



AuthorHive

CREATE SOME BZZZ FOR YOUR BOOK

Social Media Publicity Campaign

Find Your Niche and Boost Your Online Presence

Developing a social media network is critical to establishing an ongoing method for communicating with your target audience. But when it comes to social media marketing, you might ask yourself "where do I start?" One author shares how the Social Media Publicity Campaign helped him successfully kick his online marketing efforts into high-gear.

My social media publicist, Kelly Rynard, was able to guide me through the process of setting up social media. I began the campaign with some Facebook experience and no Twitter experience. I had a book blog which wasn't updated very often, and I felt it had not come alive.

After working with Kelly, I am now very active on Twitter, have over 900 followers, and am involved with several book bloggers and writing groups. My books are being marketed on over a dozen book bloggers sites. I have several positive reviews and have done two interviews. A third is scheduled with a prominent book blog. I am now part of the Independent Authors Network which is regularly promoting my book to their readership. My blog entries are now a regular part of various blog newspaper and journals.

A key element of bringing my website and blog together was a schedule which Kelly established. It helped me develop the right mentality about regular updates. It gave me a good feel for the types of things I can do on the blog which attract attention. I now tweet and make Facebook entries several times each day with links to my blog. I am getting a growing response.

All of the activity resulted in one book blogger in Pennsylvania naming one of my books in the top ten of 2010. This has encouraged me. I can use these tools indefinitely into the future and build on them as I publish a third book later this year.

The social media campaign has helped me discover a whole "other" world of book marketing and promotion. I was very pleasantly surprised by the results of the social media campaign. I approached it skeptically, but I just tried to follow Kelly's suggestions and go with it. I think that her approach and mine have really paid off.

-Greg Messel

Learn more about the Social Media Publicity Campaign by visiting our website or call 1-866-697-5289.