



Social Media Marketing For Your Book: Everywhere You Need to Be

Be ready to be Googled. Whether curious about a new business, a familiar topic or an unknown concept, the first place people look for information is online. With resources available to answer any and every question, the Web has become a leading outlet for sharing opinions and providing insight that influences consumers' decisions.ⁱ

As an author, the more robust Web presence you have, the better you will be able to control the conversation about your book, connect with people and leverage those connections into book sales.

No longer relegated to fad territory, social media, blogs and micro-blogs are fast becoming platforms for news organizations and businesses big and small to communicate with their potential customers. As the legitimacy of these social networks continue to grow, so does people's reliance on these networks to provide information about everything from local restaurant recommendations to global news.

Potential, by the Numbers

- 61% of Americans go online for newsⁱⁱ
- More than half of Internet users get news from 2 to 5 or more different sourcesⁱⁱⁱ
- For story ideas, 89% of journalists use blogs and 65% use social media^{iv}
- A Facebook fan is 41% more likely to recommend a product to a friend^v
- At least 1 in 5 Internet users share updates on Twitter or a similar service^{vi}



With so many sources online for news and information, relying on only one site to reach your entire audience could mean that you are missing opportunities to speak to potential customers. Knowing how to streamline your communication across multiple platforms can help you save time and use social media to its full potential.

Making the Most of Your Social Networks

Start by maintaining a few social-media sites and maintaining them well. The key to using multiple social media sites effectively at once is interaction, not overlap.

Facebook

Facebook is a global social networking site that allows users to keep in touch with others, share interests, promote businesses, plan events, join groups, create fan pages, play games and much more.

Get Started: Create your profile and add social and professional contacts as friends.

Get Better: Establish a fan page for your book. Start and join groups. Share links to your blog, Twitter and other sites. At events, get fans' e-mail addresses so that you can later find them on Facebook.

Interaction: Connect your Facebook and blog by adding a "Like" button to blog posts.

Twitter

A micro-blogging site, Twitter allows users to share tweets (text posts of 140 characters or less) with followers in a real-time stream of information.

Get Started: Sign up, create a detailed profile, tweet links to your blog, Facebook and other sites.

Get Better: Find and follow others by searching the directory. Use tools such as HootSuite to manage and plan your tweets.

Example of a wasted tweet:

Hey there :-) RT @PhoneJones: @thebiggirlblog Good Morning!

Yes, be friendly, but add value to your tweets.

Example of a great tweet:

Sarah Stevenson is giving away a free copy of her new YA novel, THE LATTE REBELLION, <http://tinyurl.com/39ay25y> #writing via@aquafortis

Clear call to action, link, hash tag and credit to the original tweeter.

Blogging

A blog author regularly provides commentary, shares insight or delivers advice. Blogs typically include images, videos and links, and allow for reader commentary.

Get Started: Post teasing excerpts of your book. Share your book cover. Write about what inspires you.

Get Better: Tag posts by topic. Comment on other blogs. Proofread. Post regularly. Consider a weekly feature such as a link roundup or something specific to your genre. Plan posts in advance.

Interaction: Connect your blog, Twitter and Facebook and track statistics by using a social media dashboard such as HootSuite.



"I am now very active on Twitter and have more than 900 followers. My books are being marketed over a dozen bloggers' sites, and it has opened up a whole new world to me."

-author Greg Messel found a new audience for his books, *Expiation* and *Sunbreaks*, using social media

The Value of Streamlining Your Social Media

1. Impressions – The marketing "Rule of 7" says prospective customers must see or hear your message at least seven times before they take action and make a purchase from you. Posting on multiple sites increases your opportunity to reach more customers and to reach them more than once.

2. Credibility – According to the Public Relations Society of America blog, market research has shown that people have increased confidence in businesses that have established a strong social media platform. ^{vii}

3. Connections – 90% of people trust product recommendations from people they know. ^{viii} By interacting with potential readers through social media, you can establish yourself as a trusted resource and encourage customers to recommend your book to their social networks.



Is Your Network Working For You?

Visit the AuthorHive [website](#) or call 1.866.697.5289 to learn how a Social Media Publicist can help you navigate your social media options and maximize your influence online.

i <http://www.gartner.com/it/page.jsp?id=1409213>

ii http://www.stateofthedia.org/2010/online_audience.php

iii http://www.stateofthedia.org/2010/online_audience.php

iv http://us.cision.com/news_room/press_releases/2010/2010-1-20_gwu_survey.asp

v <http://www.syncapse.com/media/syncapse-value-of-a-facebook-fan.pdf>

vi <http://www.pewinternet.org/Reports/2009/17-Twitter-and-Status-Updating-Fall-2009.aspx?r=1>

vii <http://theprsanccblog.wordpress.com/2010/03/26/6-ways-to-build-credibility-for-your-pr-brand-online/>

viii <http://blog.nielsen.com/nielsenwire/consumer/global-advertising-consumers-trust-real-friends-and-virtual-strangers-the-most/>