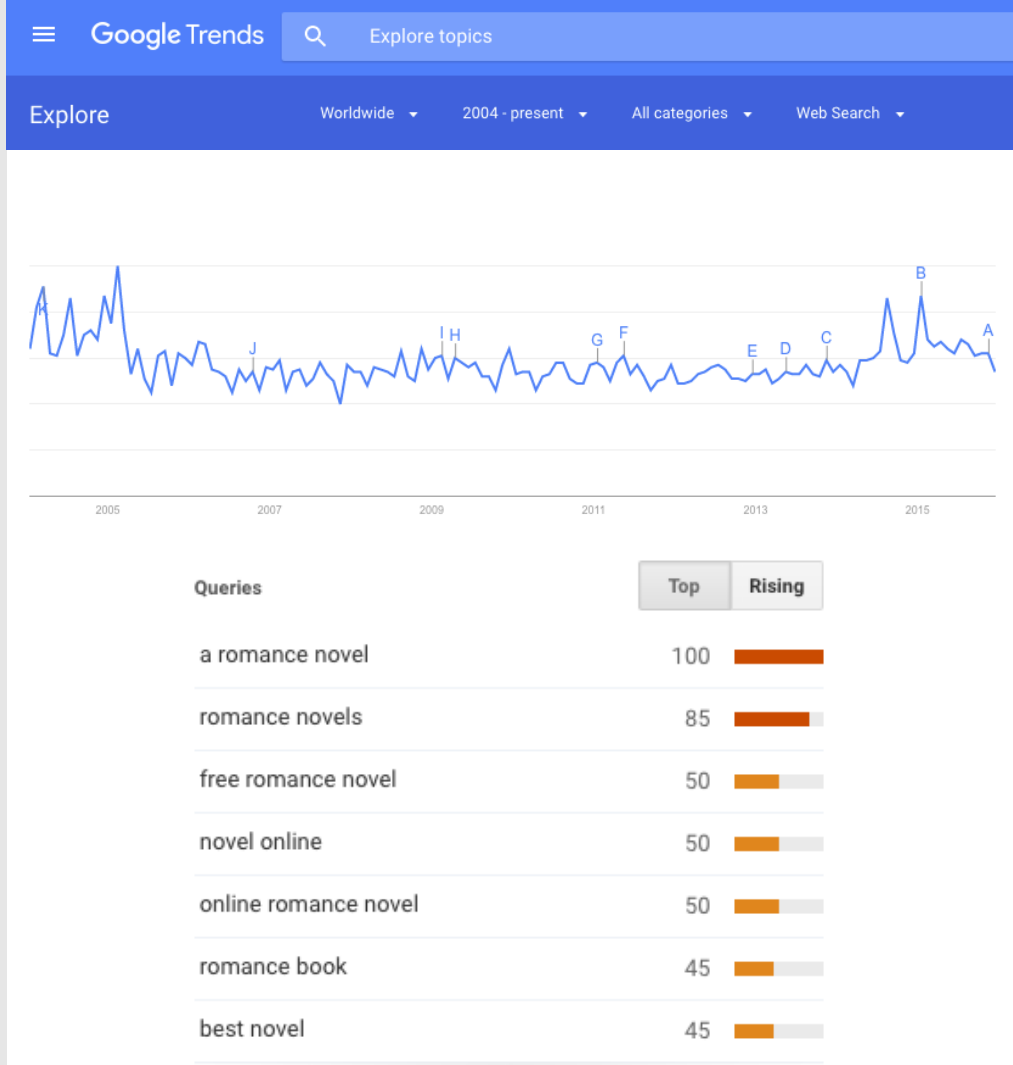
Write a short paragraph that describes each core group of readers you're targeting. Refer back to it whenever you're creating an ad, designing a cover, writing a tweet, or want a refresh on your audience's motives.



# 4

## Create a list of target keywords

Compile a list of search queries that your target audience is using to search for books. Use tools like Google Trends and Google AdWords' Keyword tool to see which relevant queries are frequently used.



# 5

## Create a plan to reach a targeted audience

Compile a list of platforms and marketing tools that will let you reach a specific target audience. For example, BookBub has 42 categories and millions of power readers, whom you can target with BookBub Ads or Featured Deals. There are also plenty of genre-specific blogs and publications you could target for promotions!



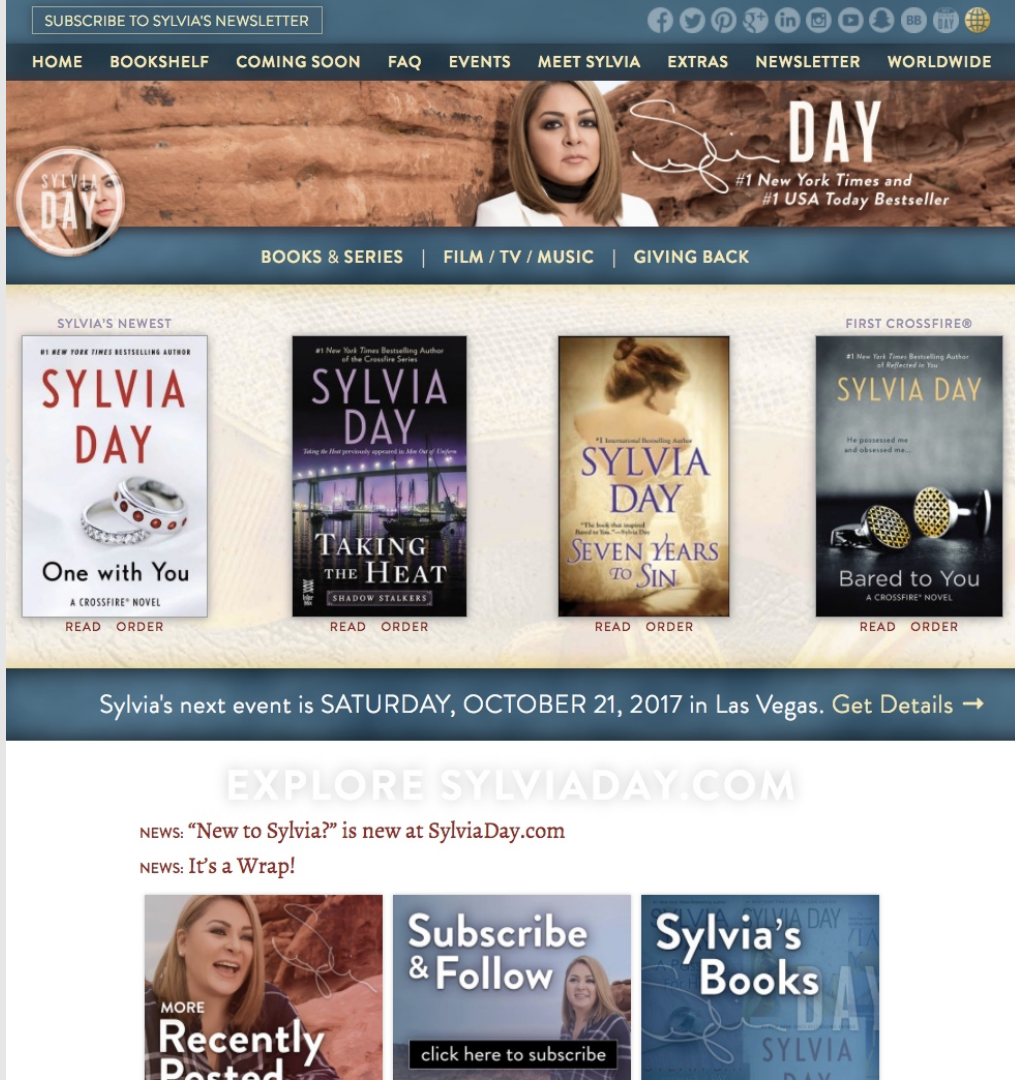
# Build an author platform



# 6

## Create an author website

Your site should be a marketing tool that serves as the hub of all your online activity, from blogging to selling books to emailing a newsletter to participating in social media. Use a platform like WordPress, Squarespace, or Wix to easily build a site.

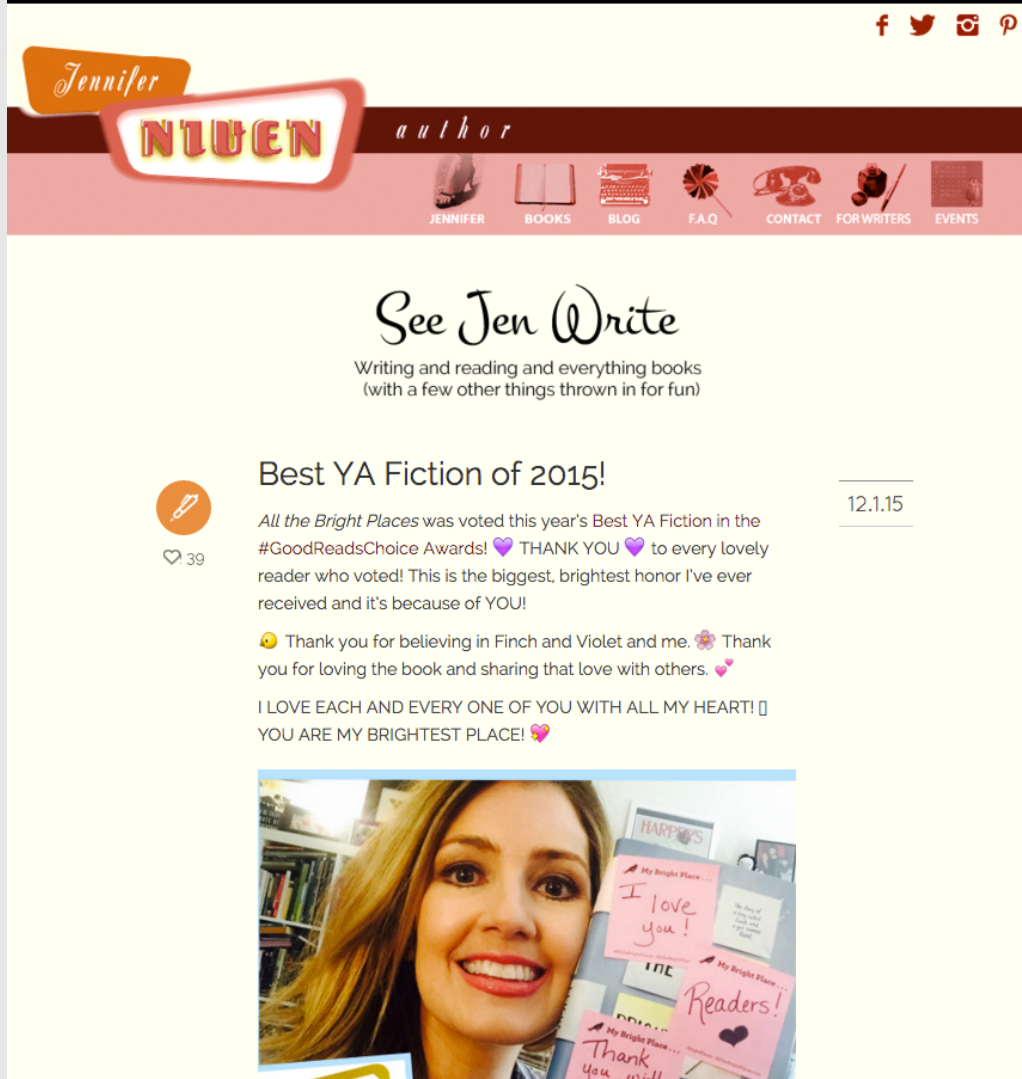




# 7

## Set up a blog on your site

Provide a “behind the scenes look” for readers by blogging once or twice a month. Fans will love the insight into your personality and writing process, and anything you post is fodder for your next email to subscribers.



The screenshot shows the author's website for Jennifer Niven. The header includes her name 'Jennifer NIVEN' and the word 'author'. A navigation bar contains links for JENNIFER, BOOKS, BLOG, F.A.Q, CONTACT, FOR WRITERS, and EVENTS. The main content area features the title 'See Jen Write' with a subtitle 'Writing and reading and everything books (with a few other things thrown in for fun)'. A blog post titled 'Best YA Fiction of 2015!' is displayed, dated 12.1.15. The post includes a heart icon with the number 39 and a photo of Jennifer Niven smiling while holding several copies of her book 'The Daylight Marriage'.

Jennifer NIVEN author

JENNIFER BOOKS BLOG F.A.Q CONTACT FOR WRITERS EVENTS

### See Jen Write

Writing and reading and everything books  
(with a few other things thrown in for fun)

#### Best YA Fiction of 2015!


12.1.15

💖 39

*All the Bright Places* was voted this year's Best YA Fiction in the #GoodReadsChoice Awards! 💖 THANK YOU 💖 to every lovely reader who voted! This is the biggest, brightest honor I've ever received and it's because of YOU!

🥰 Thank you for believing in Finch and Violet and me. 🌸 Thank you for loving the book and sharing that love with others. 💖

I LOVE EACH AND EVERY ONE OF YOU WITH ALL MY HEART! 📖 YOU ARE MY BRIGHTEST PLACE! 💖



# 8

## Link to your published books

Create a site page linking to your books to make it easy for readers to discover all the titles you've written. Include cover images, brief elevator pitches, and links to multiple retailers so readers can purchase your books wherever they shop.

[HOME](#) [MEET BELLA](#) [BOOKS](#) [AUDIO BOOKS](#) [FOREIGN EDITIONS](#) [FOR READERS](#) [FOR WRITERS](#) [VIDEOS](#)

[NEWS](#) [BLOG](#) [SUBSCRIBE](#) [CONTACT](#)

*A New Sullivan spinoff series!*

Christie Hayden escaped to Summer Lake to heal from heartbreak, but found so much more than that: a job she loves as an innkeeper, a close-knit community of friends, and a chance at the perfect romantic future she's always longed for. But nothing is as it seems, especially when it comes to Liam Kane, the gorgeous millionaire who sweeps into her life from out of the blue...and instantly turns it—and her heart—upside down.

The first time Liam Kane lays eyes on Christie, he's a total goner. He knows he should keep his distance, because he's not capable of giving her the happily-ever-after she's looking for. But when it comes to her smiles, her laughter, her kindness—and her sweetly sinful kisses—for the first time in his life, he can't hang on to his self-control. Not when the love she offers him is everything he never thought he could have, but now craves with every fiber of his being.

[Kindle](#) [iBooks](#) [Nook](#) [Kobo](#) [Google](#) [Paperback](#)

*Smith & Valentina just got married!*

Millions of readers around the world have fallen in love with The Sullivans—especially Smith Sullivan, the movie star with the heart of gold.

# 9

## Build a mailing list on your site

Include a simple form on your homepage, website pages, and/or blog's sidebar asking for visitors' email addresses. Collecting email addresses lets you build relationships with people who want to hear from you.

The screenshot shows the homepage of author Julie James. At the top, the name 'JULIE JAMES' is written in a large, white, serif font against a dark red background. Below the name is a navigation bar with links: HOME, ABOUT, BOOKS, MEDIA, CALENDAR, CONTEST, CONTACT, and BLOG. The main content area features a book cover for 'Suddenly One Summer' by Julie James. To the right of the book cover, the text reads: 'COMING SOON', 'SUDDENLY ONE SUMMER', 'AVAILABLE JUNE 2, 2015', 'PRE-ORDER ONLINE TODAY: AMAZON | BARNES & NOBLE | IBOOKS', and a quote from Kirkus Reviews: 'James is a contemporary romance superstar.' — Kirkus Reviews. Below the book cover and quote is a red arrow pointing to a 'SUBSCRIBE' form. The form has three input fields for 'EMAIL ADDRESS', 'FIRST NAME', and 'LAST NAME', a 'SUBMIT' button, and a link to the 'PRIVACY STATEMENT'. To the right of the subscribe form is a 'NEWS' section with two entries: 'Some giveaway alerts' dated 2/26/2015 and 'Julie James Readers Group' dated 2/12/2015. On the far right, there is a partial view of another book cover and a portrait of Julie James.

JULIE JAMES

HOME ABOUT BOOKS MEDIA CALENDAR CONTEST CONTACT BLOG

COMING SOON

SUDDENLY ONE SUMMER

AVAILABLE JUNE 2, 2015

PRE-ORDER ONLINE TODAY:  
AMAZON | BARNES & NOBLE | IBOOKS

"James is a contemporary romance superstar." —  
Kirkus Reviews

SUBSCRIBE

EMAIL ADDRESS

FIRST NAME

LAST NAME

SUBMIT

PRIVACY STATEMENT

NEWS

Some giveaway alerts  
Hey all! I wanted to give you a heads...  
2/26/2015

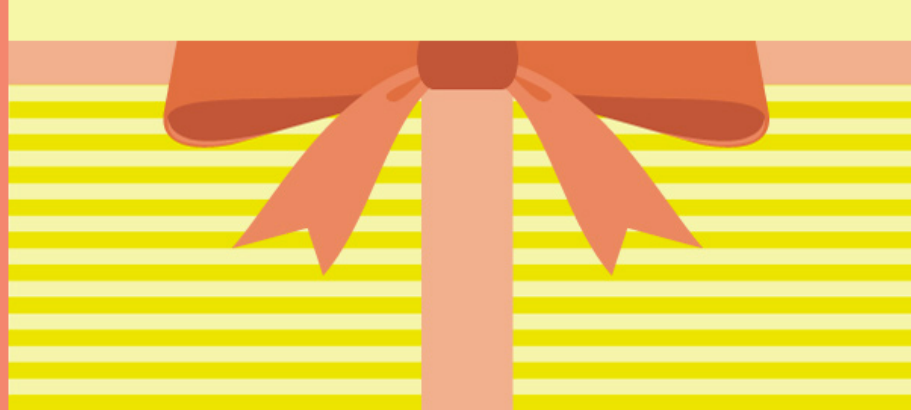
Julie James Readers Group  
Hey everyone! I wanted to let you know that...  
2/12/2015

# 10

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## Welcome subscribers with an auto-response

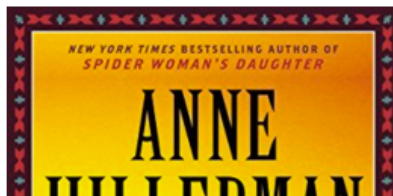
When people subscribe to updates from you via your website, send them a welcome email including either a link to a permafree ebook, sample chapters, or some sort of freebie as a “thank you” for signing up.



**Thanks for signing up!**  
Here's a gift for you.

Thanks so much for signing up to my mailing list! To show my appreciation, I'd love to give you the first three chapters of my newest book *Awesomesauce* for free.

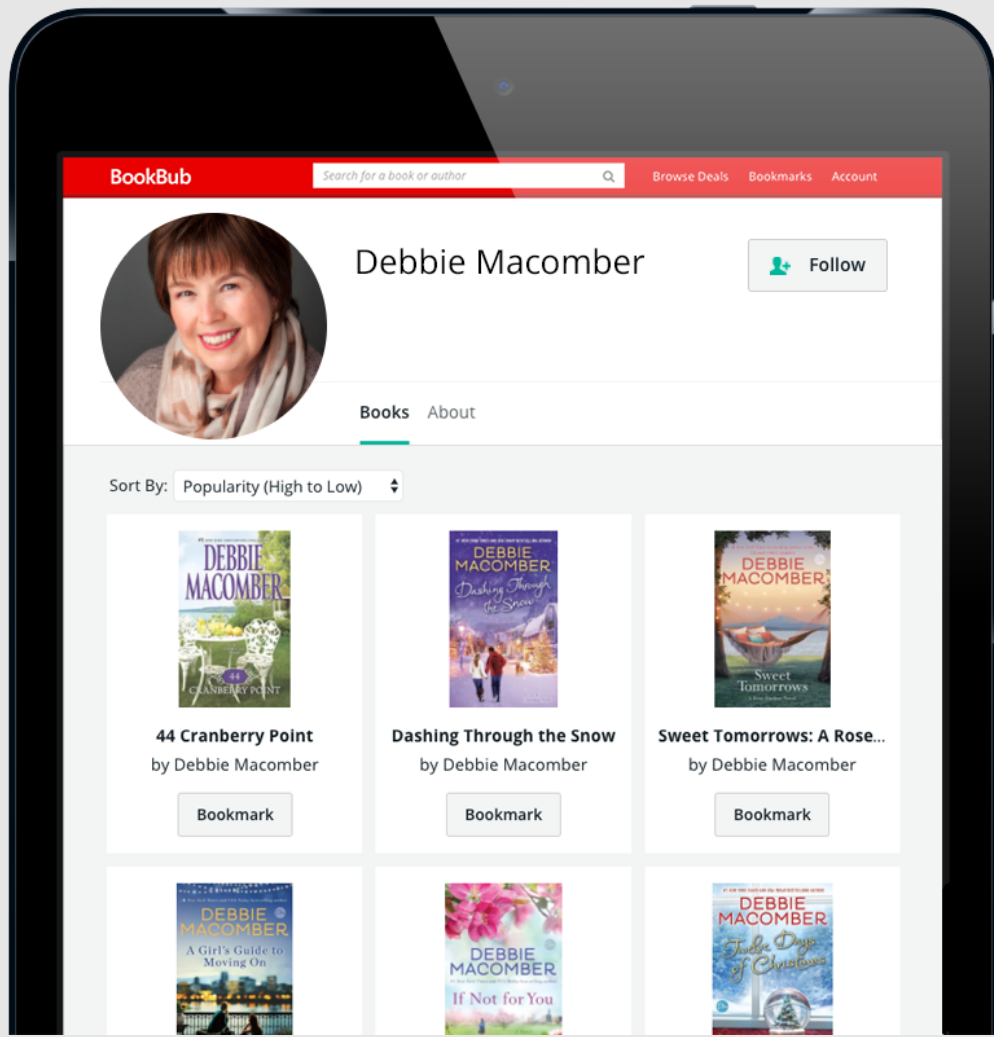
**DOWNLOAD NOW**



# 11

## Claim your BookBub Author Profile

Make sure your BookBub Author Profile is up to date so fans and potential readers can learn more about you and your books.





# 12

## Get more BookBub followers

The more followers you have, the more people will receive dedicated emails from BookBub notifying them about your new releases and price promotions. And once you get 1K followers, you can also send BookBub Preorder Alerts!



Joanne Rock  
@JoanneRockAuthor

Home

Joanne's Books

Joanne's Goodreads

Visit Joanne's Pinterest

Twitter

About

Photos

Posts

Events

Community

Create a Page



Joanne Rock added 2 new photos.

December 17, 2015 · 🌐

\*\*\*\*FLASH GIVEAWAY follow me on BookBub today and I'll give one follower the prize pictured-- a present for YOU under the tree!  
<https://www.bookbub.com/authors/joanne-rock> Feel free to post here to let me know you're following! Winner chosen 12/18 at 10am EST.

Edit Profile

Follow

Three-time RITA nominee Joanne Rock never met a romance subgenre she didn't enjoy. The author of over seventy romances from contemporary to Young Adult, Joanne looks forward to her debut in Harlequin's Desire series in 2016. A former Golden Heart recipient, she has won numerous awards for her stories. Learn more about Joanne's imaginative Muse by visiting her website [www.joannerock.com](http://www.joannerock.com) or @joannerock on Twitter.

Books by Joanne Rock



1900-Lover and Silk Co.  
by Rhonda Nelson and J...

Bookmark



A Blazing Little Christ...  
by Joanne Rock

Bookmark



A Knight Most Wicked  
by Joanne Rock

Bookmark



Always Ready  
by Joanne Rock

Bookmark



A Night of Wicked Deli...  
by Joanne Rock

Bookmark



Like

Comment

Share

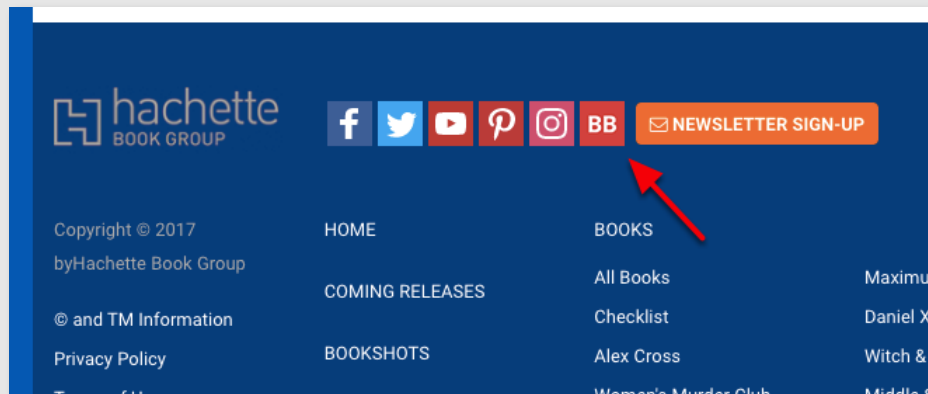
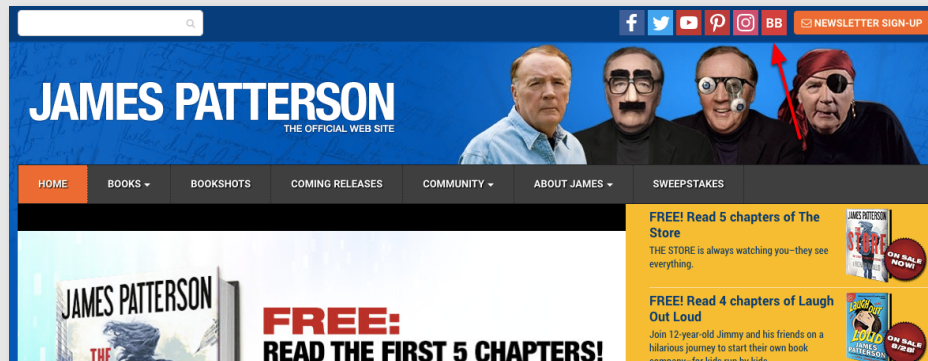
You and 97 others

Chronological

# 13

## Add a BookBub follow button to your site

Make sure website visitors can find your BookBub Author Profile by adding a follow button or icon to your site, wherever it fits best into the site design.



# Claim your social media profiles

Grab your username on Facebook, Twitter, Instagram, Pinterest, Tumblr, Google+, LinkedIn, and About.me. Even if you don't have active profiles on each site, at least claim your name and direct people who visit to your most active social media profile instead.





# 15

## Link to your website and BookBub Author Profile

Once you've created a website and claimed your BookBub Author Profile, make sure that people can find these assets by linking to them on your email signature and bio sections on your social media profiles.



# 16

## Create a video blog

Upload videos to YouTube and embed each video in a blog post. In these videos, you can answer fan questions, partner with another author to interview each other, list book recommendations, or do a short reading from an upcoming new release. Experiment with a few simple videos to see if you're comfortable vlogging before focusing on production quality.



# {bookishpixie}

One nerdy, awkward, book-loving writer with many words & a pixie cut.

bookishpixie

Home Videos Playlists Channels Discussion About

What to watch next



The Secret to Writing

by bookishpixie 1,646 views 3 days ago



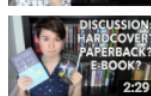
Are Online Pitch Contests Worth It?

by bookishpixie  
926 views 1 week ago



Would You Try to Publish Old MSs?

by bookishpixie  
1,152 views 2 weeks ago



Discussion: Hardcover? Paperback? E-book?

by bookishpixie  
1,325 views 3 weeks ago

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The Writing Life

# Design a book's cover



17

# Hire a cover designer

A great cover design can have a major impact on your sales numbers. For example, romance writer R.L. Mathewson went from selling five or six copies per day of her novel, *Playing for Keeps*, to over 1,000 per day by updating her cover design. It's usually worth hiring a professional to create a polished cover that appeals to readers in your genre.



No. 14357



No. 14356



No. 14355



No. 14352



No. 14351



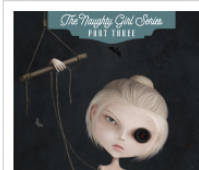
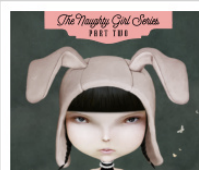
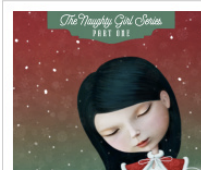
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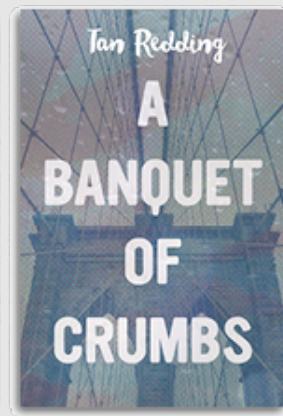
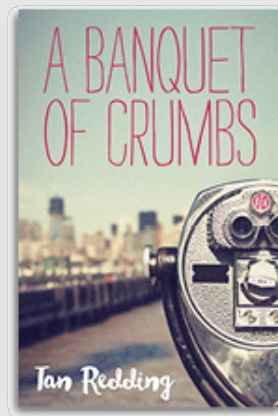
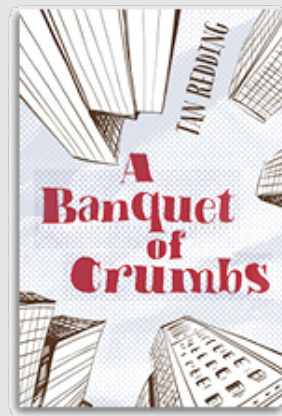
No. 13071



# 18

## Test cover variations with your audience

Have your cover designer create multiple variations and use data to choose your cover design. Test two variations against each other using tools like PickFu, UsabilityHub, or PlayBuzz.





# 19

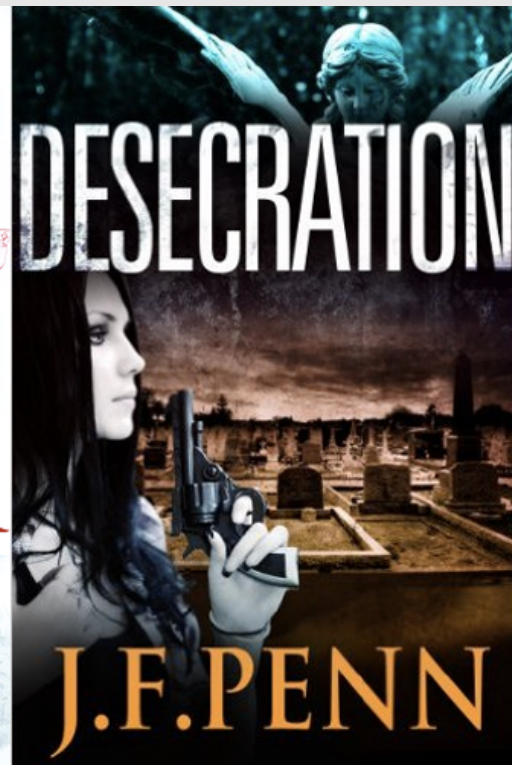
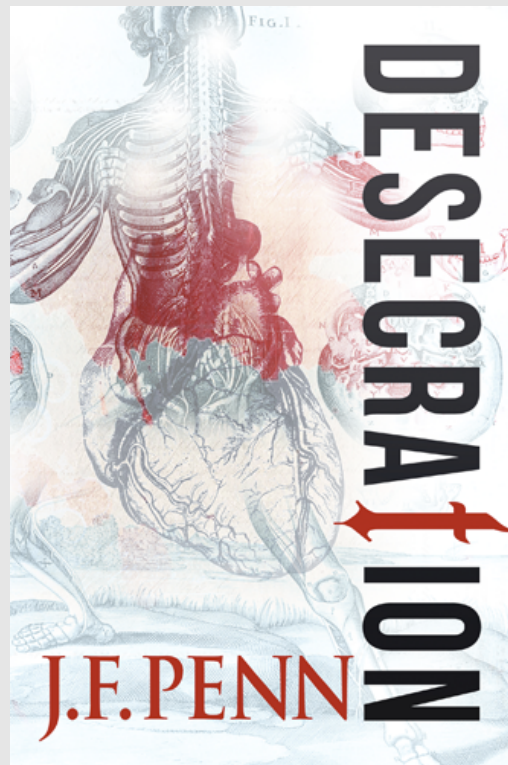
## Unify cover designs in a series

Create consistent branding between books in a series to make purchasing decisions easy for readers. A unified cover and title style often helps readers recognize connected titles and encourages them to purchase subsequent books.



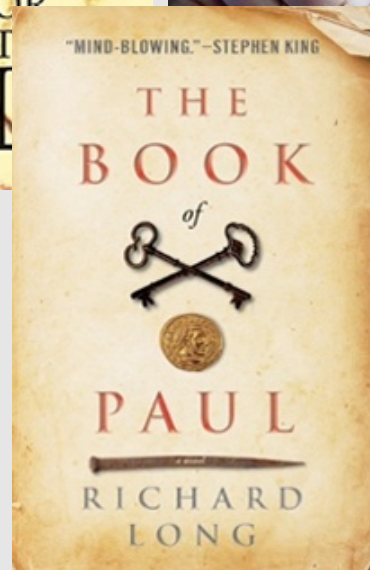
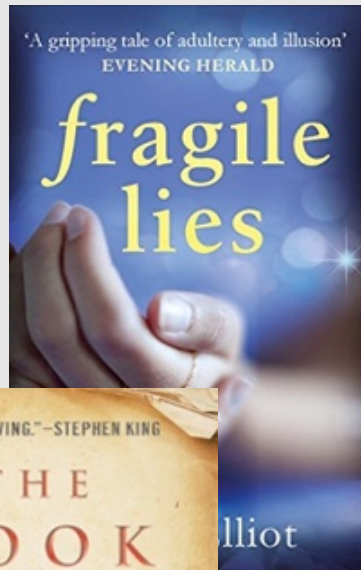
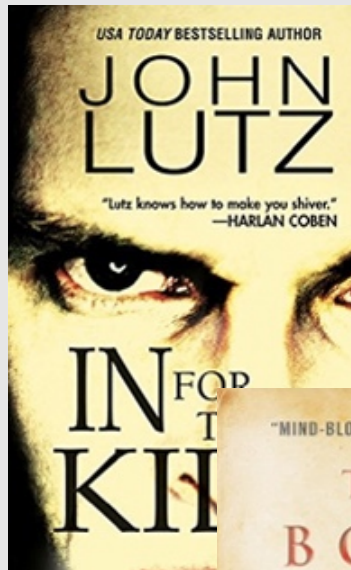
# Re-launch a book with a new cover

Redesigning a book cover can be a great way to invigorate book sales. It gives you the opportunity to “re-launch” the book according to the ever-evolving tastes of genre readers.



# Add a blurb to the cover

If you've managed to secure a blurb from a well-known author, consider including it on the book cover design. Try to use a short blurb so it's easy to read and you don't clutter the design.





# Optimize a book for effective promotions



# Make book samples end on a cliffhanger

For example, on Amazon, users can download the first 10% of a book for free or read it on-site via the “Look Inside” feature. This gives you the opportunity to score a sale if the reader wants to continue after the sample.



# Cross-promote books in the back matter

Include a list of all your titles in each of your books' back matter. Update this back matter whenever you launch a new release. If you have the time, create a version of each book for each retailer with retailer-specific links to each book.



# 24

## Include an excerpt in the back matter

Authors who include an excerpt see the highest increase in sales of their promoted book. Immediately after the acknowledgements, include the first chapter of the book you're promoting. Bookend the excerpt with links to purchase that book.

*Please enjoy the following excerpt from  
Marcus Sullivan's story...*

### FROM THIS MOMENT ON

*For thirty-six years, Marcus Sullivan has been the responsible older brother, stepping in to take care of his seven siblings after their father died when they were children. But when the perfectly ordered future he's planned for himself turns out to be nothing but a lie, Marcus needs one reckless night to shake free from it all.*

Marcus Sullivan was known for his patience. After helping to raise his seven siblings, he'd learned to wait out tantrums, fistfights, even tears.

But tonight, he was all out of patience.

He'd come to the club tonight to find a woman, to proposition her, to claim her for one no-holds-barred night, but he'd been watching the dancers for long enough to know that he wasn't going to take a single one of them to bed. None of

*FROM THIS MOMENT ON* excerpt by  
Bella Andre © 2014

[Buy FROM THIS MOMENT ON](#)

\*\*\*\*\*

For news on Bella Andre's  
upcoming books, click  
[BellaAndre.com/Newsletter](http://BellaAndre.com/Newsletter) to sign  
up for Bella Andre's New Release  
Newsletter.

ARE YOU READY TO FIND OUT  
THE SECRET BEHIND...



[WWW.BELLAANDRE.COM/SECRET](http://WWW.BELLAANDRE.COM/SECRET)

# Link to your mailing list in the back matter

On your “About the Author” page, encourage readers to sign up for your mailing list. If they sign up, you’ll be able to contact them any time you want to promote your backlist titles, new releases, giveaways, price promotions, etc.

## AFTERWORD

Thank you for reading *Alien Hunters*. I hope you enjoyed this book.

The sequel, *Alien Sky*, is now available on Amazon. Click [here](#) to grab your copy or search Amazon for “Alien Sky.”

Want to know when I release new books? Here are some ways to stay updated:

\* Join my mailing list at:  
[DanielArenson.com/MailingList](http://DanielArenson.com/MailingList)

\* Like me on Facebook:  
[Facebook.com/DanielArenson](https://Facebook.com/DanielArenson)

\* Follow me on Twitter:  
[Twitter.com/DanielArenson](https://Twitter.com/DanielArenson)



You can always find an up-to-date list of the titles in this series, as well as my other books, on my website: [My Books](#)

**Sign up.** To be the first to know when I have a new release, sign up for my email newsletter [here](#). I only send emails when I have book news—I promise.

# Optimize your book description

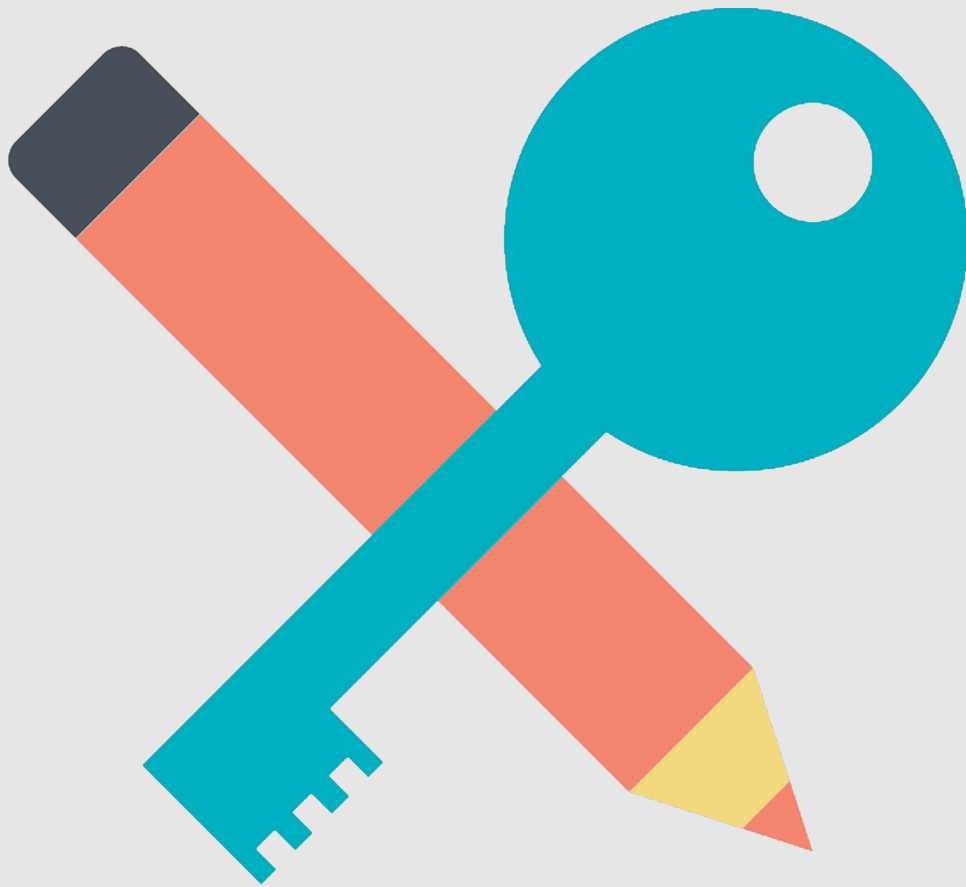
BookBub's A/B testing shows that descriptions that include quotes from authors, awards, and language that caters to your audience (e.g. "If you love thrillers, don't miss this action-packed read!") have higher engagement rates.

What is this  
book about?



# Include target keywords on product pages

Narrow down a list of 5-7 keywords your audience typically searches for, then incorporate these words into the description headline, description copy, and keyword sections on each retailer product page.



# 28

## Choose relevant sub-categories on retailer sites

This can increase your chances of being on the retailer bestseller charts for a specific category, which could drive higher sales volume. You'll also avoid disappointing readers who were expecting something different.



Cozy Mysteries



Business



Crime Fiction



True Crime



Parenting



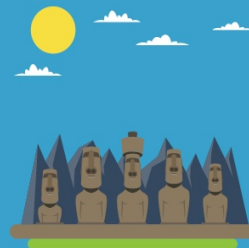
Dark Erotica



Historical Mysteries



Middle Grade



History



# Tie different versions of a book together

Different authors and platforms use different systems, but find a way to connect a print edition with the ebook, audiobook, and international editions. This ensures that visitors to a product page can easily purchase the format they prefer.



# 30

## Link series books by name

If you've published a book series, create a master name for the series and add it to the product's title on retailer sites. This will help retailer sites make automated recommendations within the series, and help readers find more books in the series to read.

**BARNES & NOBLE** Search All Sign In My Account 50% Off This Year's Top Book Releases Membership Gift Cards

[Books](#) [NOOK Books](#) [nook](#) [Textbooks](#) [Bargain](#) [Newsstand](#) [Teens](#) [Kids](#) [Toys & Games](#) [Hobbies & Collectibles](#) [Home & Gift](#)



**Catching Fire (Hunger Games Series #2)**  
by Suzanne Collins

★★★★★ 29656 Reviews [f](#) [t](#) [p](#) [g](#)

Paperback \$8.42	Hardcover \$14.29	NOOK Book \$9.49	Audiobook \$30.10
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[View All Available Formats & Editions >](#)

Suzanne Collins continues the amazing story of Katniss Everdeen in the phenomenal Hunger Games trilogy.

Against all odds, Katniss Everdeen has won the annual Hunger Games with fellow district tribute Peeta Mellark. But it was a victory won by defiance of the Capitol and their harsh rules. Katniss and Peeta should be happy. After all, they have just won for

[... See more details below](#)  
[The Hunger Games](#)

Paperback  
**\$8.42**

[Sign In to C](#)

**Eligible for F**  
[Get it by Wedn](#)  
now and choos  
during checkou  
Same Day deliv

[45 New](#)

[Available for F](#)  
[Add to Wishlis](#)

**Customers Who Bought This Item Also Bought**



# Make books available globally

With growing book sales and millions of readers, international markets can be attractive targets for authors and publishers looking to expand their potential readership. Optimize the cover design for each region and reach out to relevant local bloggers who can help spread the word.



# Prepare your book marketing assets



# Write a killer elevator pitch

Write a concise, snappy elevator pitch that shows what the book is about, what kind of world readers will be immersed in, why readers should care, and what accolades the book and author have received. A strong elevator pitch will make a book more enticing to readers deciding whether or not to purchase.



# 33

## Test copy variations by polling readers

Use a polling software like PickFu to test variations of description or marketing copy and see which your audience likes better. Always test and optimize rather than make assumptions about what will resonate with readers.

### Which tagline would make you more likely to pick up the book?

Audience: 50 Responders General Population

WINNER

Option A

\*\*\* 21 DAYS IN MAUI \*\*\*

A return to truth, beauty and the art of being free.

||||| ||||| ||||| ||||| ||||| ||||| ||||| |||||

80% 40 votes

Option B

\*\*\* 21 DAYS IN MAUI \*\*\*

A return to truth, beauty and what I already knew when I was 12.

||||| |||||

20% 10 votes

# A/B test marketing copy

Unlike polling, A/B tests give you quantitative data (i.e., the number of clicks). Use your email service provider to run A/B test emails and see which copy has the highest click-through rate, or use ad platforms like BookBub Ads and Facebook to A/B test your copy.





# 35

## Get blurbs from reputable authors in your genre

Blurbs can catch readers' attention, especially if they're familiar with the quoting author. Our tests showed that book descriptions including blurbs got an average of 22.6% higher click-through rates than those without blurbs.

## How to ask for a blurb:

Dear [author name],

My name is [your name], and I'm a big fan of your work. I'm a [genre] author myself, and I recently read [author's book title] since I love learning from fellow [genre] authors. I enjoyed [thing about the book you loved].

I will be publishing my newest book [book title] soon, which is also a [genre]. Would you consider reading this book and providing a blurb for me to use on the cover? I admire your work so much, and I would love to feature your kind words on this book.

[Book title] is about [elevator pitch]. I think you'd enjoy this book because [reason it's similar to the author's book].

I need the blurb by [date], so please let me know if you'd be willing to read. I would greatly appreciate your time. Thanks so much for considering this!

Best,  
[Your name]

# 36

.....

## Create images for teasers and quotes

You can easily turn book quotes into vibrant images using free apps like Canva or Designfeed. Publish these teasers to your website and social media accounts in the weeks and months prior to a book's release.

HELEN'S EYES WERE CLOSED.  
MILTON WAS STANDING OVER HER.  
HE WAS CRYING.  
SHE WAS DEAD.

- ROSECLIFF MANOR HAUNTING  
CHERYL BRADSHAW

# Run a preorder campaign



# 37

## Make books available for preorder

Driving preorder sales can help a book hit various bestseller lists, as many retailers count all preorders as launch day sales. They also help build buzz and momentum for a new book, which can help lead to word-of-mouth sales later.

Pre-order Price: **\$2.99**

Sold by: HarperCollins

Publishers

*This price was set by the publisher*



Pre-order with 1-Click®

This title will be auto-delivered to your Kindle on  
**January 19, 2016.**

**NOOK Book**

(eBook)

**\$2.99**

**Pre-Order: Add to Bag**

or

[Sign In to Complete Instant Purchase](#)

**Available on compatible NOOK**

**Devices and the free NOOK Apps**

# 38

## Announce a title reveal

Create buzz for an upcoming book by announcing the book's title. Some authors get creative by posting a video announcing a book's title or publishing a texting conversation between characters about the book's title.



Simon

A new book? Somehow, I doubt that. What's the title of this alleged new book?

DAD

Funny you should ask, because: BOOM.



DAD



Here's a sneak peek  
at Becky Albertalli's novel

*The Upside of Unrequited*



Simon

Wait, is that a page from the paperback?



39

# Post a cover reveal on a popular blog

Partner with a blog or website that's popular amongst readers in your genre to host a cover reveal. If you can arrange to have a book available for preorder in time for its cover reveal, linking to a page where readers can preorder their copy can be a great way to jump-start preorder sales.

HEROES and Heartbreakers.com

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ROMANCE COVER REVEALS

Cover Tuesday: Exclusive Reveal from Tamsen Parker

TEAM H & H

Cover Reveal

Team H&H has an exclusive cover reveal for you today from author [Tamsen Parker](#) for the final book in her Compass Series, *The Cartographer*. Reyes is a the man used to being in charge—of everything—until he meets Allie, who isn't at all interested in being saved by Rey; however, they come to find the attraction between them too much ignore.

*The Cartographer* by Tamsen Parker

Reyes Walter is the man who engineers everyone's happiness, and he's never wanted anything else. He's got a lucrative job as sovereign of the kink world and he delights in playing puppet master for everyone under his purview... which is everyone.

Allie Hart has got his hands full trying to find a job, and being there for his sister and her kids. Level to the

THE CARTOGRAPHER

TAMSEN PARKER

USA TODAY BESTSELLING AUTHOR

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Latest Comments

Meghan B on Can You Name Any Dominant Women in Romance? 25 minutes ago

HeatherWaters on Lora Leigh's Wild Card Book Club Discussion Thread 37 minutes ago

HeatherWaters on If Game of Thrones' Grey Worm & Missandei Die, We Riot! 44 minutes ago

JenniferProffitt on Lora Leigh's Wild Card Book Club Discussion Thread 50 minutes ago

lizzie18 on What's the Longest Binge-Reading Streak You've Been On? 56 minutes ago

Kareni on First Look: Rogue Desire Anthology (July 20, 2017) 2 hours ago

bungluna on Can You Name Any Dominant Women in Romance? 2 hours ago

Sara H on Can You Name Any Dominant Women in Romance? 3 hours ago

Our Blog

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Mala Bhatta

Cerestheori

Tori Benson

Jennifer Pro

Janet Webb

LaQuette

Kate J. Squ

Sahara Hos

Wendy the

Librarian

JenniferPort

Team H & H

May Bridges

Avon Gale

Roan Parriss

# 40

## Link to a preorder in previous books' back matter

This lets readers order it as soon as they finish the previous book, without having to remember to buy the new book when it's available for download. Include an excerpt of the upcoming book in the back matter, even if it's unedited, to provide a sneak-peek.

in the bar dissipates, replaced by sensual energy from people daring to cross the gap and make that most elemental human connection.

And I feel suddenly, starkly, alone.  
Just like always.

[Continue Reading...](#)

1

ALSO BY JESSICA SCOTT

THE FALLING SERIES

[Before I Fall](#)

[Break My Fall](#)

[After I Fall](#)

[Catch My Fall](#) (coming 2017)

2

HOMEFRONT SERIES

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[Homefront](#)

[After the War](#)

[Into The Fire](#)

NONFICTION

[To Iraq & Back: On War and Writing](#)

[The Long Way Home: One Mom's Journey  
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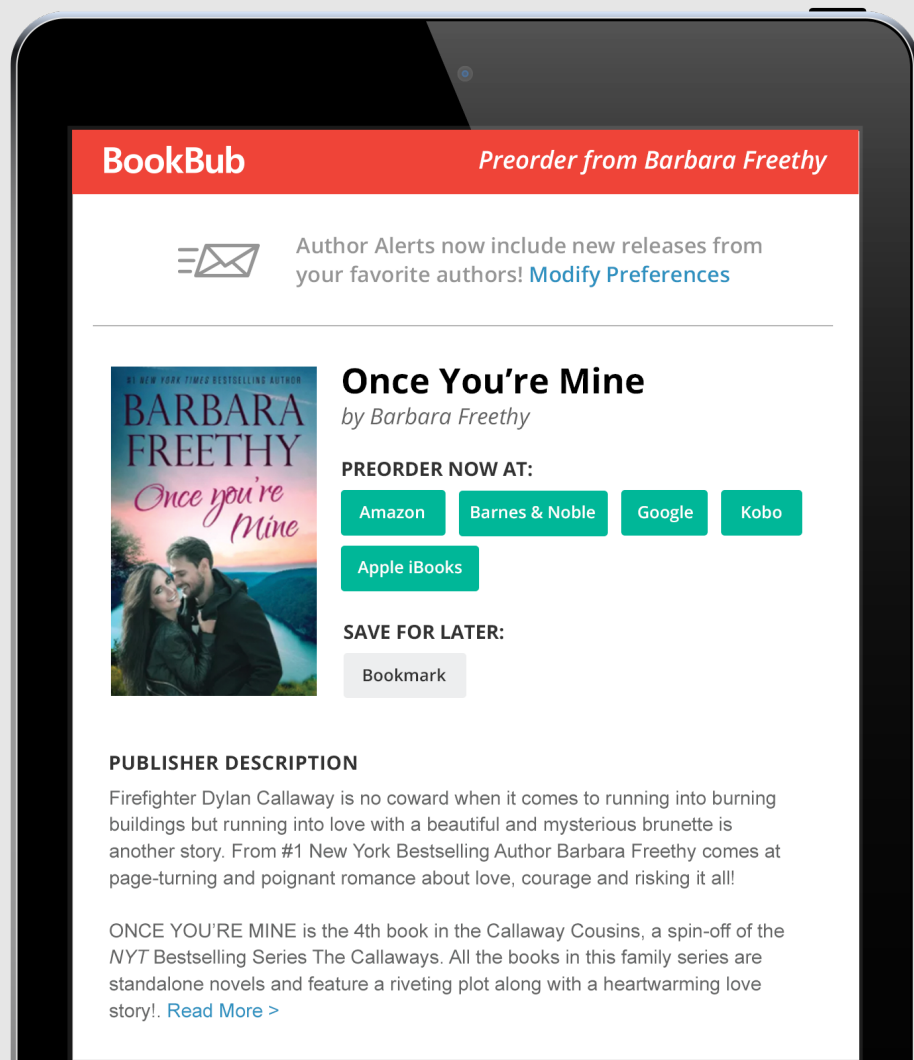


# 41

## Send a BookBub Preorder Alert

A Preorder Alert is a dedicated email to an author's BookBub followers announcing that one of the author's books is available for preorder. They're highly targeted since they're only sent to an author's followers, and at only \$0.02 per eligible follower, they're a cost effective way to promote a preorder!

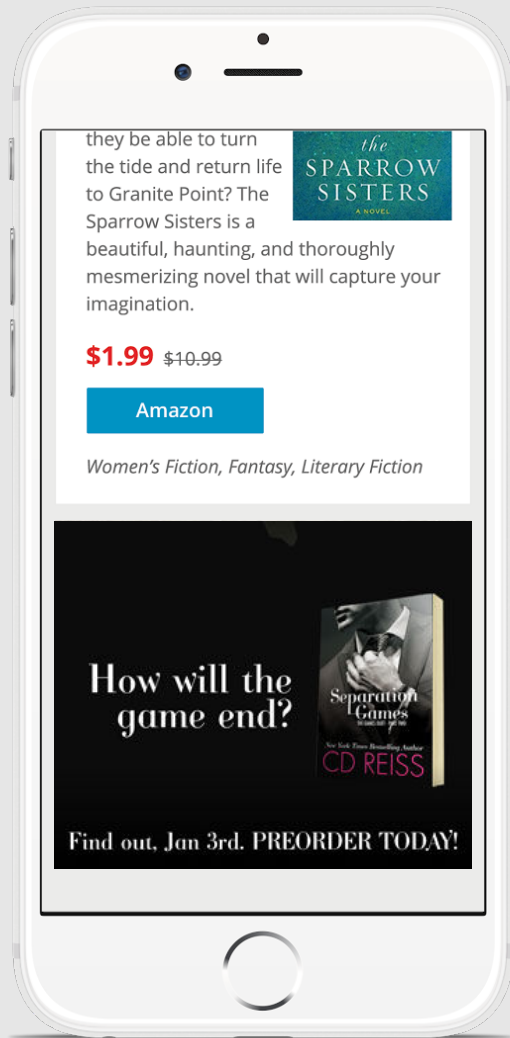
BookBub



# 42

## Run BookBub Ads for a preorder

BookBub Ads let advertisers market any book at any time to BookBub's millions of power readers — including preorders, new releases, and full-priced books! Many authors and publishers have promoted preorder books on this platform.



# 43

## Offer free swag in exchange for preordering

This gives readers an extra incentive; they may need an additional nudge since they can't get the instant gratification of reading the book right away. In these promotions, have readers email a copy, screenshot, or picture of their receipt to receive the swag.

### TIFFANY SCHMIDT

*YA Author, Ravenous Reader, Schmidtlet-Chaser.  
Firm Believer in happily ever afters. Find me at: @TiffanySchmidt /  
TiffanySchmidt.com / Facebook*

#### Pre-order Offer for HOLD ME LIKE A BREATH



I'm offering special swag exclusively to readers who preorder a copy or copies of Hold Me Like a Breath by **May 19th!** (US only)

If you order **one** copy, you get: a gummy organ (\*ew\*/awesome), a sticker, a signed bookmark, & a note from moi!

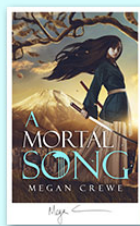
# 44

## Send a digital gift pack to readers who preorder

Sending swag packs via mail can get expensive, so digital gift packs can be a great alternative. This could include exclusive content like short stories, author commentary, deleted scenes, or high-resolution posters.

## EXCLUSIVE *A MORTAL SONG* PRE-ORDER OFFER

Grab this enthralling YA fantasy novel early and receive extra goodies to go with it!



Pre-order *A Mortal Song* in any format (Kindle ebook\*—on sale for \$0.99!, paperback, or hardcover) from any available retailer before Sept 13th, submit an image of your receipt using the form below, and you'll get a gift pack that includes:

- An exclusive digital booklet following Sora's journey through Japan with photos from the author's travels and lots of story commentary.
- An exclusive 25-page short story showing a key sequence in the book from another major character's POV.
- An exclusive high-res digital poster of the book cover, signed by the author.
- Access to Megan's secret bonus content webpage, where you'll find deleted scenes from *Song* as well as her other books.
- A chance to win even bigger prizes, including swag and signed books.

\*Other ebook formats available on request. [Email me](#) to ask.

Open to readers worldwide. Pre-order at:



Or order a signed copy direct from the author: [Paperback](#) ~ [Hardcover](#)

Sorry, now that *A Mortal Song* has been released, the pre-order offer is no longer available. But you can still purchase it from the above retailers! The [Kindle ebook](#) will be on sale for \$0.99 until September 20th.

If you need help getting a picture of your receipt, [here are instructions for taking screenshots](#) on any device.

If you have any questions about this offer or the book, please contact [megan@megancrewe.com](mailto:megan@megancrewe.com)

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# Provide ARCs to relevant bloggers

Start getting reviews before the book launches. You can use tools like NetGalley or Edelweiss to find early reviewers, or reach out to relevant bloggers with a pitch on the book. While they can't review books on retailer sites until release day, they can post the reviews to their websites, blogs, or Goodreads.



# Offer copies to Amazon top reviewers

# BookBub

Clicking here will reveal this reviewer's email address



# Run book giveaways

Book giveaways can take various forms, including blog tours or contests on your blog or Facebook page. Providing free copies to your most loyal fans in exchange for an honest review can help a new book get traction, plus it rewards them for their loyalty.



# 48

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## **Ask readers to review a book in the back matter**

A high number of reviews makes a book more enticing to potential readers. We found that when a book has at least 150 five-star reviews on Amazon or Goodreads, including the number of five-star reviews in the copy increased clicks an average of 14.1%.



# 49

## Submit a book for relevant editorial reviews

Many genres have publications like RT Book Reviews where authors can submit their books for editorial reviews. Some of these publications require submitting your book months before publication, so plan early!



**Launch a book and  
build buzz**



# 50

## Make sure your book gets a BookBub New Release Alert

Add each book to your BookBub Author Profile as soon as the preorder page or product page is live on retailer sites. This will ensure that your BookBub followers receive a New Release Alert when each book launches.

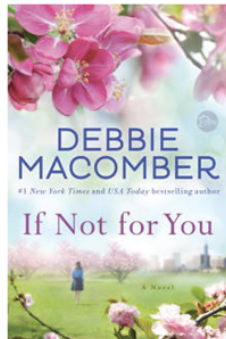
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Author Alerts now include new releases from your favorite authors!



### If Not for You

by Debbie Macomber

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#### PUBLISHER DESCRIPTION

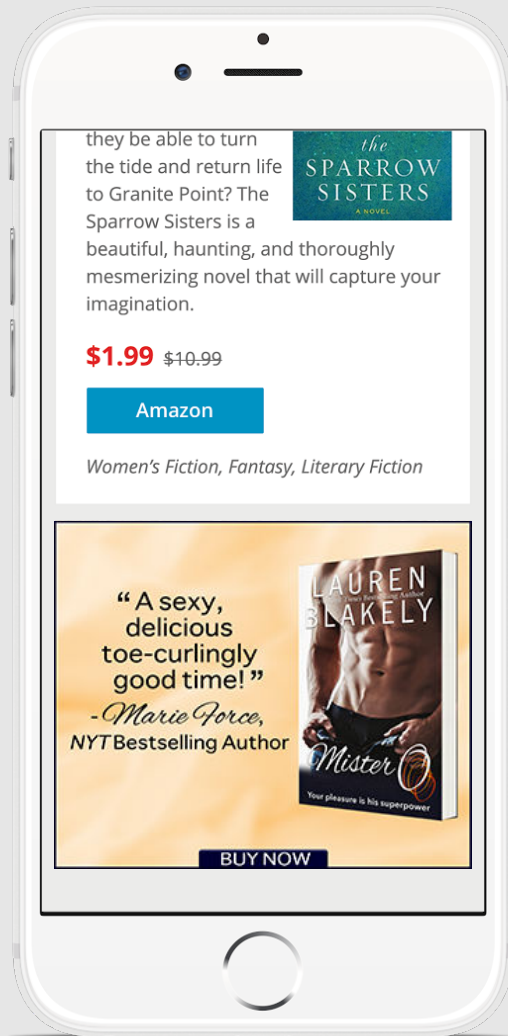
**NEW YORK TIMES BESTSELLER** • Debbie Macomber has written an emotionally stirring novel that shows how sometimes a choice can seem wrong even though it's absolutely right.

If not for her loving but controlling parents, Beth Prudhomme might never have taken charge of her life and moved from her native Chicago to Portland, Oregon, where she's reconnected with her spirited Aunt Sunshine and found a job as a high school music teacher. If not for her friend Nichole, Beth would never have met Sam Carney, although first impressions have left Beth.... [Read More >](#)

# 51

## Run a BookBub Ads campaign

With BookBub Ads, you can promote a new release to BookBub's millions of power readers. For example, Lauren Blakely ran BookBub Ads for her new release *Mister O* and hit the *New York Times*, *USA Today*, and *Wall Street Journal* bestseller lists.



# 52

## Brand your homepage with a new release

Publicize your latest book on your website by updating the header or banners of your homepage to increase awareness among website visitors. Consider including blurbs instead of a synopsis to intrigue visitors.

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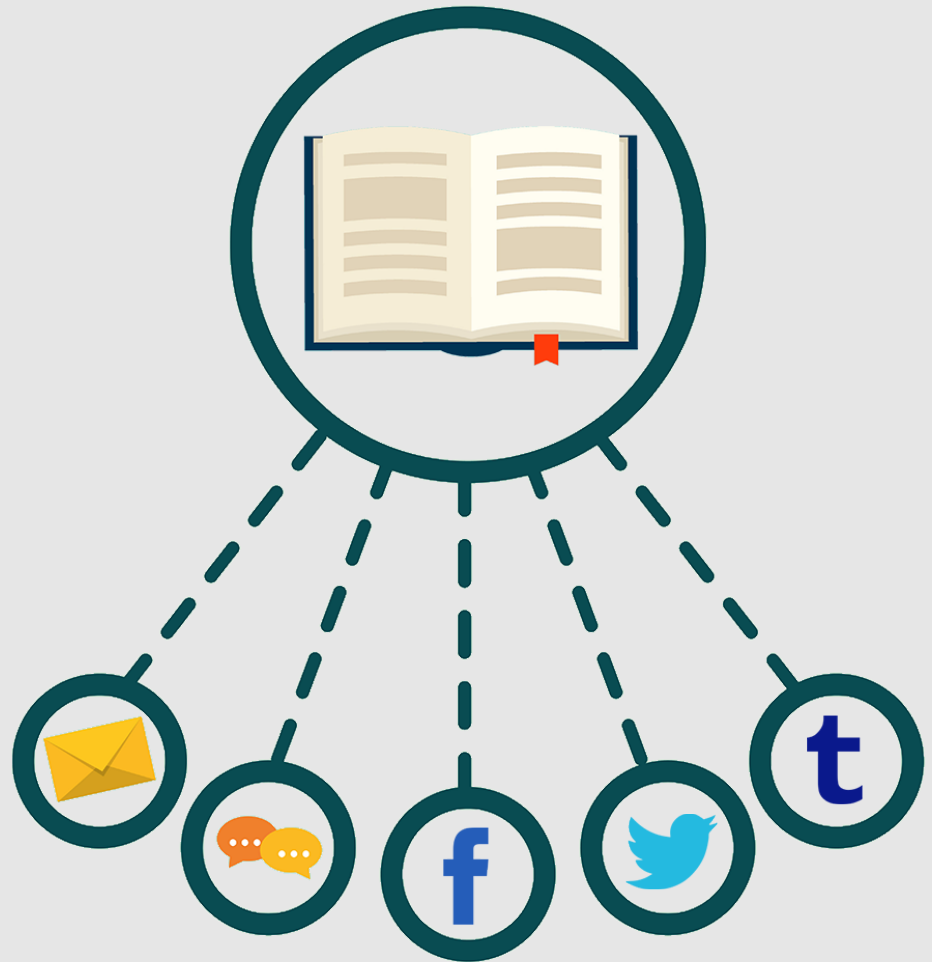
Readers of all ages and walks of life have drawn inspiration and empowerment from Elizabeth Gilbert's books for years. Now this beloved author digs deep into her own generative process to share her wisdom and unique perspective about creativity. With profound empathy and radiant generosity, she offers potent insights into the mysterious nature of inspiration. She asks us to embrace our curiosity and let go of needless suffering. She shows us how to tackle what we most love, and how to face down what we most fear. She discusses the attitudes, approaches, and habits we need in order to live our most creative lives. Balancing between soulful spirituality and cheerful pragmatism, Gilbert encourages us to uncover the "strange jewels" that are hidden within each of us. Whether we are looking to write a book, make art, find new ways to address challenges in our work, embark on a dream long deferred, or simply infuse our everyday lives with more mindfulness and passion, *Big Magic* cracks open a world of wonder and joy.

Meet  
ELIZABETH GILBERT



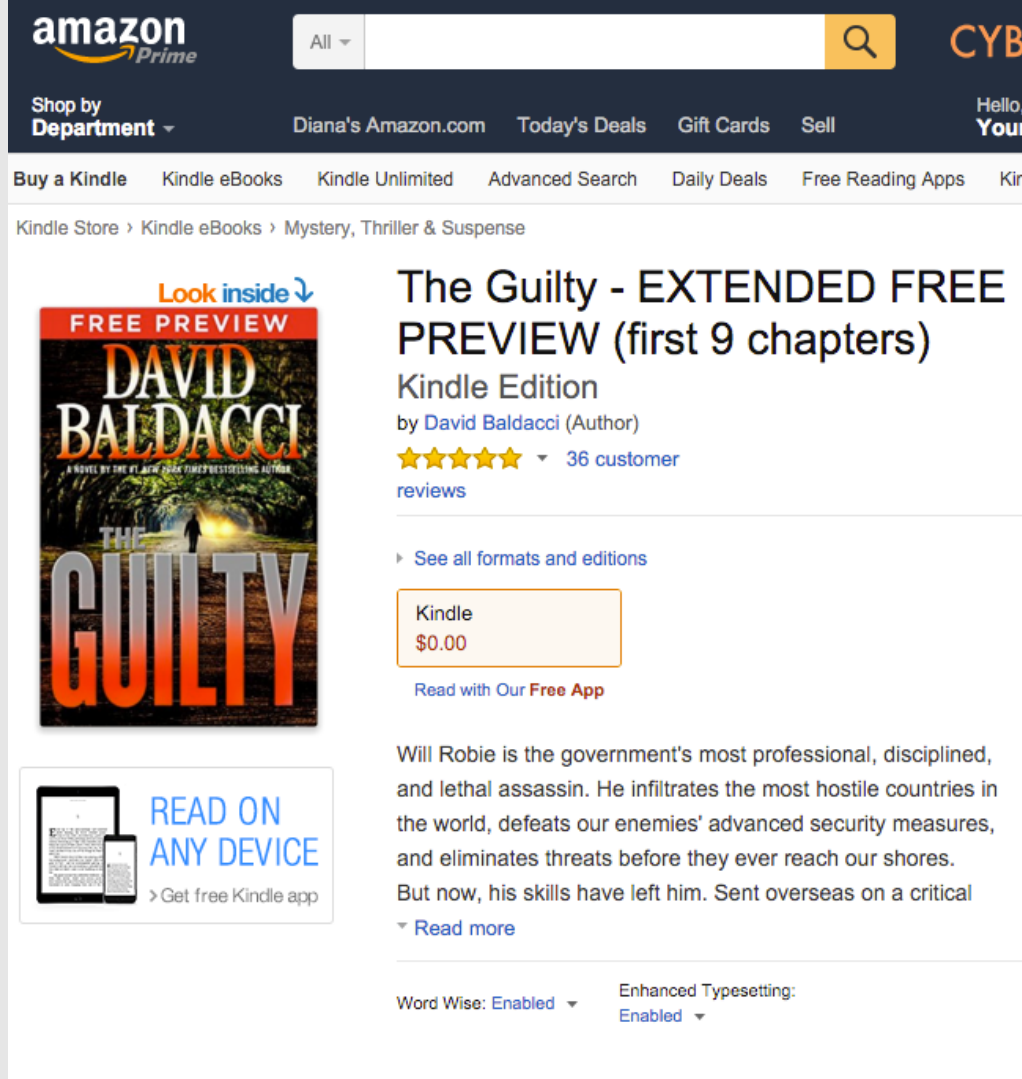
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Find a high-visibility place to link to your book. Many authors choose to include links to their personal email signature, Twitter bio, Facebook page bio, About.me page, and LinkedIn bio. Update these assets whenever you release a new book.



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# 55

## Upload a PDF sample to your website

Once people download it, it's okay if the PDF is distributed outside of your control since it's just a sample. In fact, you should hope it gets as many eyeballs on it as possible! On the last page, include a link to purchase the full copy.

EMILY LIEBERT

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BOOKS

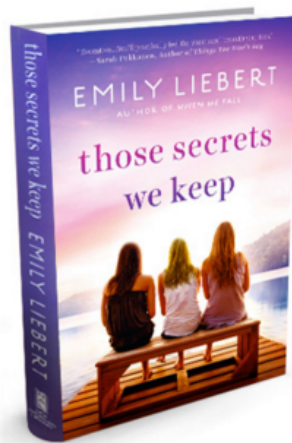
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# 56

## Add an excerpt to Wattpad

Wattpad is a social network for authors and readers with tens of millions of users. Writers can share their stories for free, and readers can vote on them and leave feedback. Bestselling authors sometimes share excerpts of their books on Wattpad and link to the retailer pages where readers can purchase the full book to find out what happens next.

The screenshot shows the Wattpad website interface. At the top, there's a navigation bar with the Wattpad logo, links for 'Discover', 'Create', and 'Community', a search bar, and 'Log in' and 'Sign up' buttons. The main header area features the book cover for 'Ugly Love' by Colleen Hoover, which is a #1 New York Times Bestselling Author. The title 'Ugly Love - Excerpt' is displayed, along with statistics: 142K Reads, 3.3K Votes, and 5 Part Story. Below this, there's a 'Read' button and a small author profile picture with the text 'By Author Colleen Hoover' and 'Ongoing - Updated Aug 04, 2014'. Social media sharing icons for Facebook, Twitter, Pinterest, Tumblr, and Email are visible. A notification banner at the top right says 'Get notified when Ugly Love - Excerpt is updated' with 'Continue' buttons for Facebook and Google. Below the notification, there's a login/register form with fields for Username, Email, and Password, and a 'Start Reading' button. A message indicates 'Already a Wattpad member? Log In' and 'I agree to Wattpad's Terms of Service and Privacy Policy'. The main content area shows an excerpt of the story, starting with 'When Tate Collins meets airline pilot Miles Archer, she knows it isn't love at first sight. They wouldn't even go so far as to consider themselves friends. The only thing Tate and Miles have in common is an undeniable mutual attraction. Once their desires are out in the open, they realize they have the perfect set-up. He doesn't want love, she doesn't have time for love, so that just leaves the sex. Their arrangement could be surprisingly seamless, as long as Tate can stick to the only two rules Miles has for her.' This is followed by a list of rules: 'Never ask about the past. Don't expect a future.', 'They think they can handle it, but realize almost immediately they can't handle it at all.', 'Hearts get infiltrated. Promises get broken. Rules get shattered. Love gets ugly.', and a separator '-----'. Below the excerpt, it says 'Ugly Love by bestselling author Colleen Hoover will release Tuesday August 5, 2014.' At the bottom, there's a bio for Colleen Hoover: 'Colleen Hoover is the #1 New York Times bestselling author of Slammed, Point of Retreat, This Girl, Hopeless, Losing Hope, Maybe Someday, and Finding Cinderella. She lives in Texas with her husband and their three boys. Please visit ColleenHoover.com.' A 'Romance' genre tag is at the bottom left. On the right side, there are links for 'All Rights Reserved' and 'Report this story'. A 'You'll also like' section at the bottom right shows a book cover for 'Artemis: Mageborn (Third book Wolfborn Trilo...'.

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### Ugly Love - Excerpt

142K Reads 3.3K Votes 5 Part Story

By Author Colleen Hoover  
Ongoing - Updated Aug 04, 2014

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When Tate Collins meets airline pilot Miles Archer, she knows it isn't love at first sight. They wouldn't even go so far as to consider themselves friends. The only thing Tate and Miles have in common is an undeniable mutual attraction. Once their desires are out in the open, they realize they have the perfect set-up. He doesn't want love, she doesn't have time for love, so that just leaves the sex. Their arrangement could be surprisingly seamless, as long as Tate can stick to the only two rules Miles has for her.

Never ask about the past.  
Don't expect a future.

They think they can handle it, but realize almost immediately they can't handle it at all.

Hearts get infiltrated.  
Promises get broken.  
Rules get shattered.  
Love gets ugly.

-----

Ugly Love by bestselling author Colleen Hoover will release Tuesday August 5, 2014.

Colleen Hoover is the #1 New York Times bestselling author of Slammed, Point of Retreat, This Girl, Hopeless, Losing Hope, Maybe Someday, and Finding Cinderella. She lives in Texas with her husband and their three boys. Please visit ColleenHoover.com.

Romance



# Create and distribute free swag

If you can be creative and unique, swag can be an effective marketing tool, especially if it ties into the story in some way. Remember: everyone gives away bookmarks and bookplates. Consider your target audience, and think about what they would have a real use for that relates to the book.



# Sell themed merchandise on your website

Create custom t-shirts, coffee mugs, ereader covers, jewelry, framed art, etc., and have them available for sale on your website or at events. Services like CafePress can help. Your most loyal fans might not mind becoming walking advertisements for a day!



## Smartphone Case

Put Seiji and Aoi on your phone on a strong snap-on case with quality silicone shock-resistant insulation.

\$35 via Society6

Keep your eye out for Society6 promotions, promotional codes, free shipping events and more!



## Coffee Mug

Let Seiji and Aoi join you for tea and coffee.

\$15 - 11 oz  
\$18 - 15 oz

via Society6

Keep your eye out for Society6 promotions, promotional codes, free shipping events and more!



## Wall Clock

A beautiful wall clock symbolizing the passage of time for Seiji and frozen time for Aoi. Get one to decorate your room!

Customizable colours: Natural Wood, White, Black frames, White or Black hands

\$30 via Society6

Keep your eye out for Society6 promotions, promotional codes, free shipping events and more!



## Throw Pillow

Stylish hand sewn quality pillow covers or get them with a pillow cushion.

Starting from \$20  
16", 18", 20" sizes  
via Society6



## Tote Bags

Durable handy tote bags, Secondhand Memories style.

Starting from \$18  
13", 16", 18" sizes



## Laptop & iPad Skins

Decorate your computers and tablets with Seiji and Aoi.

# Submit a book as an award contender

Including an author's awards in BookBub's blurbs increases clicks an average of 6.7%. Find relevant or genre-specific awards and submit a book for consideration. Try for recognizable awards such as RWA's RITA Awards or the Edgar Awards.





# Run ebook price promotions



# 60

## Temporarily discount a backlist book to drive sales

Choose as low a price as possible to drive the highest volume of sales. 95% of bargain readers have purchased a book from an author unknown to them because of an ebook price promotion.



## **Promote a full-priced book in a discounted book's back matter**

Authors see a 2.2x higher increase in sales of other books in their series if links are included in the back matter of the discounted book.



# 62

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## Discount the first book in a series

Hook new readers into a series by pricing low. 77% of bargain readers buy full-priced ebooks, so getting them hooked on a series via a discount often leads to full-priced sales later.



# 63

## Promote a discount with BookBub

BookBub lets you send an ebook deal to targeted lists of millions of power readers. Partners reported a 196x average increase in earnings from a book during a Featured Deal.

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Your Daily Deals

### Native Gold

by Glynnis Campbell

Rebellious Mattie Hardwicke abandons New York society for the untamed West. When she arrives in a mining town, she discovers how difficult life can be — until she gains the protection of a fierce warrior... From a *USA Today* bestselling author.



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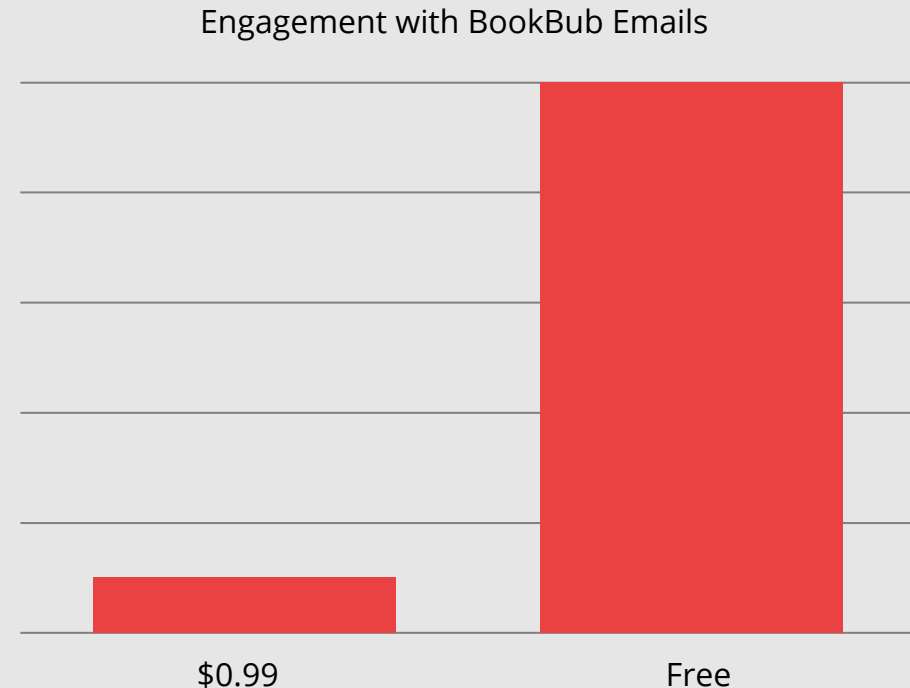
*Historical Romance*

# 64

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## Create a permafrees gateway book

For example, the first book in a series can be permafrees as a gateway to the rest of the series — BookBub readers are 10x more likely to click on a book that's offered for free than a discounted book.



# Run price promotions in foreign countries

Discounting a book in foreign markets can be a great way to drive ebook downloads and revenue in those regions. Also, when you submit a book for a BookBub Featured Deal, you can easily elect to run the promotion in our international editions.





# 66

## Run a price promo when you launch a new book

If you're promoting a new release, running a price promotion for a backlist book can help drive sales for the new book. 89% of BookBub partners who discounted an older book to market a new release sold more of their new book after the promotion. Or try discounting the new book once it's built up a solid platform!

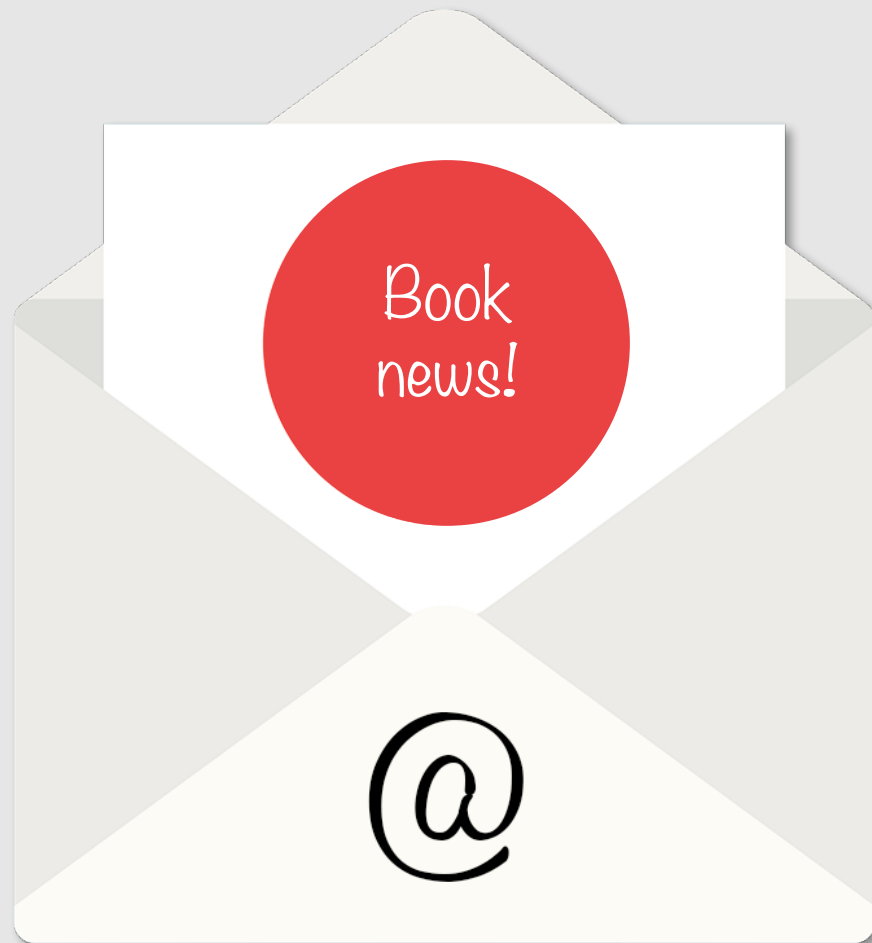


**Get more online  
exposure**



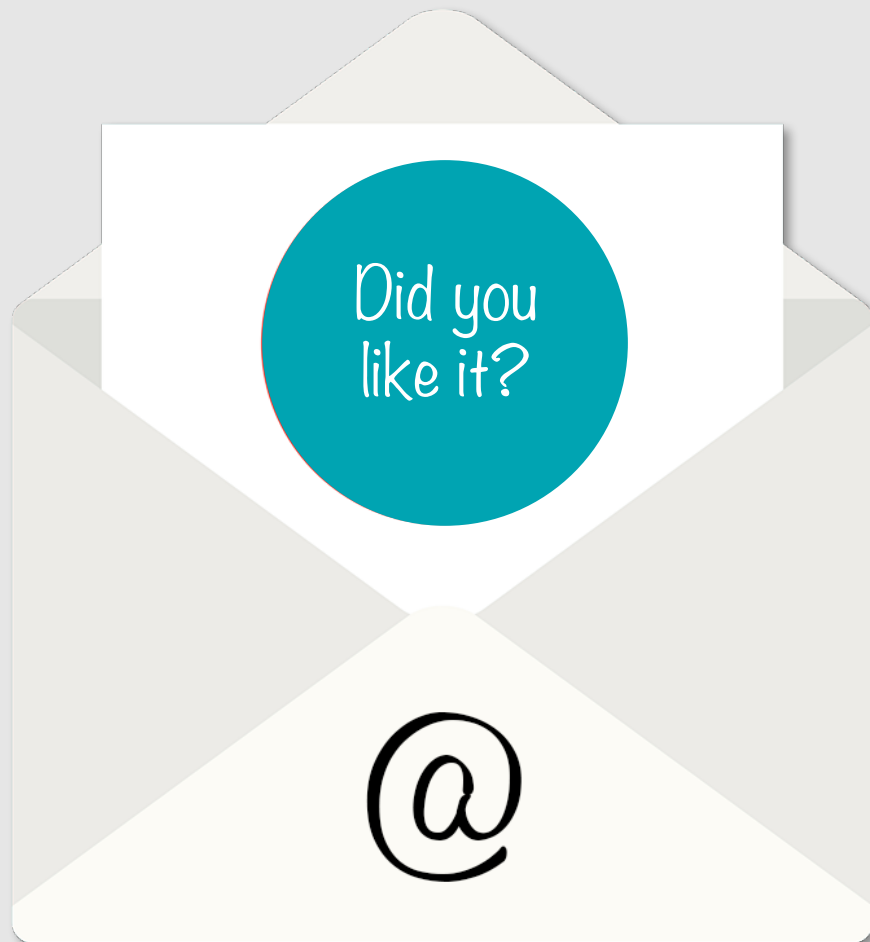
# Email your mailing list about a book launch

Reach out to fans who have opted in to receive communication from you. You can also reach out to them and let them know about an imminent release. Use an exclusive look at the first chapter to get them excited.



## Later, email the recipients who clicked

The people who opened or clicked on the book launch email are the most engaged people on your list. They will be most likely to make the purchase or even write a review of the book. Reach out and ask if they've read it yet. Let them know you value their opinion and would sincerely appreciate an honest review.



# Later, email those who didn't click

Don't forget the people who didn't engage with the book launch email — they cared enough to specifically sign up for your email list, but for whatever reason didn't open the first email. Send them the first few chapters of the book for free and see if you can hook them a second time around



# 70

## Promote a book on relevant blogs

Compile a list of book bloggers and reviewers who regularly review books, interview authors, or feature guest posts from authors in your genre. Coordinate with them to promote giveaways or publish reviews or author interviews.



# Sign up as a HARO source

Help a Reporter Out (HARO) connects journalists with relevant experts, and you are the expert of your niche! By signing up, you'll receive an email three times per day that includes media opportunities in which you could be quoted. Reply quickly for the best chance of getting selected for a quote in an article, and ask for a link back to your site.



# Partner with other authors to run themed promotions

For example, if your imprint or group of friends has three fantasy books featuring fae, coordinate price promos, themed blog posts, and social media parties. Packaging these books promotionally helps each book gain exposure across the authors' platforms.

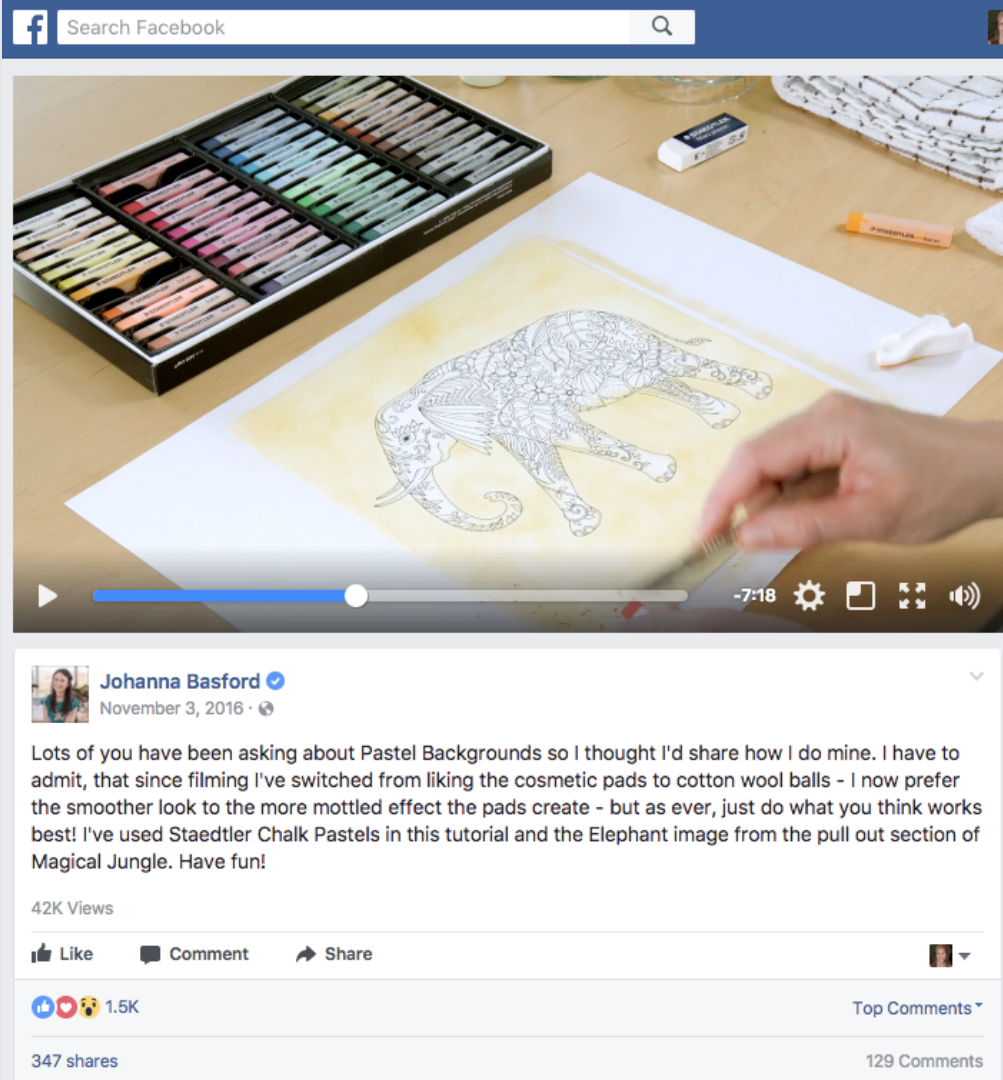




# 73

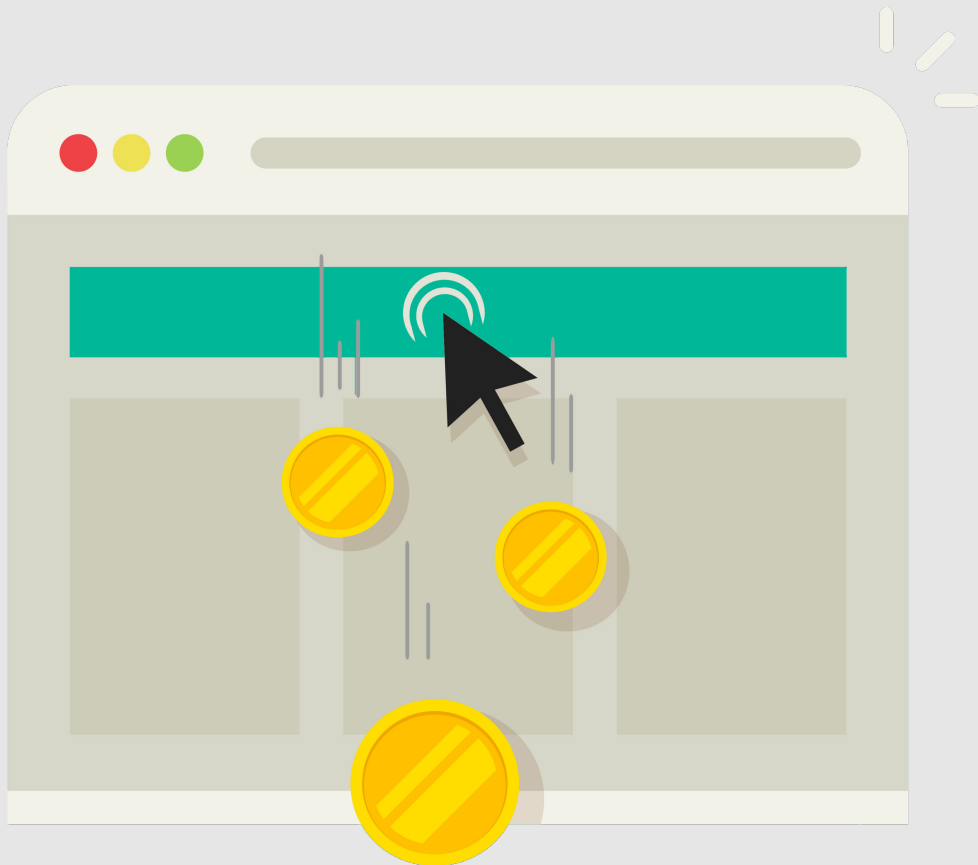
## Create a relevant video series

Create mini documentaries on a book, or get more creative. For example, for a chick lit book featuring a hairdresser protagonist, create a cute series of hair tutorials featuring hairstyles from the book. For a middle grade mystery featuring a magician, create a magic trick tutorial series. Publish the videos on YouTube and your other social channels.



# Run a Google Adwords campaign

Target keywords that your audience would likely search for to find books similar to yours. Create several versions of ad copy within each ad group and let Google automatically run each variation and determine a winner.



# 75

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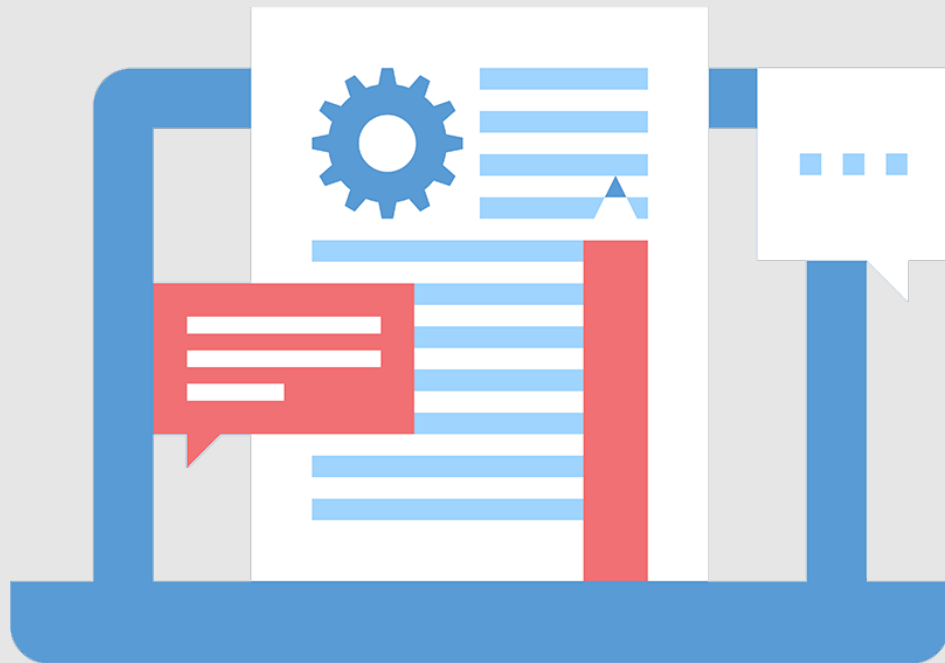
## Time book promotions with current events

If you can strategically promote a book during specific seasons, an annual event, or when something pops in the media, take advantage of that opportunity and be a part of the conversation.



# Write and syndicate a press release

Create an informational press release announcing a new book. Link to both the new release product page and your own website for SEO purposes. Use a free press release distribution service to syndicate the press release to news websites and blogs.



# Reach out to the press

Email relevant media sites a pitch for a book and offer a free copy. Be sure to use a catchy subject line and opening sentence. Follow up by sending a press release and personalized letter with the book.

## An example pitch:

Dear Mr. Adams,

*I Am Cait* is set to premiere in the next few days and the world is suddenly awake to the issues transgender men and women face in the U.S. Even last week the DOJ announced they would allow transgender military to serve openly by the end of 2016.

But what's next?

(Author name) was born in a boy's body and has been living for years as a woman after her sex reassignment surgery. She knows all too well the actual issues in front of men and women born in the wrong body.

In her new book, (book title), (author name) gives us a glimpse of what's in store for transgender men and women who want to be accepted in their new bodies.

In what will be an emotional and eye-opening interview, (author name) is available to discuss the following:

- Can transgender men and women really live as who they were meant to be?
- Dating as a transgender: What happens when your date learns of the past?
- Why Caitlyn's fame can be frustrating for those living like this for years
- Her journey: from moving to NYC when she was 17, to living in the Middle East, to transitioning in her first year of law school, to her sex change in Thailand

Please let me know if you are interested in receiving a complimentary review copy of (book title), or would like to connect with (author name) for expert commentary and feature/profile interviews.

Many thanks for your consideration, Mr. Adams. I look forward to hearing from you.

*Example pitch courtesy of Smith Publicity.*

# Find relevant guest blogging opportunities

Reach out to blogs focused on your genre with recent posts, lively comments, and an active social media presence. If they'd like to accept a post from you, create valuable and original content, and carefully edit each post to make sure you're delivering polished content.



# Participate in relevant interviews

Agree to participate in interviews that would effectively reach your target audience. Interviews can be a great way to share your perspectives without needing to write much original content. Take advantage of these opportunities to increase awareness of your author brand and your books.



# 80

## Submit a post to BuzzFeed

Write a clever or funny tie-in to a book. The article you write can either be entirely about the book, a “which character are you” quiz, or an indirectly related listicle. For example, a romance author can write a post on “10 Sizzling Beaches Where You Can Read Steamy Romances” and incorporate her book into the post.



### 13 Beach-Perfect Books To Curl Up With This Summer

We all know summer is about the sun, the sand, and the books that will keep us company.

posted on Jul. 14, 2014, at 8:01 a.m.



missdorothyhunter  
COMMUNITY MEMBER

CAT POWER: 1



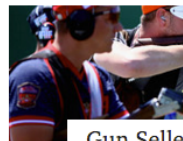
Join The Community!



#### 1. *Landline* by Rainbow Rowell



#### BuzzFeed



Gun Seller  
Hopes For  
Shooting

by Sapna

— Connect With BuzzFeed



Like Us On Facebook



Follow Us On Twitter



What's The Most Beautiful  
Literature About A





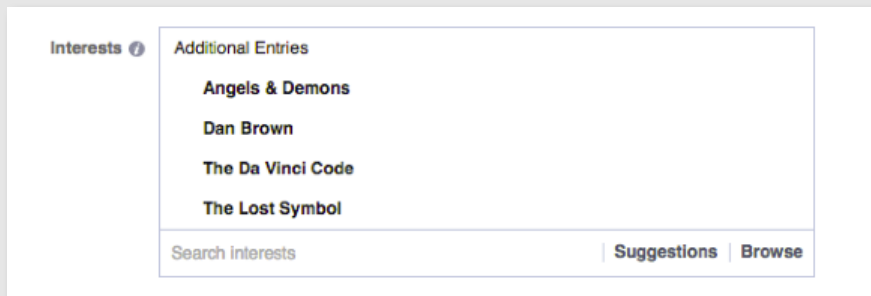
**Spread the word on  
social media**



# Run targeted social media ads

Sites like Facebook and Twitter let you target ads to a fine-tuned audience based on preferences users have expressed on those social platforms. This lets you advertise the book to people interested in similar books or genres.

## Facebook:

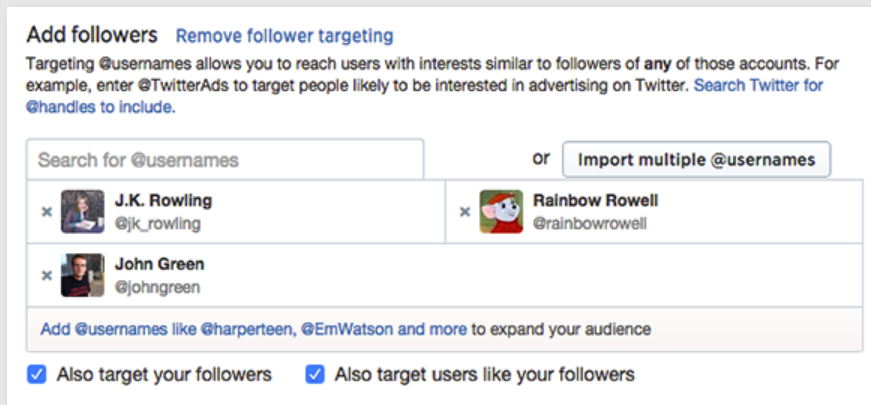


Interests ⓘ Additional Entries

- Angels & Demons
- Dan Brown
- The Da Vinci Code
- The Lost Symbol

Search Interests | Suggestions | Browse




## Twitter:



Add followers [Remove follower targeting](#)

Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. [Search Twitter for @handles to include.](#)

Search for @usernames or Import multiple @usernames

- ×  **J.K. Rowling**  
@jk\_rowling
- ×  **John Green**  
@johnngreen
- ×  **Rainbow Rowell**  
@rainbowrowell

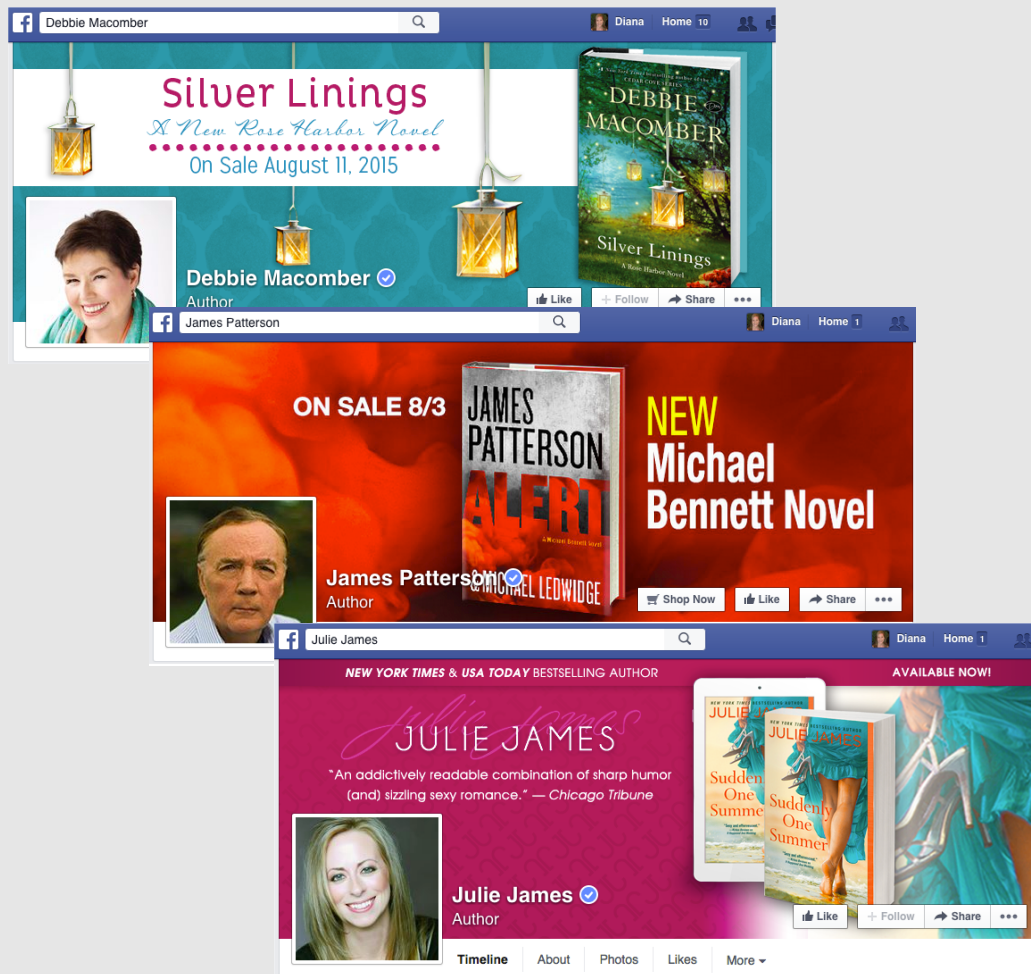
Add @usernames like @harperteen, @EmWatson and more to expand your audience

☒ Also target your followers ☒ Also target users like your followers

# 82

## Brand your social media header photos

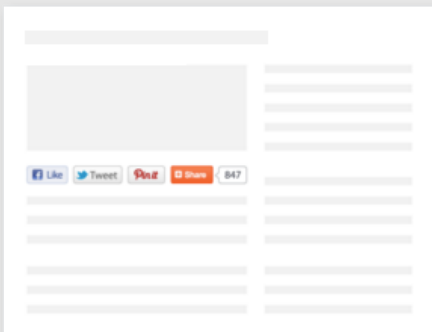
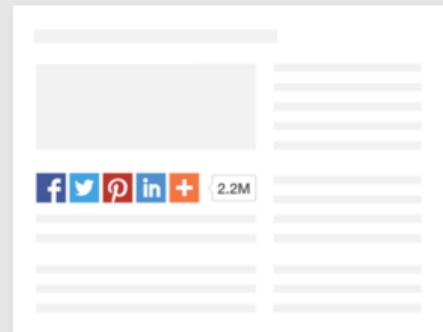
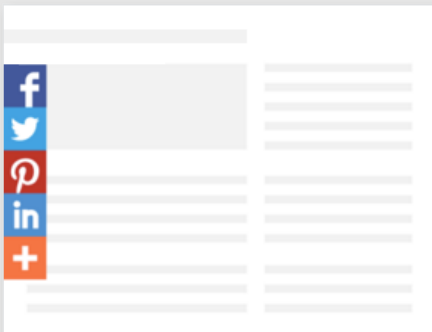
An author's social media images — such as on Facebook and Twitter — offer a great branding opportunity for authors. Update your cover photo with branding for your latest release, preorder, or price promotion to make sure everyone who comes to the page knows about it.



# 83

## Make your blog posts easy to share

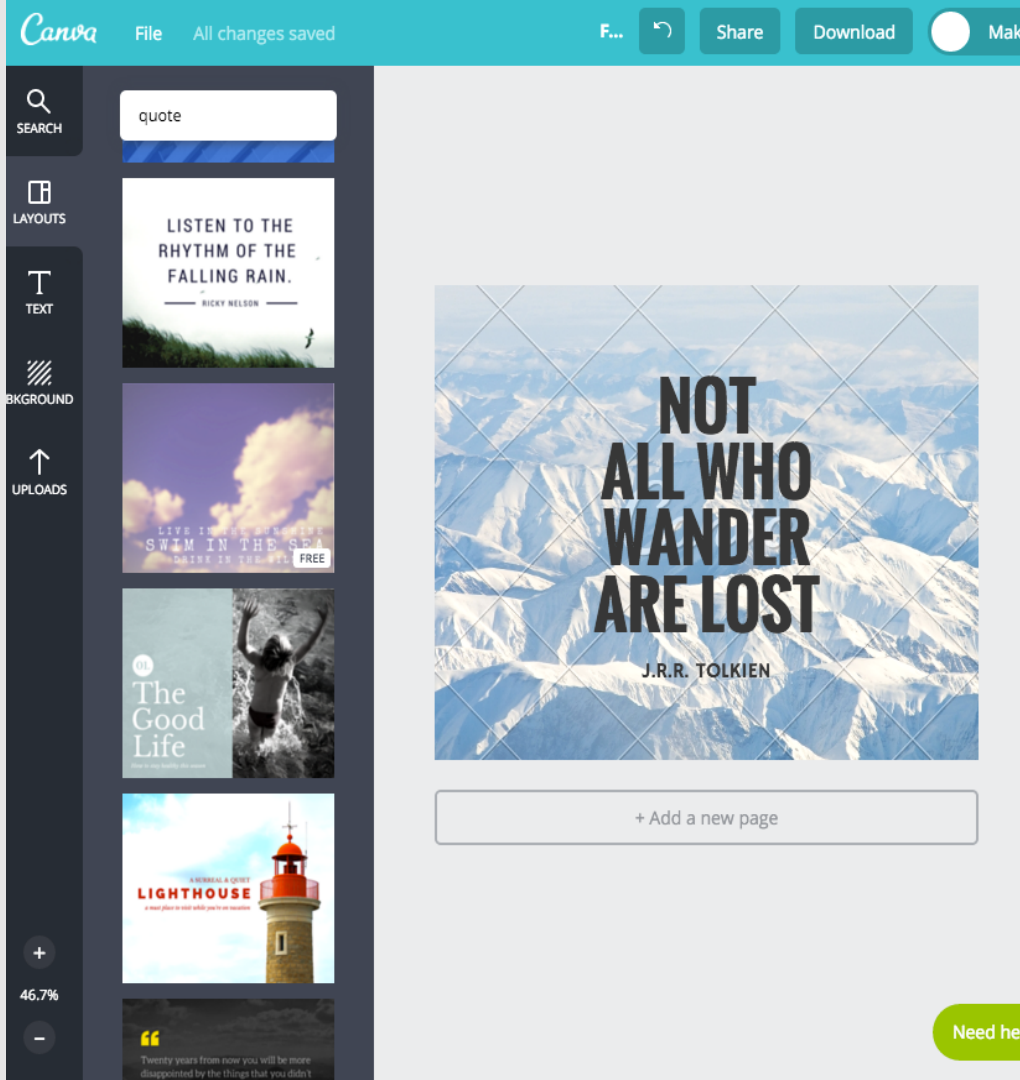
Make it easy for fans to share your book news and other blog posts by optimizing each post for social sharing. Use tools like AddThis or ShareThis to add social sharing buttons alongside each post, and ClickToTweet to create clickable tweets.



# 84

## Make each social media post visual

Tweets with images get 150% more retweets, and Facebook posts with images account for 87% of total interactions. Instead of text-only updates, include an image of the book's cover or a teaser quote. This can encourage fans to click, share, or like. Tools and image libraries like Canva, Shutterstock, and iStock can help.



# 85

## Run a participation contest

Have fans share your post, comment on a post, or like a post for a chance to win a free signed copy of a book or another fun prize, and cross-promote the contest on your other social media channels.



16 SIGNED BOOKS FOR 1 VERY LUCKY WINNER



To enter the Blizzard of Books Giveaway & have a chance to win a fabulous stack of **\*\*SIXTEEN\*\* signed YA books** including **THE CONSPIRACY OF US ...**

1. Retblog this post.
2. Follow the author on Tumblr.
3. You must follow **\*every\*** author in the giveaway to be entered.



# 86

## Run a fan art contest

Get fans to upload fan art of a character or scene from a book on your blog or Facebook page — or have them share it using a hashtag on Instagram or Twitter. Choose a winner to receive a prize (and then get permission to use that fan art in your marketing).

# A GATHERING OF SHADOWS



## V.E. SCHWAB



ABOUT • FANART CONTEST • EXCERPT • SIGN-UP • 2015-2016 TOUR • BUY

Create your own *A Darker Shade of Magic* fanart for a chance to win a signed Advance Reading Copy of *A Gathering of Shadows*!



ENTRY FORM

- Each artwork must be original and must comply with all of the guidelines set forth in the official rules. Your artwork can be a painting, drawing, sculpture, craft (including cosplay), or computer illustration.
- For a description of the characters use your own reading of *A Darker Shade of Magic* by V. E. Schwab or you may refer to the descriptions available at [shades-of-magic-series.tumblr.com](http://shades-of-magic-series.tumblr.com). Please feel free to find inspiration in anything from the series. Your art need not necessarily depict a character or location.
- To enter, fill out an entry form and submit a .JPEG, .GIF, or .PNG file format.
- The contest is open until 11:59 pm EST on December 2.

See all of the fantastic entries!

PRIZES

**FIRST PLACE** wins an author-signed Advance Reading Copy of *A Gathering of Shadows*, an author-signed hardcover copy of *A Darker Shade of Magic*, an author-signed trade paperback copy of *Vicious*, an author-signed double-sided *A Darker Shade of Magic* poster, and a 3-D printed model of the Londons.

**THREE RUNNERS-UP** will receive an author-signed Advance Reading Copy of *A Gathering of Shadows* and an author-signed double-sided *A Darker Shade of Magic* poster.



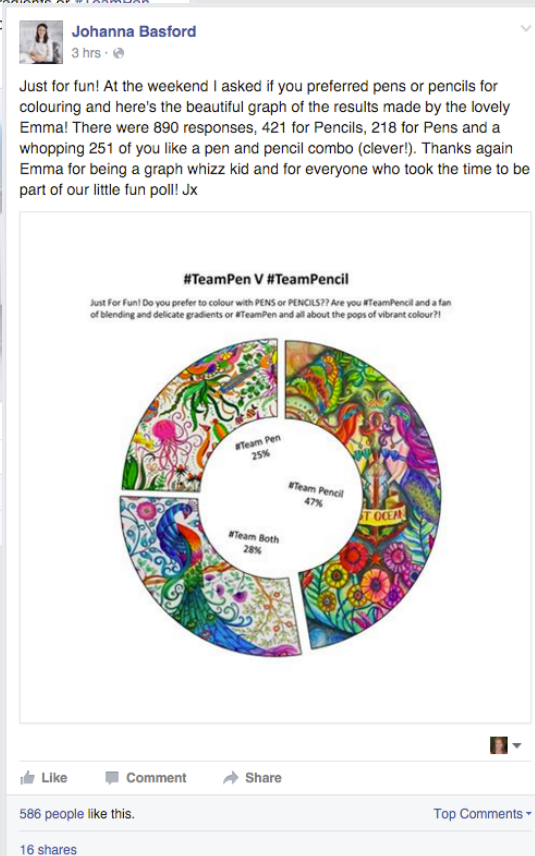
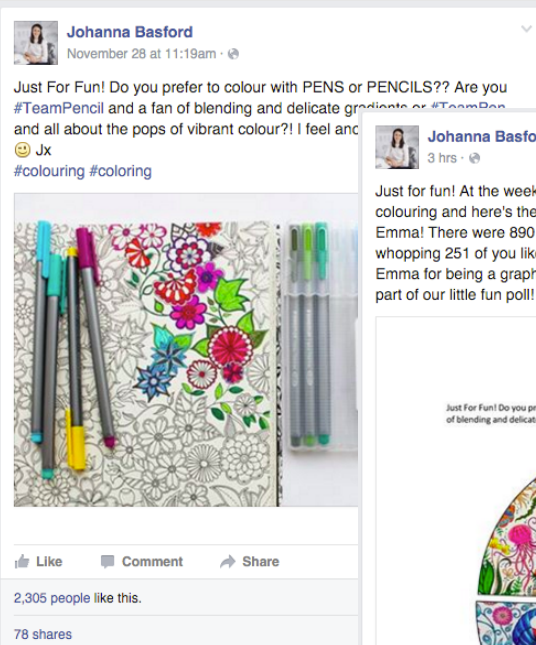
Buy the book



# 87


## Ask questions and encourage participation

The more your fans and followers engage with your updates, the more exposure you'll get — their friends will see their comments in their news feeds. So make sure to involve fans in a two-way conversation.




# Pre-schedule social media content


Doing social media marketing doesn't mean spending all day online. Use tools like Buffer, TweetDeck, or Hootsuite to schedule your day's or week's social media content in advance. This will free up your time for writing and other marketing efforts.



**buffer**  
 is hiring!

Upgrade to Awesome

Accounts


**DianaUrban**  
 Twitter



 Facebook  
 Connect it now!


 Connect More  
 Profiles and Pages

Content

Analytics

Schedule



## Your Schedule

You've set up 8 posting times.

So, when would you like your posts to be sent? Choose your timezone, schedule your times and we'll make sure your posts are sent out even when you're asleep!

Perhaps keen for 24 hour time? [You can change it here.](#)

Every Weekday

New Posting Schedule

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
--------	---------	-----------	----------	--------	----------	--------

Post at these 8 times **Every Weekday** :

🕒	10	02	AM
🕒	11	02	AM
🕒	01	33	PM
🕒	02	33	PM
🕒	03	02	PM
🕒	03	40	PM
🕒	04	45	PM
🕒	05	32	PM


Add Posting Time

Schedule

Boston, MA  
 The local time

Available on the App Store

GET IT ON Google play


 Like 42k

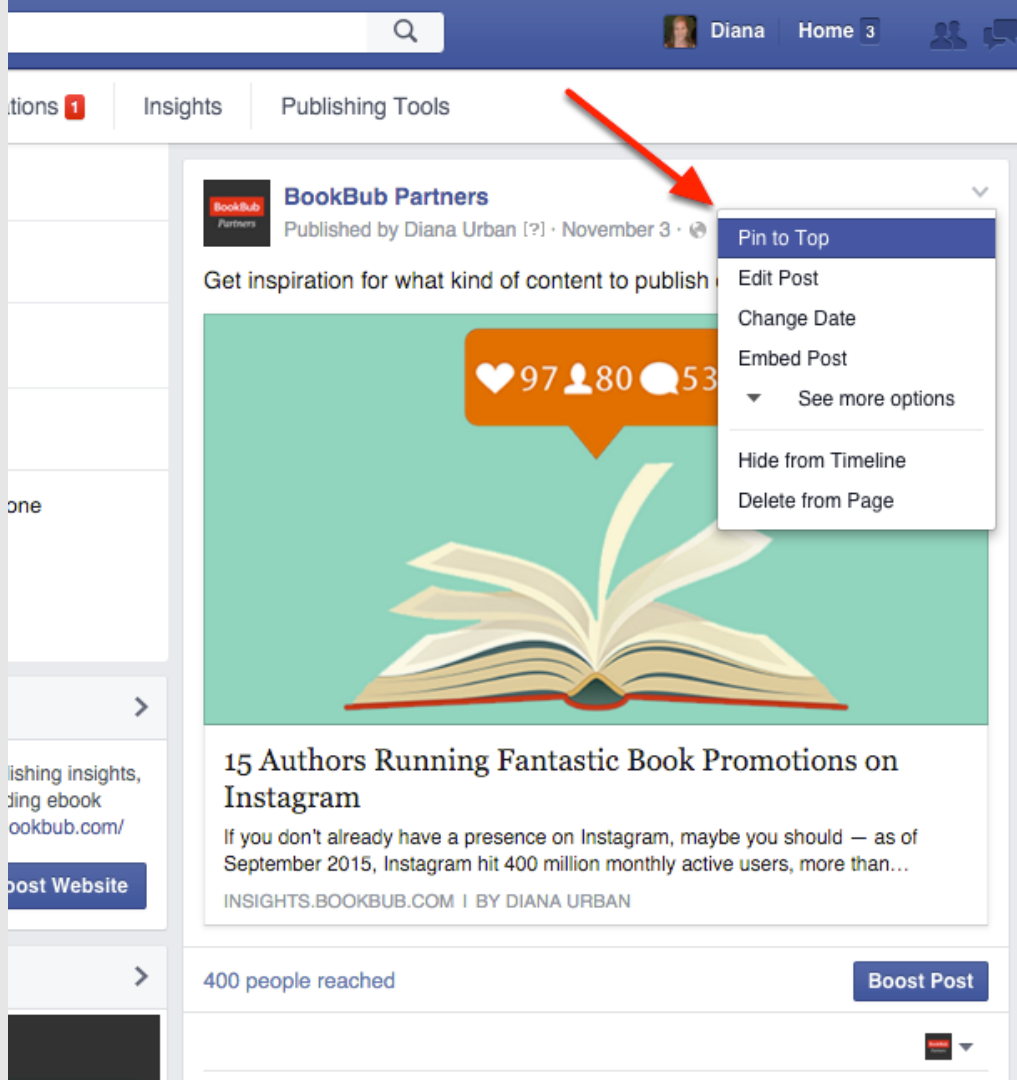
Follow @buffer

Get Support  
 FAQ  
 Awesome Plan  
 Pablo

# 89

## Pin important updates on your feed

You can pin important announcements about new releases, sales, or contests to the top of your Facebook page and Twitter profile. You only need to post the content once, then you can simply pin it for higher visibility!



# 90

## Host a release party on Facebook

Run a contest on launch day giving people many opportunities to win prizes, such as a free copy of a book, gift cards, posters, and more.

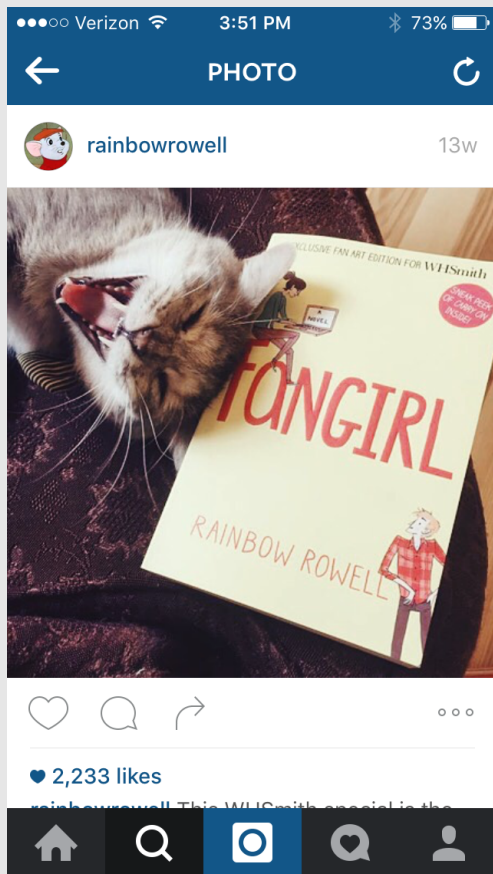
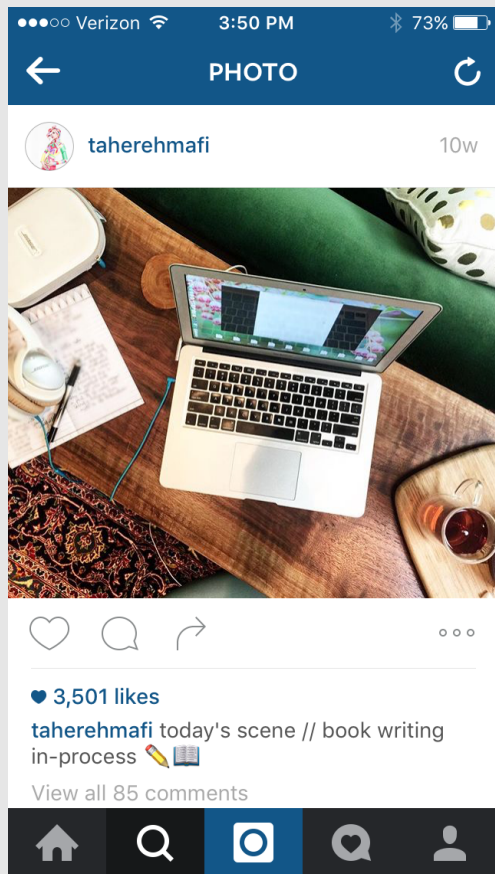


The screenshot shows a Facebook interface. At the top is a search bar with the Facebook logo and the text 'Search Facebook'. Below this is a navigation menu with options: 'Events' (selected), 'Calendar', 'Birthdays', 'Discover', 'Colorless Release Day Party' (highlighted with a blue bar), and 'Past'. A blue button with a plus sign and the text '+ Create Event' is visible. The main content area displays an event titled 'Colorless Release Day Party' scheduled for 'AUG 8'. It is marked as 'Public' and 'Hosted by Rita Stradling'. The event image features the book cover for 'Colorless' by Rita Stradling, showing a woman in a green dress standing in a field with a large building in the background. A red banner on the right of the image says 'JOIN THE MAGIC 8-8-2017'. Below the event title, there are buttons for 'Interested' (with a star icon) and 'Going' (with a checkmark icon), and a 'Share' button with a dropdown arrow. The event time is listed as 'Tuesday, August 8 at 10 AM - 11 PM' and the location is 'Online'. At the bottom, it shows '69 Going · 46 Interested' and a 'Share' button. A 'Details' section is partially visible at the very bottom, starting with the text: 'Join the Colorless Book Birthday Party!! There will be games, prizes, fribies, a kindle fire giveaway and much more!! Drop in at your'.

# 91

## Post behind-the-scenes looks on Instagram

Take artsy photos of your workspace, a character sketch you drew, index cards laid out for plotting, your cat lying on your notes, or something to show your personality and a peek into your mindspace when writing your next book.

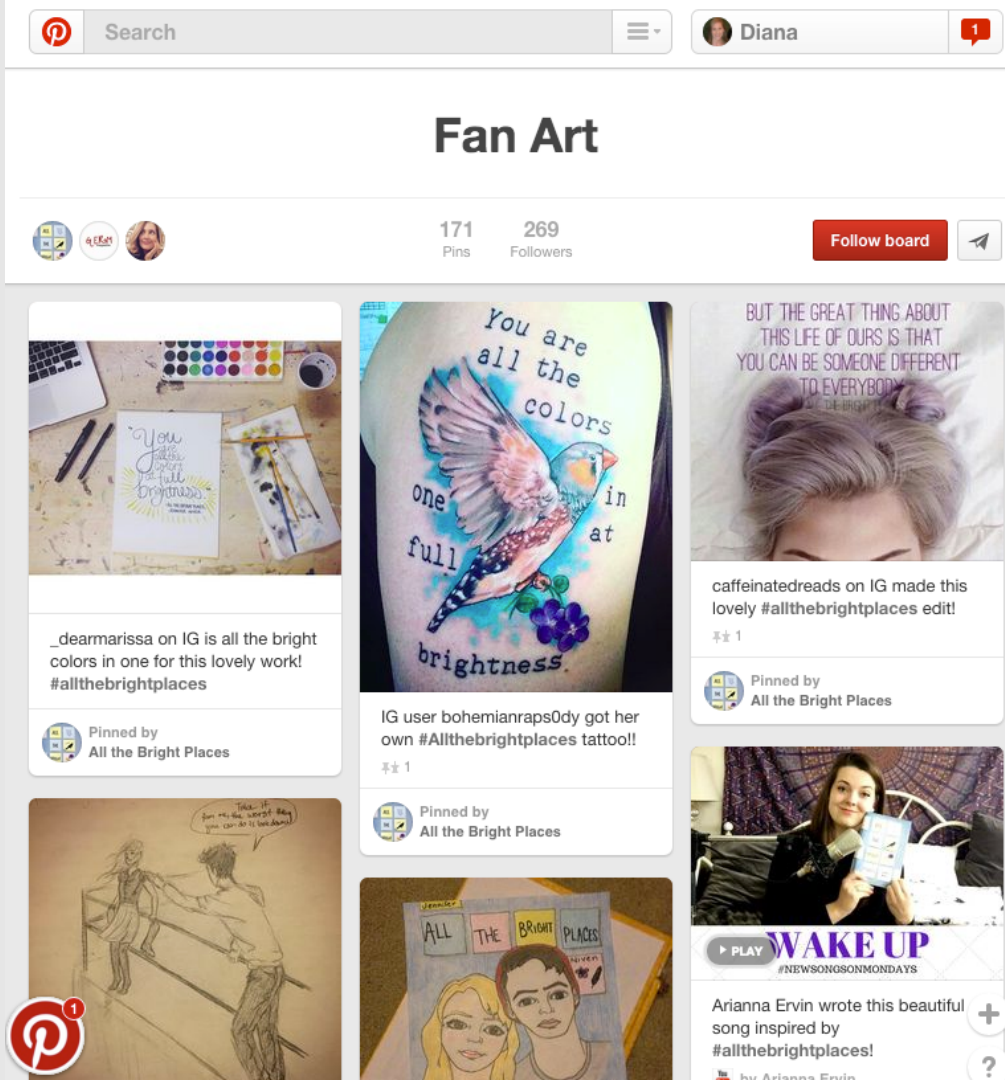




# 92

# Create Pinterest boards of inspiration

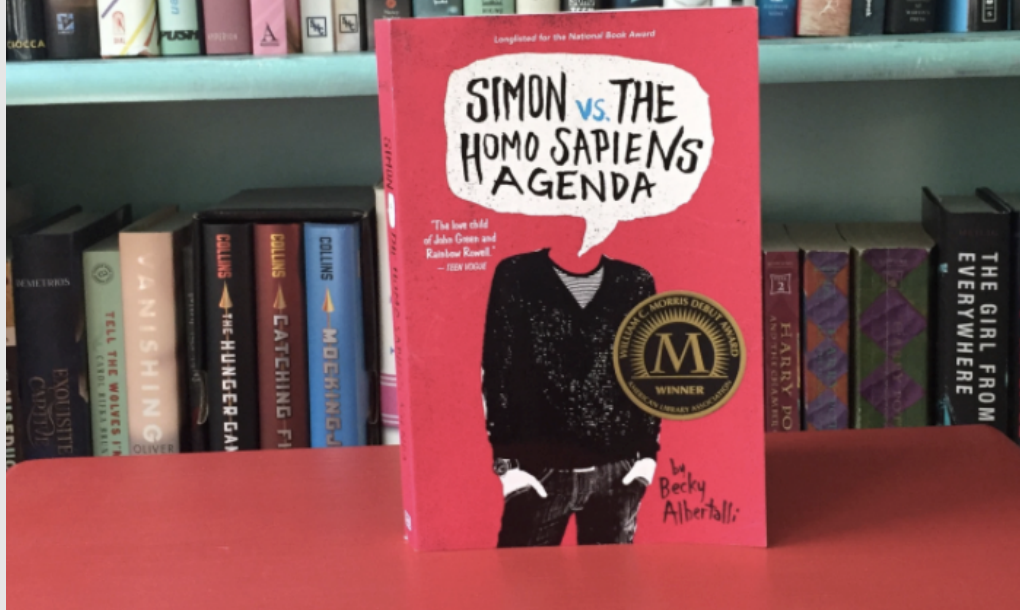
Stats show that about 70% of Pinterest members use the site to get inspiration for purchases. To get them thinking about purchasing your book, create Pinterest boards showing off your workspace wish list, art that inspired you when writing certain scenes, or fan art for your books.



# 93

## Run a trivia contest on Tumblr

Have participants email you the answer, where each correct answer is worth points. Send winners a free book or a creative prize. Readers love a fun challenge!



1. What color are Garrett's eyes?
2. What neighborhood in the DC area is Abby from?
3. What is Simon's birthday?
4. What is Simon's mom's job?
5. What is Martin's brother's first name?
6. What is the name of Simon's English teacher?
7. What part does Taylor play in the school musical?
8. Where do Blue's dad and stepmother live?

# Host author Q&As





# 94

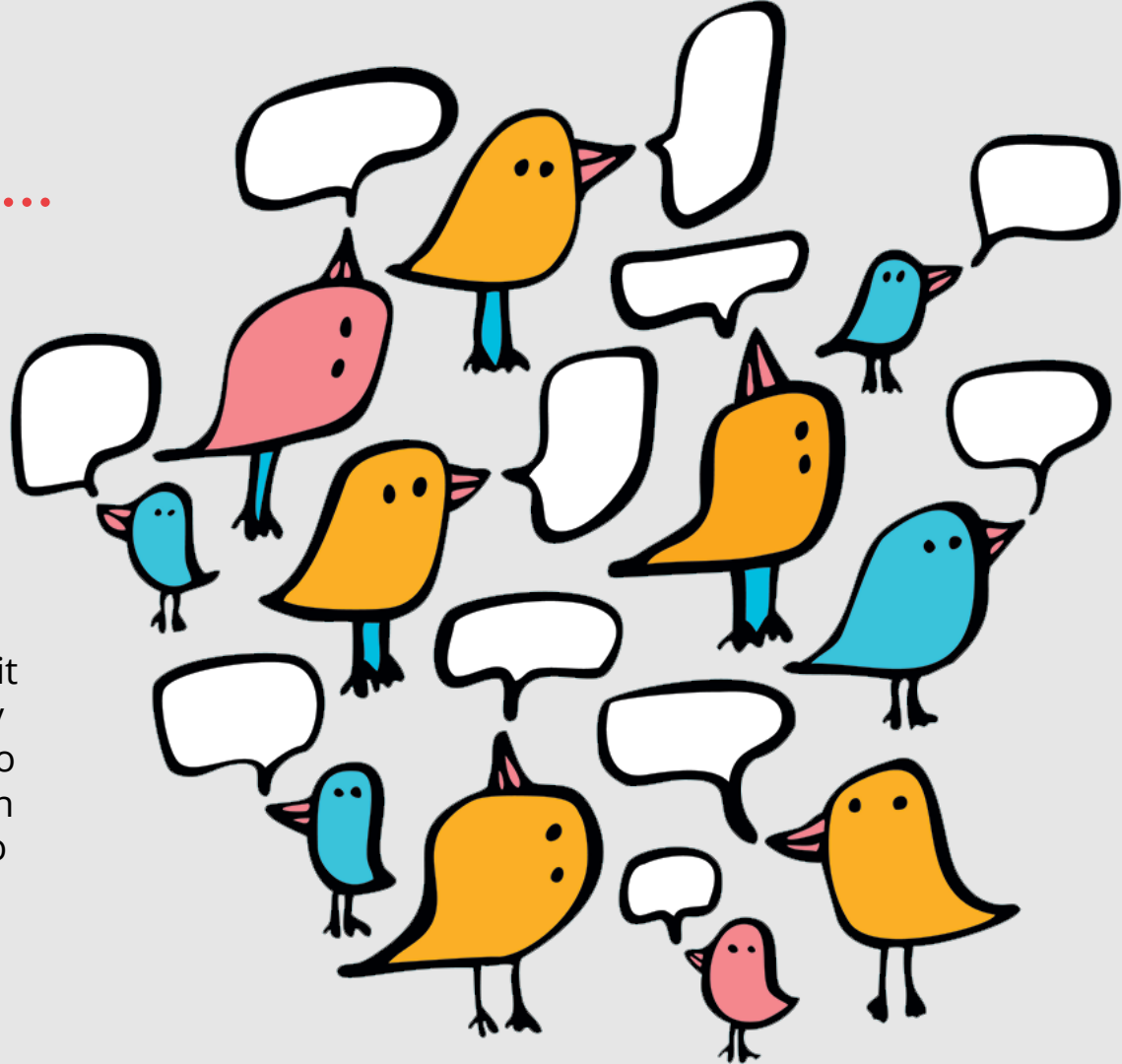
## Stream a Facebook Live video Q&A

When you begin a Facebook Live video, people who've liked your page receive a notification that you're streaming live. Afterward, the video is available for anyone to watch on your Facebook page, and they'll see the comments come in as though they're watching live!

The screenshot shows a Facebook Live video interface. The video player is in the center, showing a woman with short brown hair and glasses, wearing a purple top and a gold necklace, smiling. The video has a progress bar at the bottom with a play button, a volume icon, and a timestamp of -13:49. Below the video player, there are icons for Like, Comment, and Share. To the right of the video player, the Facebook interface shows the user's name, 'Debbie Macomber', and a 'Follow' button. Below this, the video title 'Rose Harbor Series chat' is displayed. The video has 159 Shares and 32,632 Views. Below the video, there is a 'Comments' section with a 'Comments (879)' header and a 'Top Comments' link. The comments list shows several user comments and replies, including 'Kathy Wolf Schott', 'Carroll Marlette', 'Erin Thomas', 'Wendy Wood Scott', 'Norma Jean Driscoll Caruso', 'Lynn Pagac', and 'Toni S. Kilroy'. At the bottom right, there is a 'Chat (22)' button and a 'Write a comment...' input field.

# Host a Q&A session on Twitter

Create a hashtag for the Q&A session — it can be a one-time occasion, or a monthly event. Promote the Q&A ahead of time so your fans know to either block the time in their calendar or schedule their tweets to post during the Q&A.



# 96

# Host a Reddit "Ask Me Anything"

Many authors host AMAs on Reddit, where they answer reader questions throughout a set time period. Submit an AMA to the IAmA group or peruse Reddit for genre-specific subreddits, such as YA Writers and Fantasy Writers, to find opportunities to host an AMA.

The screenshot shows a Reddit page for an Ask Me Anything (AMA) session. At the top, the Reddit logo and navigation links are visible. Below the header, there's a section for "comments" and "other discussions (4)". The main content area shows a post by user "AuthorTRRagan" submitted 9 months ago. The post title is "I am T.R. Ragan, an author who wrote for 20 years without success but have now sold over two million e-book after self-publishing. AMA." The post body contains a bio and a link to the author's media room. Below the post, there's a section for "Top 200 Comments" with a "show 500" link. The first comment is by user "workoutaholichick" with 804 points, asking for advice for aspiring writers. The second comment is by user "Vvalevevas" with 300 points, asking how the author financed their dream.

POPULAR ALL RANDOM ASKREDDIT FUNNY NEWS TODAYILEARNED WORLDNEWS GIFS PICS VIDEOS MOVIES GAMING AWW SHOWERTHO

reddit

comments other discussions (4)

6 Jun ANTI-POACHING PILOT/IT GUY Specialized Profession 27 Jul VACUUM REPAIR MAN Specialized Profession 8 Jun PLASTIC SURGEON Medical 5 Jul NASA JUNO PROJECT Science 9 Apr

Please check out our [Rules and FAQs](#)

This is an archived post. You won't be able to vote or comment.

I am T.R. Ragan, an author who wrote for 20 years without success but have now sold over two million e-book after self-publishing. AMA.

AUTHOR submitted 9 months ago \* by AuthorTRRagan

END I am finished answering questions. This has been great. Thank you all so much for the great questions!

My Bio: I am a Wall Street Journal bestselling author who found success after writing for 20 years. Unable to get the attention of an NY publisher, in 2011, I self-published five novels, including my first thriller which had never been submitted by my agent. All of my books feature strong female characters. Within the first year, I signed with Amazon's thriller and mystery imprint, Thomas & Mercer. I have now sold over two million e-books.

My Proof: <http://www.theresaragan.com/media-room/>

14.1k 1112 comments share report

Top 200 Comments show 500

sorted by: best

workoutaholichick 804 points 9 months ago

Extremely cliché question but here goes - What's the one advice you'd give to aspiring writers?

permalink embed

load more comments (2 replies)

Vvalevevas 300 points 9 months ago

How did you finance your dream?

permalink embed

97

# Answer relevant questions on Quora

If you've published a nonfiction book or have become a subject-matter expert via research you've done for a fiction book, follow relevant topics on Quora and answer questions as you see fit. Include the link to the book in your Quora bio.



## Book Recommendations

Overview

Topic FAQ

Feed

Most Viewed Writers

Write

### Topic FAQ

Curated by the Quora community

View All &gt;

#### 1 What are some of the greatest novels of all time? Why are they great?

James Martin, avid reader



What is the best novel you have ever read? That's really tough, because there are a lot of really great novels out there that I've enjoyed reading. I'd probably give the nod to Graham Swift's *Waterland*. It's a beautiful novel, on every level. The prose itself is stunningly good. The story is co... [\(more\)](#)

Answer 1 of 294

See All Answers &gt;

#### 2 What are the best books to read?

Gennaro Cuofano, Founder @ FourWeekMba.com. Author of The Art of Mentorship.

*Here the top books per category in this moment of my life:* 1. Philosophy: The Open Society and Its Enemies of Karl R. Popper. Although those are two Volumes (I and II) the topic is the same. In the first Volume Karl Popper makes a brilliant analysis of ancient philosophers (Plato and Aristotle... [\(more\)](#)

Answer 1 of 852

See All Answers &gt;

#### 3 What makes a book worth reading?

Maitreyee Apte, MBA Marketing

The author, topic of the book, recommendation from other readers and sometimes

### About

Requests for recommendations  
What are the best books?  
FAQs: What is the best book?  
"You become what you read."  
"No matter how busy you are,  
must find ... [\(more\)](#)

41.9k

Questions

### Most Viewed Writers



Quincy Larson  
179,650 Views



Say Keng Lee  
Technology Enthusiast  
Future-Focus  
91,181 Views



Dushka Zapata  
77,597 Views

### Write

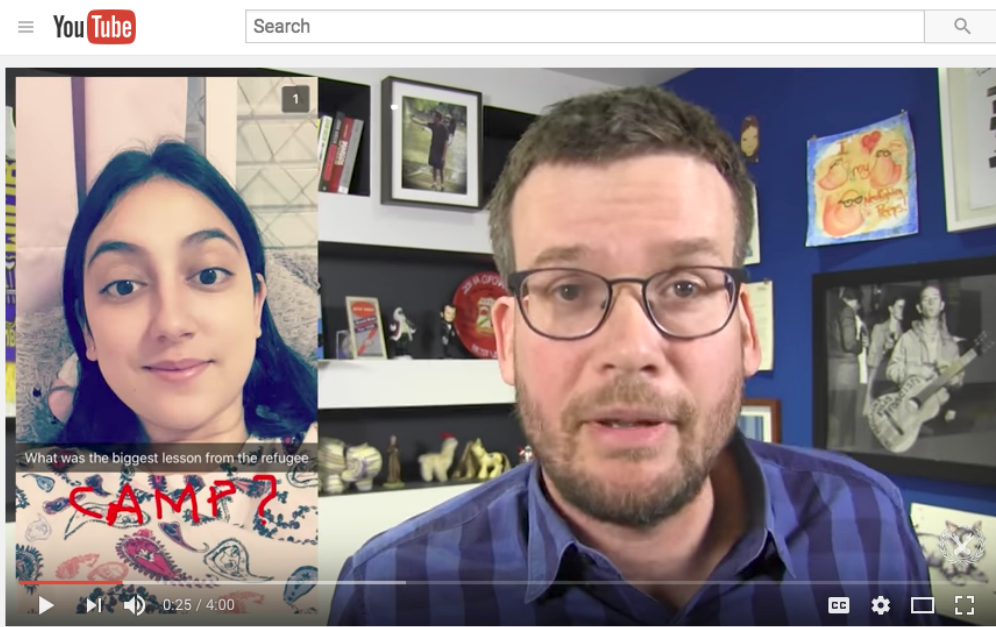
What are some books worth reading?

What books do I need to read?

# 98

## Host a Q&A via Snapchat and YouTube

Have fans send questions directly to your Snapchat account, and answer them later via a live or pre-recorded video on your YouTube channel. For tech-savvy authors, this twist on the traditional Q&A is an innovative way to keep readers engaged.



YouTube

Search

What was the biggest lesson from the refugee CAMP?

0.25 / 4.00

My New Book, Marriage Advice, and Hamilton: 50 Snapchat Questions Answered!

vlogbrothers

Subscribed 3M

579,070 views

21,584 146

Published on Mar 29, 2016

In which John answers 50 questions he received via snapchat (where you can find him at johngreensnaps) on topics including his next book, the Looking for Alaska movie, the musical Hamilton, the status of Fireball Wilson Roberts, marriage advice, and his favorite season.

SHOW MORE

COMMENTS • 1,575

Add a public comment

# Create reader communities





# 99

## Build an author street team

A street team is a group of fans that volunteer to promote an author. The goal of a street team is to incite word-of-mouth buzz for a book, and they're motivated by their love of the author's work. Some authors use Facebook groups to organize their street teams and recruit new members.



Whitney Evans shared S. Usher Evans's photo.

October 4 at 9:07am

hem hem...

Thanks for helping me spread the word about this book you guys. Sales have been good and I know it's directly thanks to your help.

If I could ask ONE more favor of you guys...

Could you cross-post your reviews to Amazon? Before the momentum is out, I'd like to have a healthy number on the board.

<https://www.amazon.com/Spells-Sorcery-Lexie-Carrigan-Chr.../.../>



# 100

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## Create an author fan club

Fan clubs are groups where readers can congregate without the expectation of helping with promotional activities. Fans can interact with the author, discuss books, and have other fun conversations with like-minded readers.





# 101

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## Host a read-along group

Create a virtual book club where participants read a designated number of chapters of a book per week and discuss them in the group. Having the author participate in the group is a great incentive for fans to join the conversation.



# 102

# Launch a Facebook group with other authors

For example, 12 romance authors created The Jewels of Historical Romance Facebook group. They cross-promote their books, hold monthly joint giveaways, and announce new releases. It's a free and creative way for each author to expand their fan base.

JEWELS SALON: Jewels of Historical Romance
Public Group

Discussion
Members
Events
Videos
Photos
Files

Search this group

Join Group

Join this group to post and comment.
+ Join Group

Pinned Post

**Lucinda Brant**  
July 8 at 3:10am

A feast of Friday Reading! Enjoy your weekend, Crown Jewels. 😊

WARRIORS OF ODIN (Six Viking Romances) by Kathryn Le Veque, Glynnis Campbell, Anna Markland, Emma Prince, Sky Purington, Violetta Rand

From some of the top authors in historical romance, a collection of six fabulous Viking tales set in a world where men from the north ride the waves in search of conquest, passion, and power.... [See More](#)

MEMBERS
2,241 Members

DESCRIPTION
WELCOME to the Jewels Salon, FB home of the Jewels of Historical... [See More](#)

GROUP TYPE
Club

TAGS
Romance novel · Romance · Historical romance

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates.
Create Group

RECENT GROUP PHOTOS
See All

Suggested Groups
See All

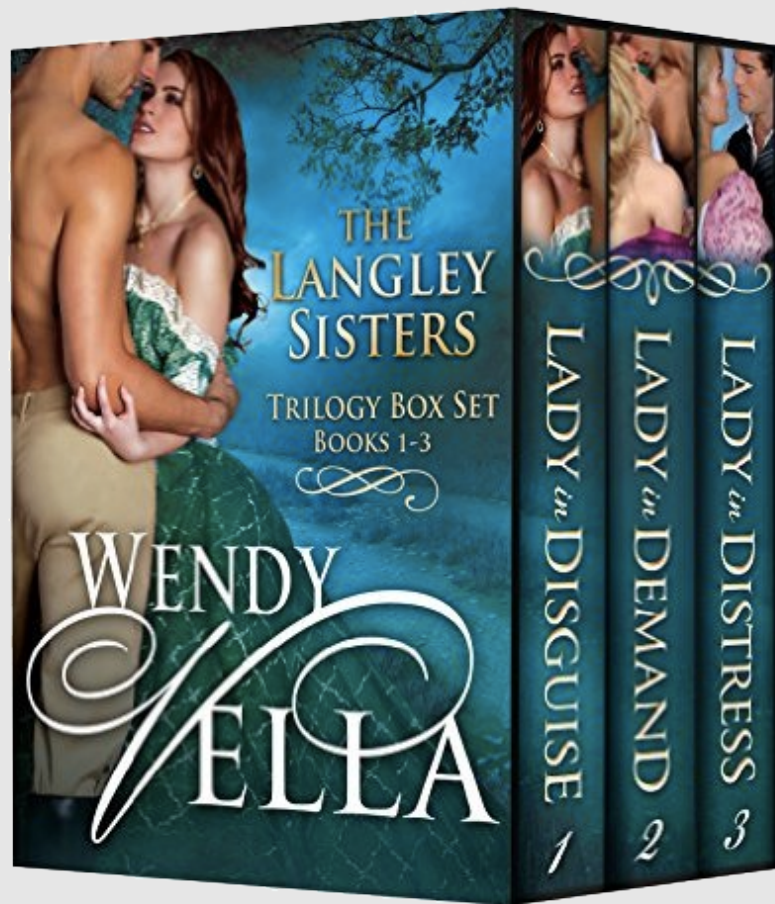
# Create box sets and bundles



# 103

## Bundle the first few books in a series

Include the first two or three books of a series in a box set to promote a full-price book later in the series. This can be a great way to hook readers and make them invested in the characters so they're willing to pay full-price to know how the tale ends. Promote the next book in the series in the box set's back matter.



# Create a box set for standalones

Bundling standalones can increase loyal readership or drive sales of a new release. Strategically package standalones including similar themes by subgenre, location, point in time, similar protagonists, holiday setting, or something else.





## **Include exclusive content in a box set**

Adding a novella or short story to a box set could provide an extra incentive for readers to purchase (instead of buying the books separately). Existing readers might also purchase the box set for the bonus content they haven't seen before.



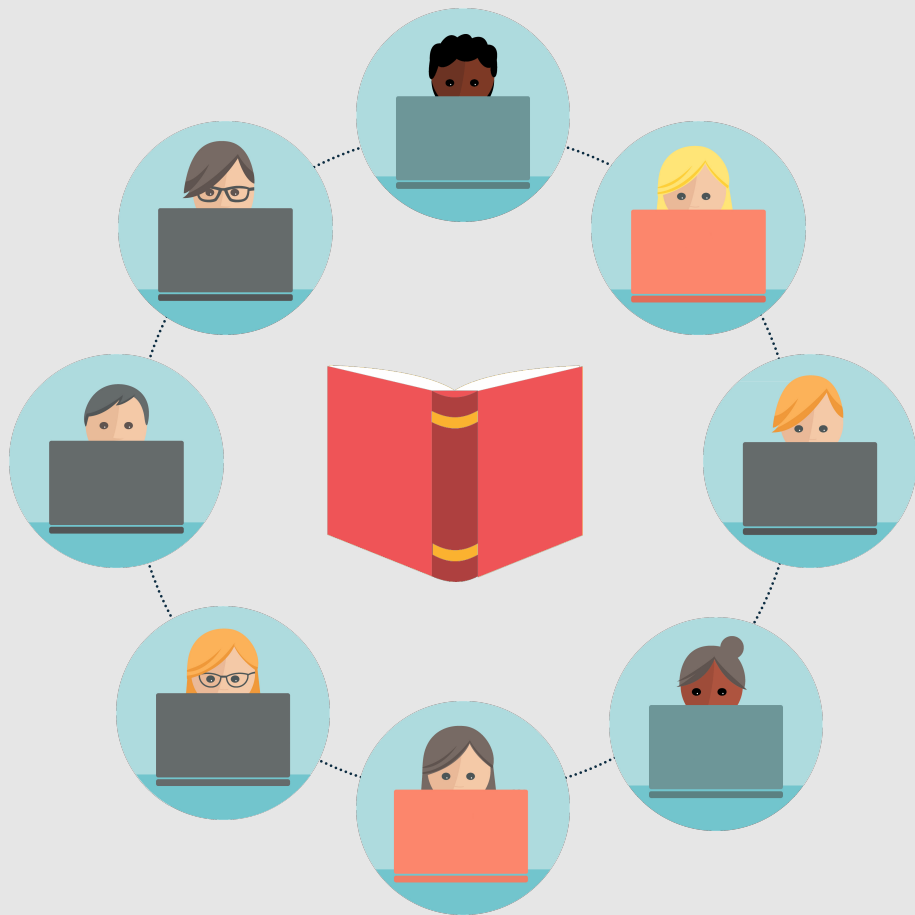
## Discount a box set

Running a limited-time sale on box sets can dramatically increase sales, revenue, and visibility. Also, Featured Deals for box sets consistently generate high engagement and conversions from BookBub readers, even when they're featured at prices higher than \$0.99. On average, we've seen 20% higher click-through rates and 29% higher purchase rates on box sets than single books!



# Publish a multi-author anthology

Partner with other authors to create an anthology of novellas or short stories. If you promote the collection to your audiences, you can each increase your exposure by reaching the other authors' audiences.





Participate in live  
events



# 108

## Hold book signings at bookstores & conferences

Signings can help drive word-of-mouth exposure and reviews. Don't feel obligated to give away your books for free. Many authors sell books at their signings — purchase a checkout tool like Square to process credit card transactions at a cost of 2.75% per swipe.



Rachel @RachelKabara · 14 May 2016

Thank you @alexbracken for signing at BookCon today and for being so sweet!

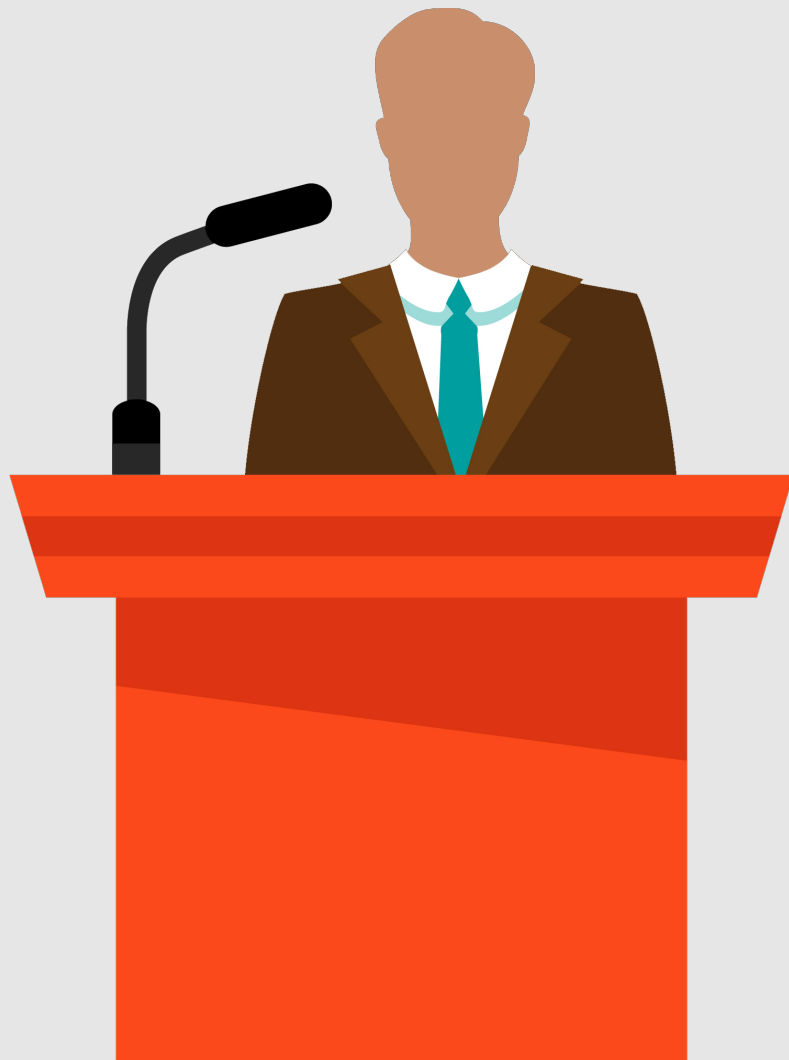
#TheBookCon

# 109

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## **Give a talk at a relevant conference**

Flex your public speaking skills. As a published author, you can talk about a variety of topics, including the subject of your book, your writing process, your publication journey, and the experience you've had promoting your books and connecting with readers.



# Participate in panels you're invited to

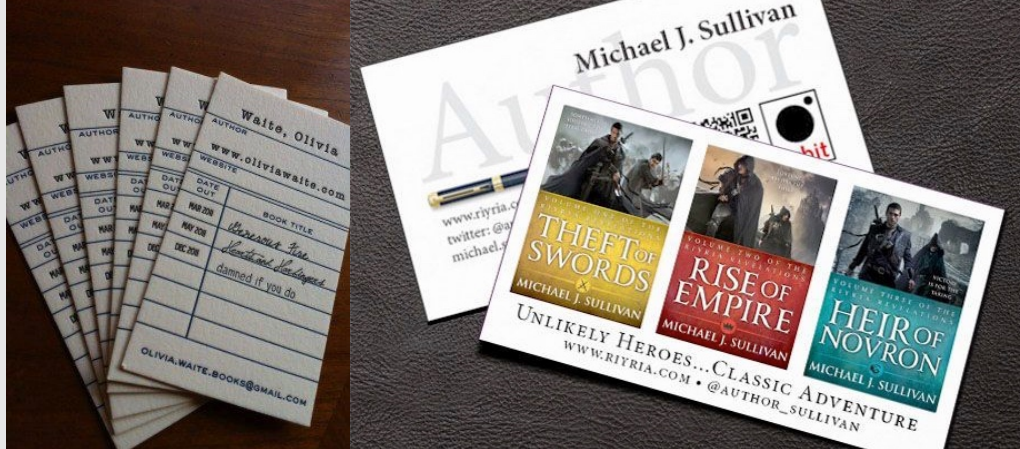
If flying solo on stage sounds too intimidating, participating on a panel might be a more comfortable option for you. Speaking on panels at book conferences is a sure way to gain exposure to fans of the other authors on the panel, whether they're readers at consumer conferences or fellow authors at writing conferences.



# 111

## Print business cards to hand out at events

Always carry around something to hand out to potential readers who want to buy your book later. You can create postcard-sized handouts or business cards people can stick in their wallets, with a URL to visit your website and purchase your books.





# 112

## Run a contest to draw people to your event

Build buzz and excitement for your signing, session, or panel by offering a free book or giveaway to the first 5–10 people who arrive at each location. Announce this giveaway on your social profiles using the event-specific hashtag. Once other attendees see people flocking to you, they'll want to see what all the fuss is about.



Swoon Reads @SwoonReads · May 31

Come on by booth 3139 at 10am and you could win an ipad or these swoonworthy prizes! #BookCon #TheBookCon



4 11



Turner Publishing @TurnerPub · May 27

Come enter to win a free Turner tote canvas bag full of fun merchandise and fall galleys! BOOTH 1268! #BEA #BEA15



2 2

## Partner with relevant local organizations

For a middle grade book, coordinate with local PTAs to organize a school reading during a bake sale or book fair. For a thriller about racecar drivers, run a promotion with the nearest track. For a sci-fi book, sponsor a themed party or host a signing at a sci-fi convention.



# Other book marketing ideas





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## Concentrate marketing efforts in a single week

Bestseller lists are based on the number of units sold in a single week. Target one list to optimize for its cycle. Focus your campaigns, including price promotions, social media contests, and email marketing within one week to boost your chances of hitting the list.



## **Pitch a book as a holiday gift**

Depending on the type of book you're promoting, the giftable nature of a physical book may help boost print book sales, especially around the holidays. Consider timing your price promotions and ad campaigns around holiday or special, relevant events to boost sales and visibility.



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## Donate books to relevant organizations

If you're promoting middle grade books, consider donating a few copies to a summer camp, children's hospital, or school libraries. If you're promoting books that appeal to an older demographic, donate to retirement homes, hospitals, and community centers. This can help spark future word-of-mouth sales.



# Regularly refresh your metadata

Choose 3-5 keywords that best reflect the content of a book based on current trends and how readers are now searching for that content. Swap these keywords into your metadata (such as in the keyword fields and description).

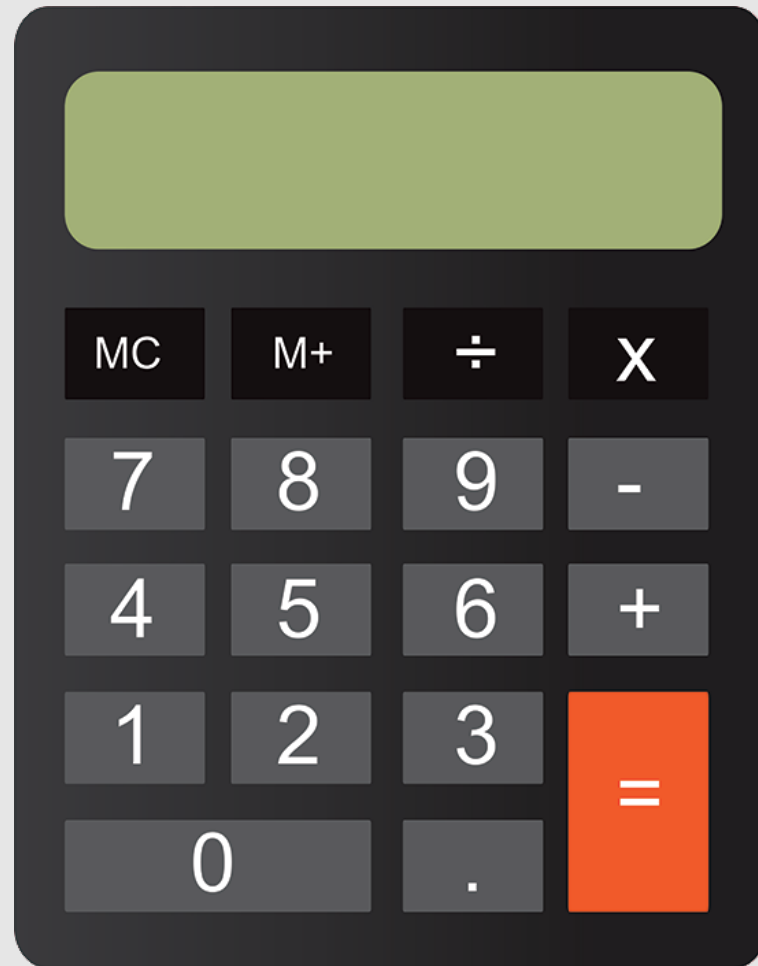


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## Measure the ROI of your campaigns

Analyze your return on investment for each campaign so you know what worked and what didn't. Crunching numbers might not be as fun as writing your next masterpiece, but wasting money on campaigns that don't work isn't fun either.



# Continue publishing new books

Nothing sells backlist like frontlist! Continually publishing new books will help you garner a wider audience that will be interested in your other books.



# Read the full post:

[insights.bookbub.com/marketing-ideas](https://insights.bookbub.com/marketing-ideas)

