



101 IDEAS

to market your book

from launch

to bestseller!

wiseinkpub.com

101 BOOK MARKETING IDEAS

1. Create a marketing plan
2. Research your readers' favorite websites, blogs, and social media platforms
3. Conduct a focus group with potential buyers
4. Craft your elevator pitch
5. Create business cards
6. Create a sell sheet for your book
7. Create a media kit that includes a press release, Q & A sheet, bio, and sell sheet
8. Launch your website
9. Publish blogs to your website
10. Become a guest blogger
11. Register for conferences
12. Go to a book fair
13. Network with other writers
14. Collect email address at events
15. Create an email opt-in option for your blog or website
16. Bring books to your local library
17. Announce your book in your college alumni publication
18. Run targeted social media ads
19. Buy ad space on a blog or website

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- 20.** Create a Facebook Page
- 21.** Create a Twitter account
- 22.** Reply to and retweet other authors
- 23.** Research the hashtags that are important to your reader
- 24.** Record a video blog post
- 25.** Upload a video to YouTube
- 26.** Create book club discussion questions
- 27.** Add your social media handles to your bio on your book
- 28.** Offer your book as a raffle item at conference
- 29.** Offer to create a gift basket for your favorite nonprofit's gala silent auction—add your book to it
- 30.** Publish articles to LinkedIn
- 31.** Send updates, news, and resources to your email list
- 32.** Start a monthly newsletter
- 33.** Create a coupon code for buyers who purchase from your website
- 34.** Profile and highlight your favorite books
- 35.** Profile and highlight your favorite authors
- 36.** Profile and highlight your favorite readers
- 37.** Start an affiliate program

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- 38.** Ask your network to recommend your book
- 39.** Ask your network to post pictures of themselves with your book
- 40.** Join the Goodreads Author Program
- 41.** Create an Amazon Author Central Account
- 42.** Give discounts for bulk orders
- 43.** Partner with a store or brand on an event
- 44.** Join a professional organization
- 45.** Plan your next holiday promotion
- 46.** Launch a free webinar or workshop
- 47.** Record a podcast
- 48.** Schedule your social media post ahead of time
- 49.** Teach a class at your local arts center
- 50.** Hire an intern
- 51.** Get on Reddit
- 52.** Create infographics and pin them to Pinterest
- 53.** Post beautiful pics of your book on Instagram
- 54.** Tease your next book
- 55.** Give away the first chapter
- 56.** Network with book reviewers and book blogger online
- 57.** Run a contest on Instagram or Facebook
- 58.** Apply for book awards

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- 59.** Throw a book launch party
- 60.** Have a business card drawing at events—give a free book to the winner
- 61.** Add author to your LinkedIn, Twitter, Instagram, and Facebook profiles
- 62.** Encourage readers to post reviews to Amazon
- 63.** Know your book's keywords
- 64.** Re-launch your book with a refreshed cover
- 65.** Craft a catchy elevator pitch
- 66.** Launch a crowdfunding campaign
- 67.** Make your book available for pre-orders
- 68.** Post a cover reveal on a popular blog
- 69.** Set up a NetGalley account
- 70.** Offer free copies to Amazon top reviewers
- 71.** Run book giveaways on Goodreads, blog tour, or on Facebook
- 72.** Ask readers to review your book in your on Amazon, Goodreads, or Barnes and Noble
- 73.** Submit your book to publications for reviews (RT Book Reviews and Kirkus)
- 74.** Add a free ebook sampler to retailer sites
- 75.** Add an excerpt to Wattpad

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- 76.** Sell themed merchandise on your website to your most loyal fans (i.e. t-shirts)
- 77.** Discount a backlist book to drive sales
- 78.** Discount the first book in your series
- 79.** Make your first book in a series “permafree” to serve as a gateway to the rest of the series
- 80.** Submit a post to BuzzFeed
- 81.** Optimize your social media posts with images (i.e. your book cover, teaser quote, etc.)
- 82.** Schedule your social media posts using a resource like Buffer, Hootsuite, or TweetDeck
- 83.** Host a virtual party on Facebook
- 84.** Create Pinterest boards of inspiration
- 85.** Snap behind-the-scenes photos and post to Instagram
- 86.** Stream a Facebook Live video
- 87.** Host a Q&A discussion or chat on Twitter
- 88.** Post articles to Medium
- 89.** Host a Q&A via Snapchat and YouTube
- 90.** Create an author fan club
- 91.** Launch a Facebook group with other authors
- 92.** Publish a multi-author anthology
- 93.** Participate on panels

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- 94.** Concentrate marketing efforts in a single week
- 95.** Pitch your book as a holiday gift
- 96.** Regularly refresh your metadata with updated keywords on Amazon
- 97.** Write the next book
- 98.** Advertise your book on Amazon
- 99.** Create a pop-up shop at a non-book oriented venue (i.e. museum, outdoor festival, grocery store, coffee shop, marathon)
- 100.** Thank one fan a week on your social media platforms
- 101.** Turn your book into a course or workshop

**WHAT DID WE MISS?
LET US KNOW ON SOCIAL!**

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