



# 98 Book Marketing Ideas

That Can Help Authors Increase Sales



# How to Use This Deck

Whether you're an author or a marketer at a publishing house, there's a wide array of marketing tactics you can use to get a book more exposure and reach more readers. To spark inspiration and get those creative juices flowing, we put together 98 book marketing ideas.

Some of these ideas can help you directly increase book sales, while others may help ramp up an author's platform, which can lead to future sales. Not all of these ideas will be applicable all the time, but these can help you brainstorm when developing your own marketing plan!





Know your **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

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



# Create reader personas

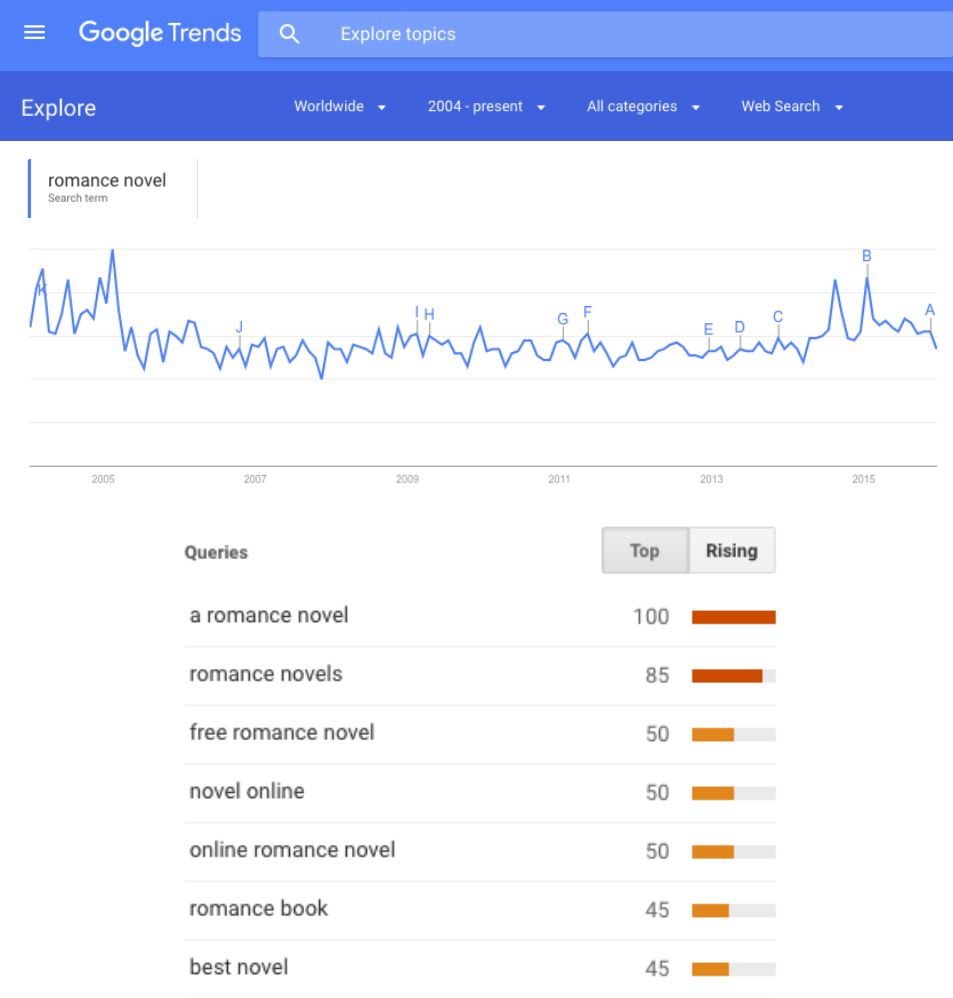
*Write a short paragraph that describes each core group of readers you're targeting. Refer back to it whenever you're creating an ad, designing a cover, writing a tweet, or want a refresh on your audience's motives.*



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.*



Create your online **platform.**

5

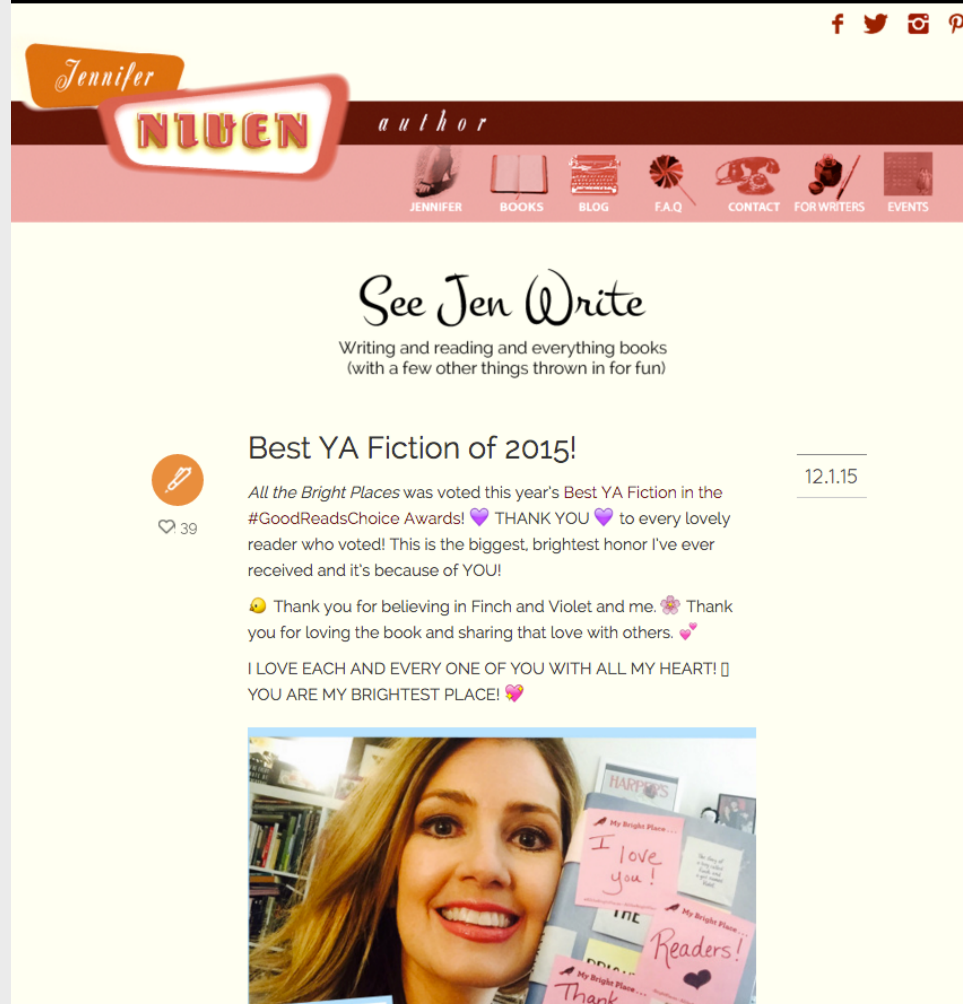
# Create an author website

*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.*



# 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.*





7

# 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

NEWS

EVENTS

PHOTO

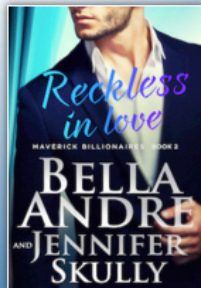
## BELLA ANDRE

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Meet the *Maverick Billionaires*. Sexy, gorgeous, self-made men from the wrong side of town. They survived hell together, and now they're taking on the world.

*Click on each book cover to read more.*



8

# Brand your homepage with your newest release

*Publicize your latest work on your website by updating the header or banners of your homepage so readers who visit will become aware of your new release. Consider including blurbs instead of a synopsis to intrigue visitors.*

ELIZABETH GILBERT

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ELIZABETH GILBERT

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#BIGMAGIC



From the worldwide bestselling author of *Eat Pray Love*: the path to the vibrant, fulfilling life you've dreamed of.

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

9

# Build a mailing list on your site

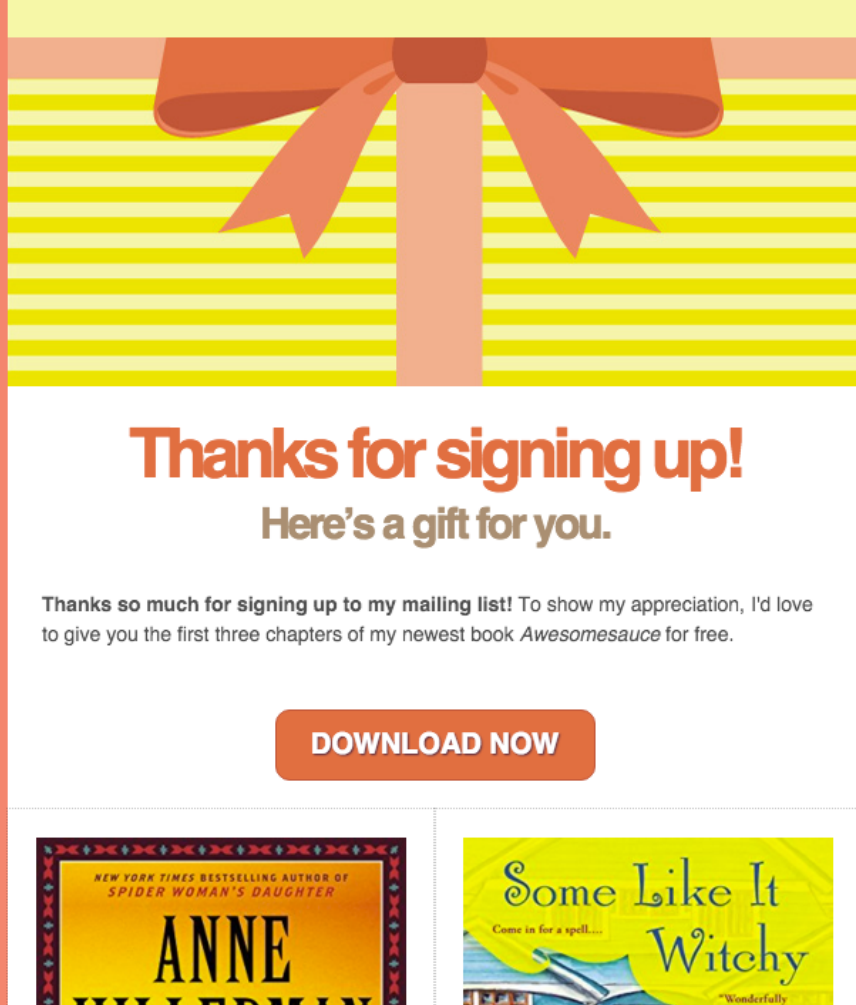
*Include a simple form on your homepage, your website pages, and/or your blog's sidebar asking for visitors' email addresses. Collecting email addresses lets you build relationships with people who want to hear from you.*

The screenshot shows the homepage of author Julie James. At the top is a navigation bar with links: HOME, ABOUT, BOOKS, MEDIA, CALENDAR, CONTEST, CONTACT, and BLOG. The main content area features a large book cover for 'Suddenly One Summer' by Julie James, with the text 'COMING SOON' and 'SUDDENLY ONE SUMMER' in large purple letters. Below the book cover, it says 'AVAILABLE JUNE 2, 2015' and 'PRE-ORDER ONLINE TODAY: AMAZON | BARNES & NOBLE | IBOOKS'. A quote from Kirkus Reviews is also present. To the right, there's a partial view of another book cover. At the bottom, there's a dark blue sidebar with two sections: 'SUBSCRIBE' and 'NEWS'. The 'SUBSCRIBE' section has three input fields for 'EMAIL ADDRESS', 'FIRST NAME', and 'LAST NAME', a 'SUBMIT' button, and a link to the 'PRIVACY STATEMENT'. A red arrow points from the 'SUBSCRIBE' section to the 'COMING SOON' text. The 'NEWS' section has a title 'NEWS' and two entries: 'Some giveaway alerts' dated 2/26/2015 and 'Julie James Readers Group' dated 2/12/2015. To the right of the 'NEWS' section is a portrait of Julie James.

10

# Welcome new subscribers with an auto-response

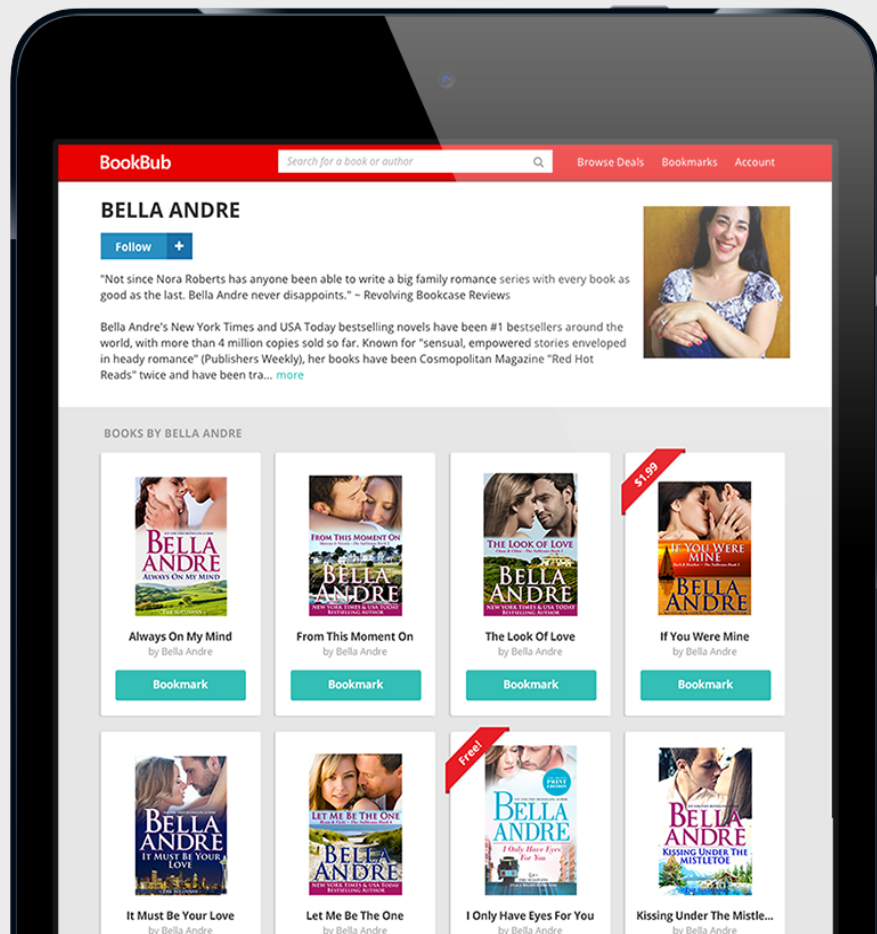
*When people subscribe to updates from you via your website, send them a welcome email including either a link to a permafrees ebook, sample chapters, or some sort of freebie as a “thank you” for signing up.*





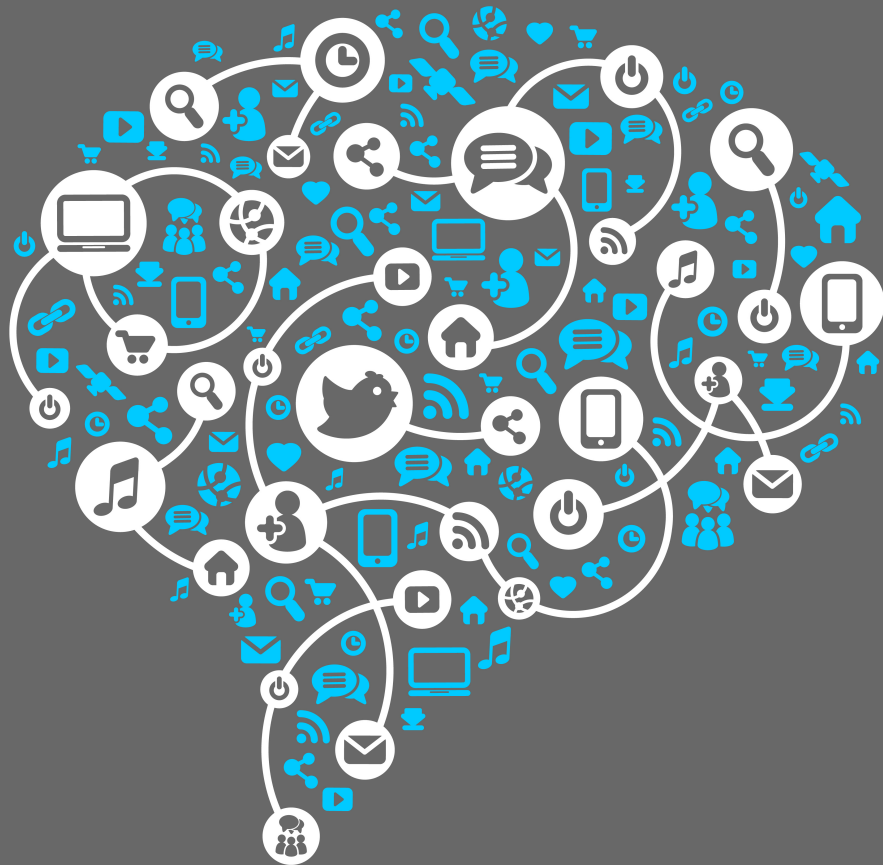
# Customize your BookBub Author Profile

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



# 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.*



13

# 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.*



14

# 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.*

john green

Upload

Nerdfighteria

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John's Book Giving Guide for the Holidays! 3:48 106,280 views • 1 day ago

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Pizzamas 2015

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Design your book's **cover.**

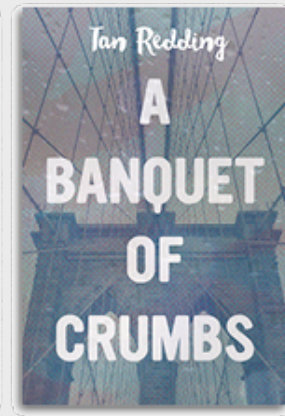
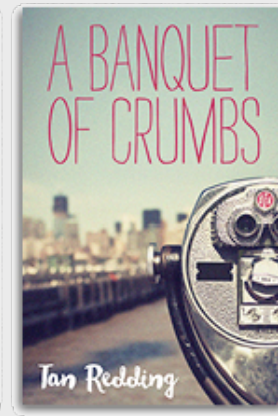
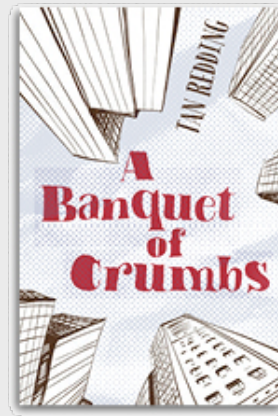
# Hire a cover designer

*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.*



# 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.*



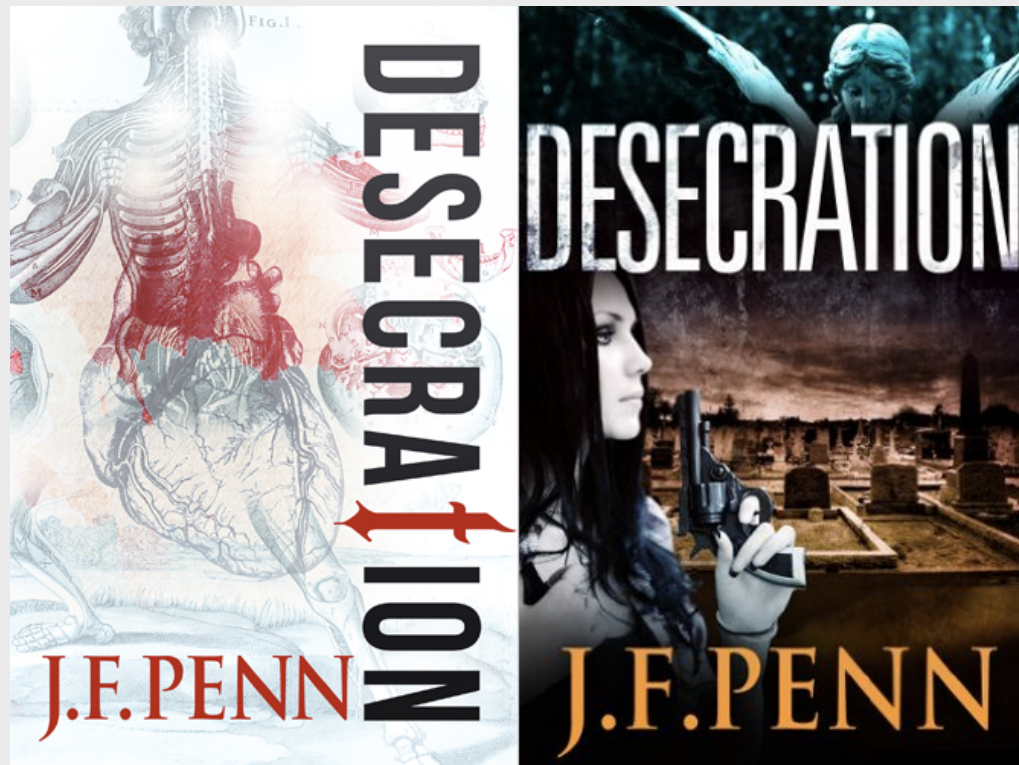
# Unify cover designs in a series

*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 reinvigorate book sales. It gives you the opportunity to “re-launch” your book according to the ever-evolving tastes of genre readers.*





# Add a blurb to your cover

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



**Prepare your 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 your book for each retailer with retailer-specific links to each book.*

## *The Other Boleyn Girl*

*By the same author*

*The Cousins' War*  
*The Lady of the Rivers*  
*The White Queen*  
*The Red Queen*  
*The Kingmaker's Daughter*

*History*

*The Women of the Cousins' War:*  
*The Duchess, the Queen, and the*  
*King's Mother*

*The Tudor Court Novels*

*The Constant Princess*  
*The Other Boleyn Girl*  
*The Boleyn Inheritance*  
*The Queen's Fool*  
*The Virgin's Lover*

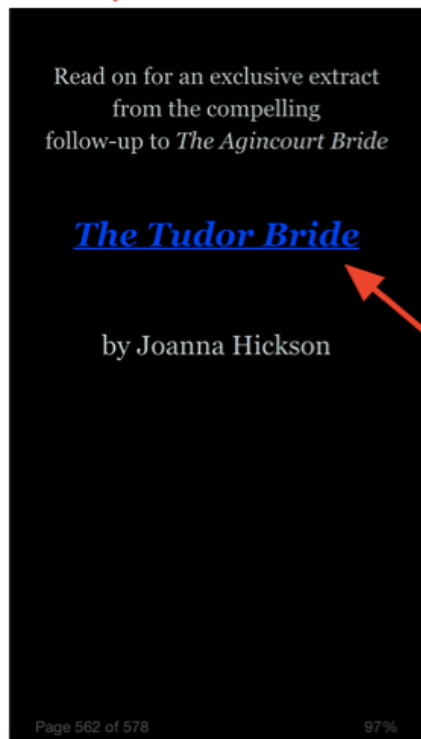
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100%

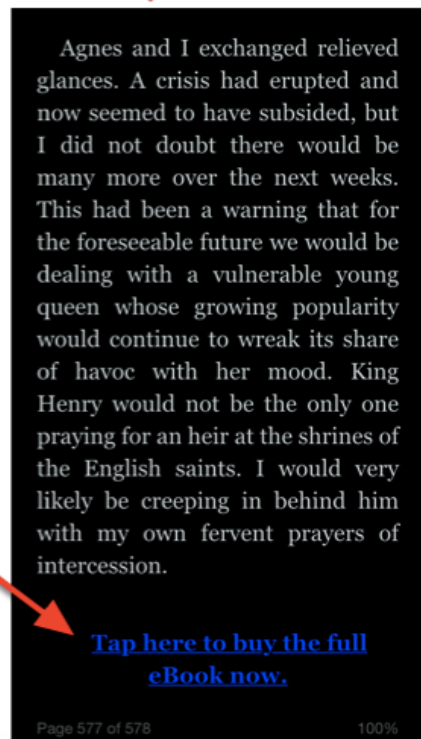
# Include an excerpt in the back matter

*Immediately after the acknowledgements, include the first chapter of the next book in the series, or one of your popular backlist books. Bookend this excerpt with links to purchase that book.*

The page before the excerpt:



Last page of the excerpt:



# 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.*

**Thank you for buying this  
ebook, published by  
Hachette Digital.**

To receive special offers, bonus  
content, and news about our latest  
ebooks and apps, sign up for our  
newsletters.

[Sign Up](#)

Or visit us at

[hachettebookgroup.com/newslette  
rs](https://hachettebookgroup.com/newsletters)



For more about this book and

5 mins left in chapter

98%

# 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.*



# Include target keywords on product pages

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



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# Choose relevant sub-categories on retailer sites

*By targeting the most relevant sub-genres for each of your books, you'll 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 your book together

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



28

# Link series books together 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.*



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**Catching Fire (Hunger Games Series #2)**  
by Suzanne Collins  
★★★★★ 29656 Reviews [f](#) [t](#) [p](#) [s](#)

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✓ The Hunger Games

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# Make books available for pre-order

*On the retailers that allow them, you may want to get your future titles up for pre-order as soon as possible. This way you can include the cover of the next book in the back matter of your existing books with a link to the pre-order page.*

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

Sold by: HarperCollins  
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publisher*



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Available on compatible NOOK  
Devices and the free NOOK Apps 

# Make books available internationally

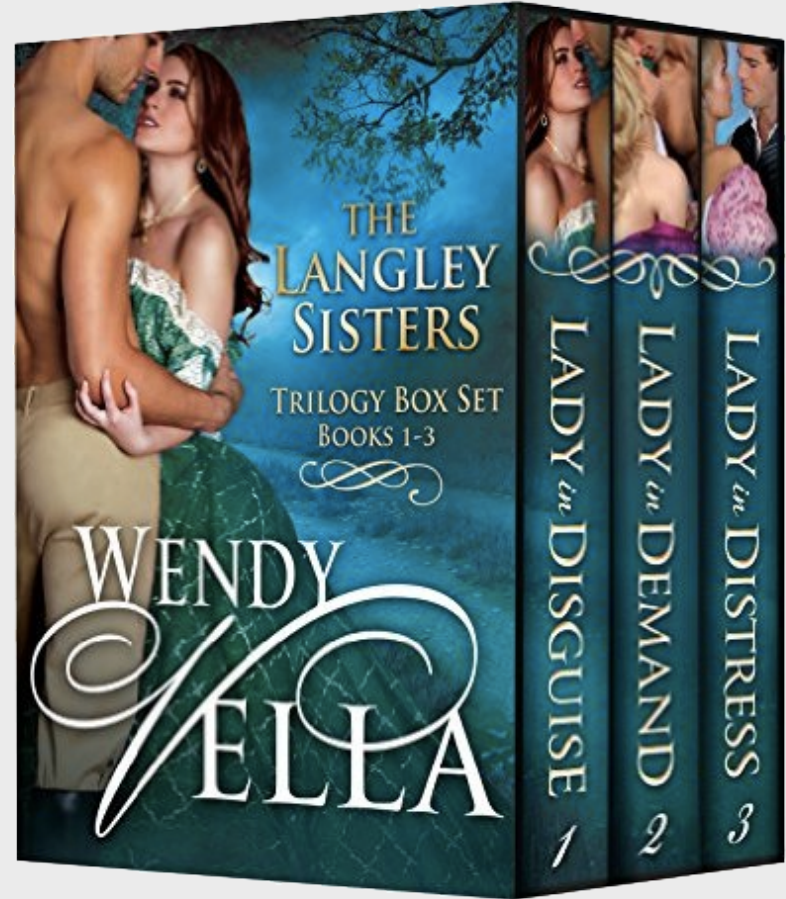
*With growing book sales and millions of readers, international markets can be attractive targets for authors and publishers looking to expand their potential readership. Optimize your cover design for each region and reach out to relevant local bloggers who can help spread the word.*



Create box sets and **bundles.**

# 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 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 if you launch your box set when your new release is published. You can strategically choose standalones to package together that include similar themes, whether by sub-genre, location, point in time, similar protagonists, holiday setting, or something else.*



# Include exclusive content in your box set

*Adding a novella or short story to your box set could entice readers to buy the box set instead of just purchasing the first book in the set. This may also help convince your existing loyal readers to purchase the box set in addition to the individual titles they've already purchased.*



# 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.*



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 your book more enticing to readers deciding whether or not to purchase.*



36

# Poll your audience to test marketing copy

*Use a polling software like PickFu to test variations of description or marketing copy and see which variation 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 \*\*\*

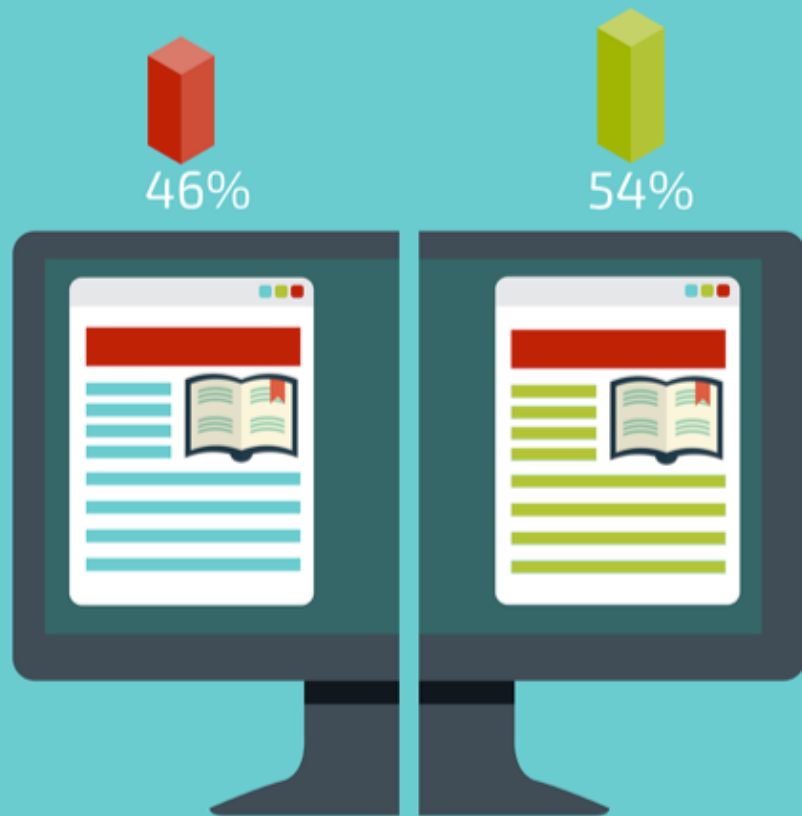
A return to truth, beauty and what I already knew when I was 12.



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 Facebook to A/B test your copy.*



# Get blurbs from reputable authors in your genre

*Blurbs can effectively catch readers' attention, especially if they're familiar with the quoting author or publication, and can help entice them to make that final purchasing decision. 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]

# Create images for teasers and quotes

*You can easily turn your quotes into vibrant images using free apps like Canva. 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.

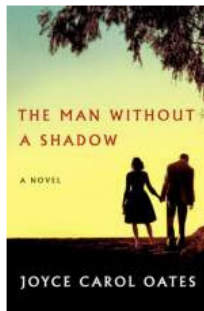
- ROSECLIFF MANOR HAUNTING  
CHERYL BRADSHAW

Build your book's **platform.**

40

# Make sure your book gets a BookBub New Release Alert

*Add your book to your BookBub Author Profile as soon as the pre-order page or product page is live on retailer sites. This will ensure that your BookBub followers receive a New Release Alert when your book is launched.*

**BookBub***New Release from Joyce Carol Oates*Author Alerts now include new releases from your favorite authors! [Modify Preferences](#)

## The Man Without a Shadow

by Joyce Carol Oates

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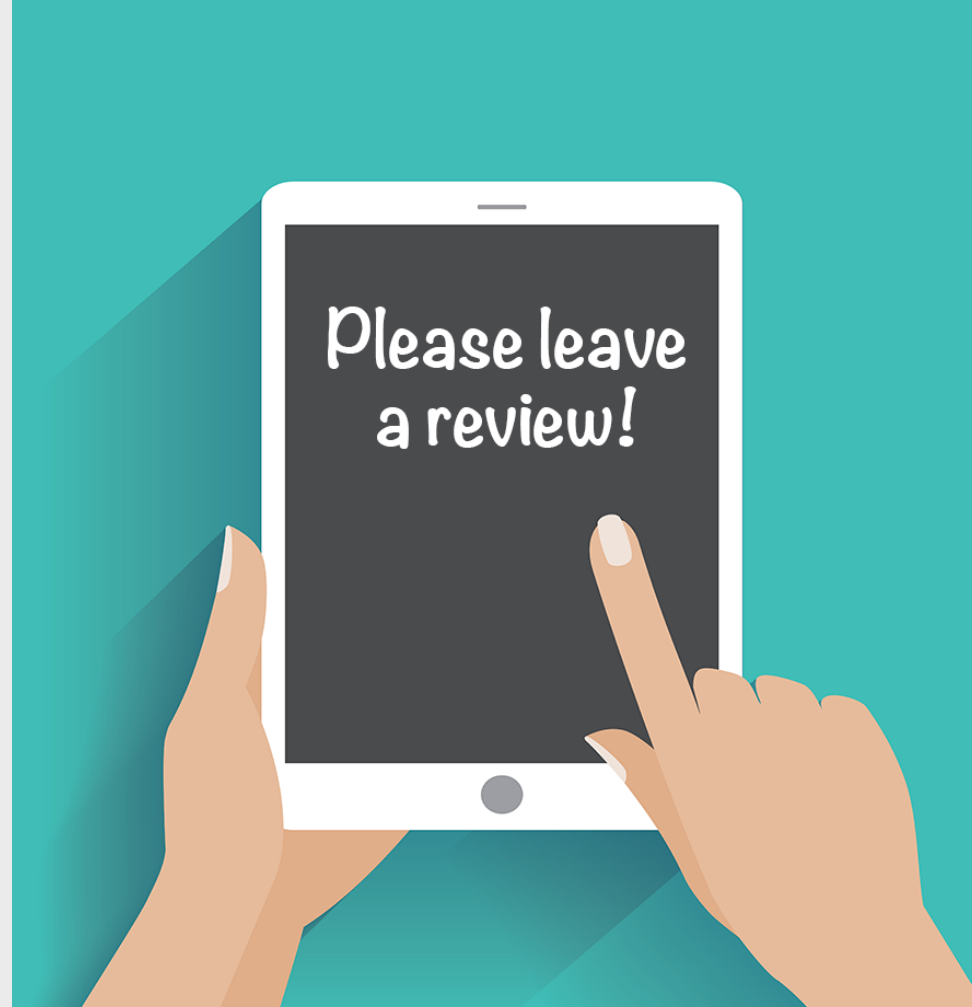
[Bookmark](#)

### PUBLISHER DESCRIPTION

In this taut and fascinating novel, the bestselling, *New York Times* bestselling and National Book Award-winning author of *The Sacrifice*, *The Accursed*, and *Lovely, Dark, Deep* examines the mysteries of memory, personality, and identity and pierces the enigmatic force that drives human lives—love. In 1965, neuroscientist Margot Sharpe meets the... [Read More...](#)

# Ask readers to review your book in your 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%.*





# Provide ARCs to relevant bloggers

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



# Offer free copies to Amazon top reviewers

*Reach out to Amazon users with a “Top Reviewer” badge who’ve reviewed books similar to yours. They’ve proven themselves to be experienced reviewers — they know what makes a good review, they’re willing to take the time to write a truly helpful review, and they will likely have a quick turnaround on reading and reviewing.*

70 of 75 people found the following review helpful

★★★★★ **An absolute must-read for YA readers!**

By [Laura Hartley](#) **TOP 1000 REVIEWER** on 5 April 2014

Format: Kindle Edition

I've taken my time with getting to the Divergent series by Veronica Roth because I was afraid of all the hype surrounding and I can't believe that I put it off for so long! This book isn't quite what I expected but it's certainly action-packed and I ne

# 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.*



45

# Add a free ebook sampler to retailer sites

*Upload the sampler as its own ebook with a separate product page and make it clear in the title and description that this is just a sample — the first chapter or first few chapters of your book — to avoid disappointing readers. On the last page, include a link to purchase the full copy.*



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Word Wise: Enabled Enhanced Typesetting: Enabled

46

# 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

MEET EMILY

BOOKS

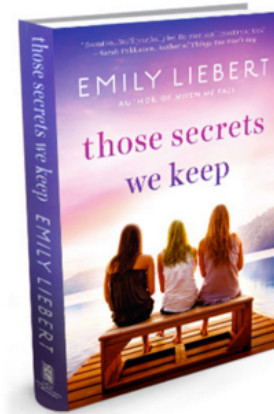
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PRESS

GALLERY

EVENTS

CONTACT



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Indiebound | Kindle | Nook | GooglePlay

In Canada: Amazon | Indigo | Kindle | Kobo



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FOLLOW EMILY





# Create and distribute swag

*If you can be creative and unique, swag can be an effective marketing tool, especially if it ties into your 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 your book.*



# Sell themed merchandise on your website

Create custom t-shirts, coffee mugs, e-reader 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!



## Throw Pillow

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

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



## 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!



## 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 your 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!*





# Submit your 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 your book for consideration. Try for recognizable awards such as RWA's RITA Awards or the Edgar Awards.*



Run price **promotions.**

51

# 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 the discounted book's back matter

*Authors see a 3x higher increase in sales of other books in their series if links are included in the back matter of the discounted book.*



# Discount the first book in your 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.*



# Promote your ebook discount with BookBub

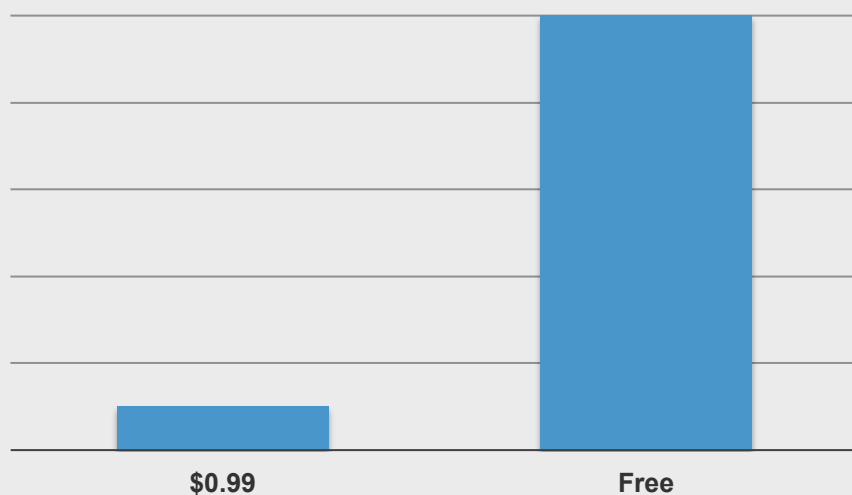
*BookBub lets you send your deal to targeted lists of millions of power readers. Partners reported a 196x average increase in earnings from a book during a Featured Deal.*



# Create a permafree gateway book

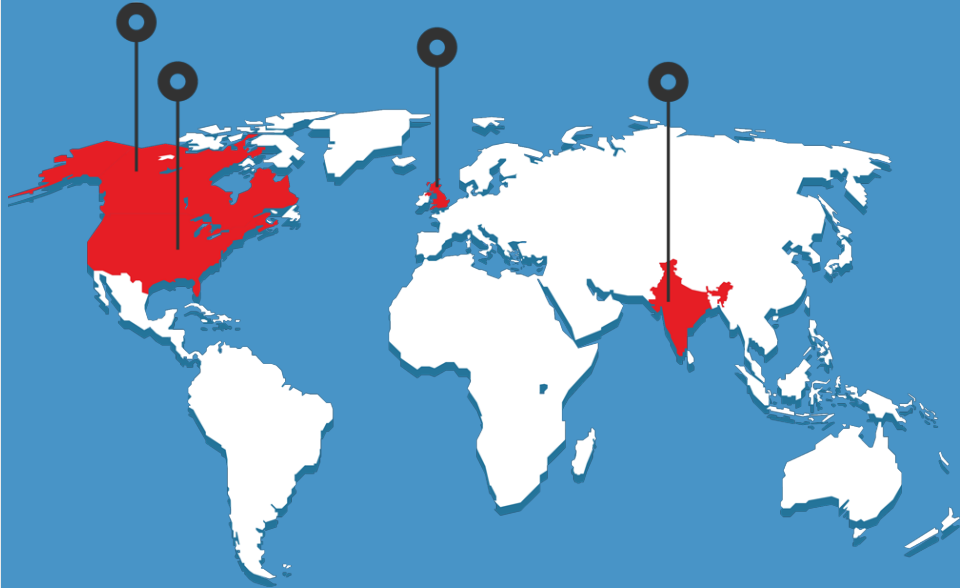
*For example, the first book in a series can be permafree as a gateway to the rest of your series — BookBub readers are 10x more likely to click on a book that's offered for free than a discounted book.*

Engagement in BookBub Emails



# Run price promotions in foreign countries

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





# Run a price promo when you launch a new release

*If you're promoting a new release, running a price promotion for one of your backlist books can help drive sales for your new book. 89% of BookBub partners who used a price promotion to market a new release sold more of their new book after the promotion.*



Get more exposure **online.**

# Email your mailing list when your book launches

*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 ones 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 the ones 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.*



# Promote your 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 publishing imprint or group of friends has three fantasy books featuring fae, coordinate price promotions, themed blog posts, and social media parties. Packaging these books promotionally helps each book gain exposure across the other authors' platforms.*





# Create a relevant video series

Create mini documentaries on your 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.

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Like

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Like

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Diana

Home 3



Create Page

Recent

2015  
2014  
2013  
2012  
2011  
2010  
2009  
1984



Debbie Macomber

November 19 at 10:30am ·

Today I'm looking back at Love Letters, the third book in my Rose Harbor series. In Love Letters, the mystery surrounding Mark Taylor really intensifies. Watch this video to remind yourself of how Love Letters developed Mark and Jo Marie's story!



11k Views



Like



Comment



Share

857 people like this.

Top Comments

30 shares



Write a comment...



**Roxie M Romero** I will have to reread the Rose Harbor series. I love this series. Never had a books of yours I didn't like and I read everyone of them.  
Like · Reply · 7 · November 19 at 12:02pm

3 Replies



**Lesley Roberta Niyori** Love Letters will always be special to me as my first romance novel.  
Like · Reply · 3 · November 19 at 11:40am

2 Replies

65

# Answer relevant questions on Quora

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

Quora

Ask Quora

Home

Write

Notifications



## 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,  
you must find ... [\(more\)](#)

41.9k  
Questions8  
F

### Most Viewed Writers



**Quincy Larson**  
179,650 Views



**Say Keng Lee**  
Technology Expert  
Future-Focus  
91,181 Views



**Dushka Zapata**  
77,597 Views

### Write

What are some books worth reading?

What books do 12-year-olds like to read?

# 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.*



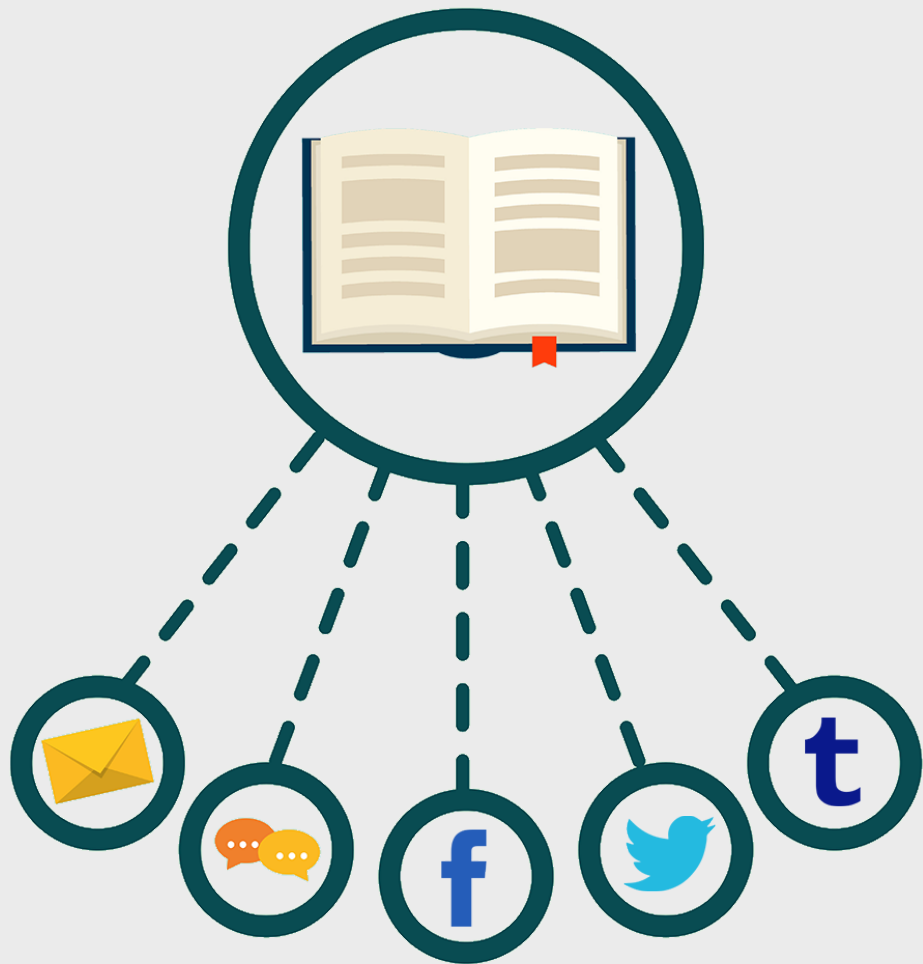
# Time your campaigns with current events

*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.*



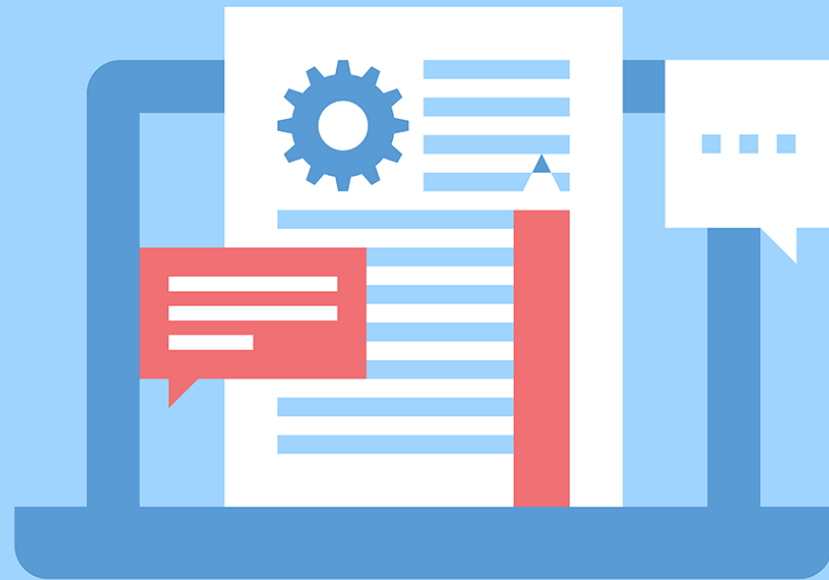
# Link to your newest release

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



# Write and syndicate a press release

*Create an informational press release announcing your 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 your press release to news websites and blogs.*



# Reach out to the press

*Email relevant media sites a pitch for your 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.*

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# Contribute guest blog posts related to your book

*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 of your posts 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.*



73

# Submit a post to BuzzFeed

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

**BuzzFeed** Community

LOL win omg cute

News Buzz Life Quizzes Videos More ▾ Get Our App!



## 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



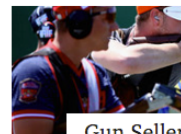
Join The Community!



### 1. *Landline* by Rainbow Rowell



## BuzzFeed



Gun Seller  
Hopes For  
Shooting

by Sapna

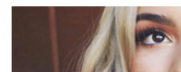
— Connect With BuzzFeed

Like Us On Facebook

Follow Us On Twitter



What's The Most Beautiful Literature About Art



Spread the word on **social media.**

# 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 your book, gift cards, posters, and more.*



# 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 discount 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

x  **J.K. Rowling**  
@jk\_rowling

x  **Rainbow Rowell**  
@rainbowrowell

x  **John Green**  
@johngreen

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

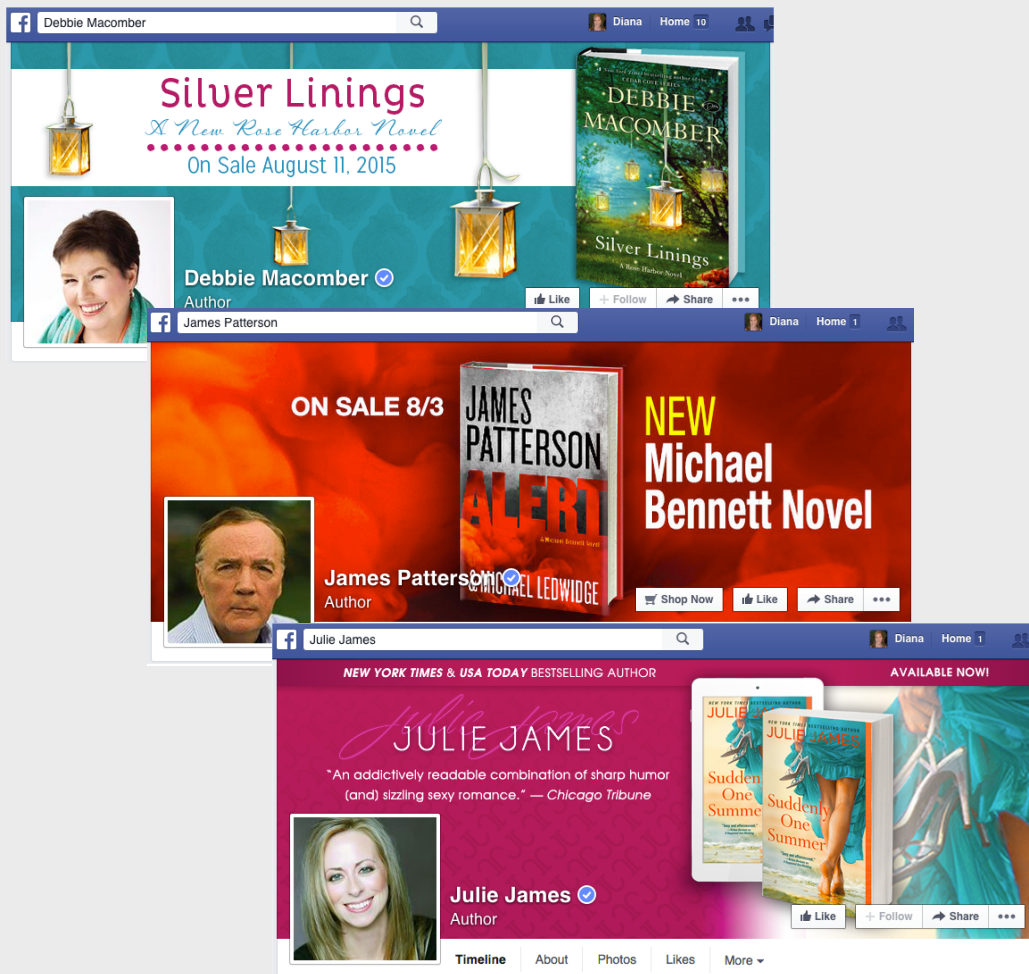
☒ Also target your followers

☒ Also target users like your followers

76

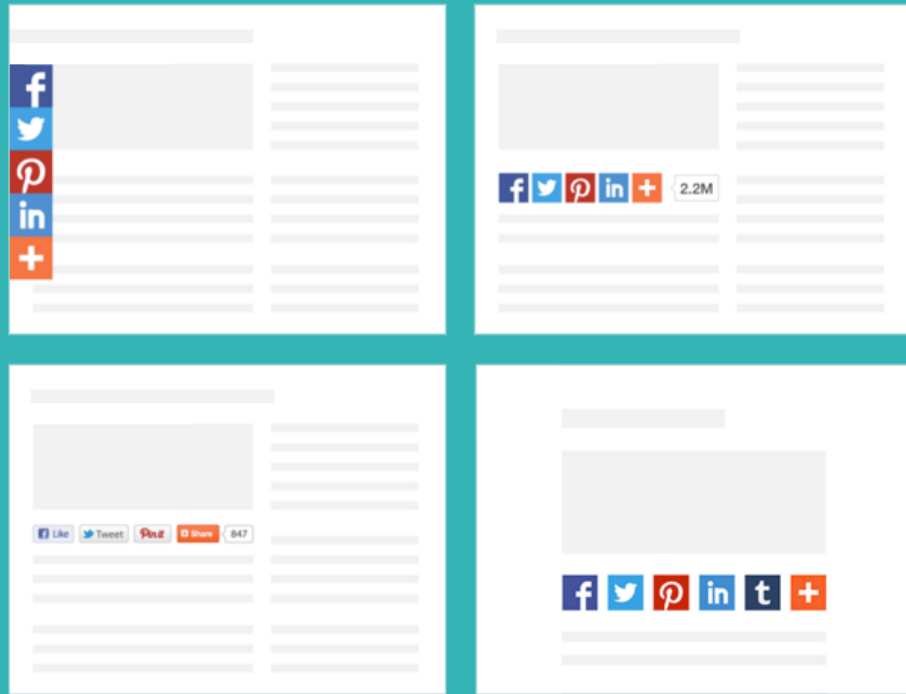
# Brand your Facebook cover photo

69% of readers use Facebook to find information about their favorite author, and 88% of readers follow their favorite author on Facebook. Update your cover photo with branding for your latest book to make sure everybody who comes to the page knows about it.



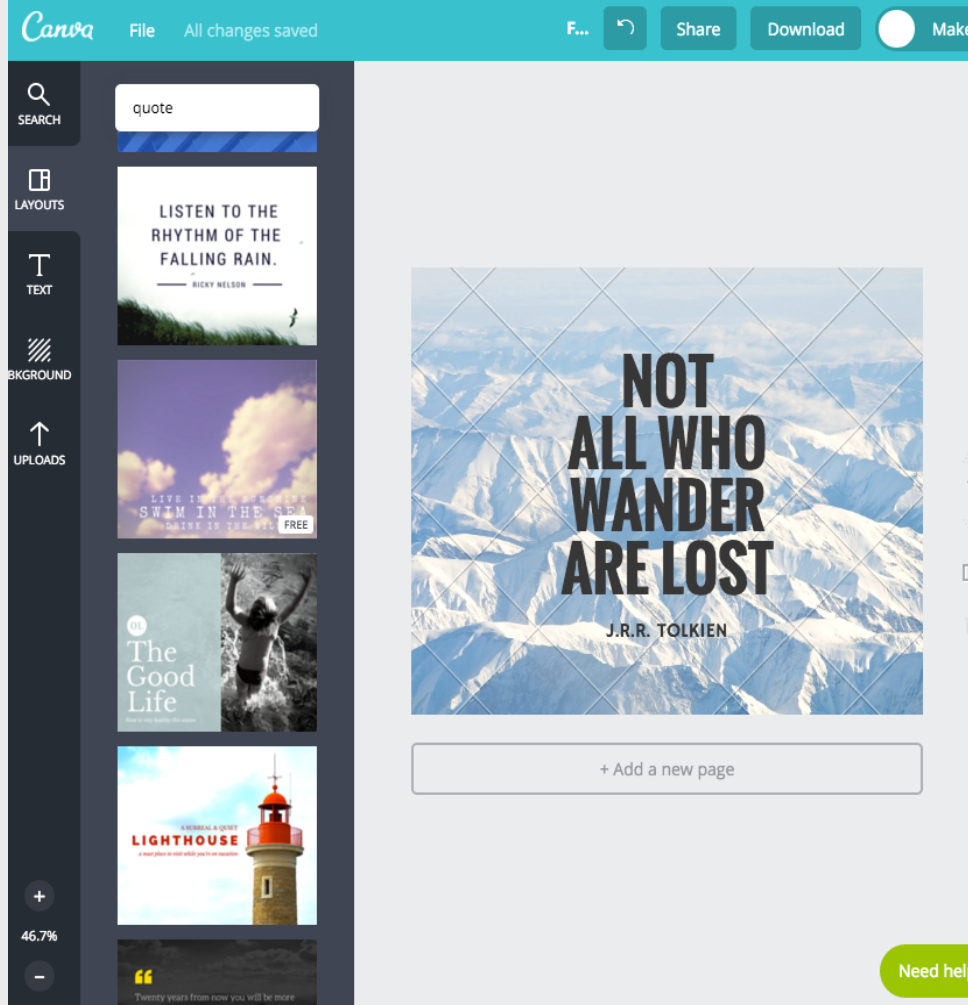
# Make your blog posts easy to share

*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.*



# 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 photo of the book's cover or a teaser quote. This will encourage fans to click, share, or like. Tools and image libraries like Canva, Shutterstock, and iStockphoto can help.*

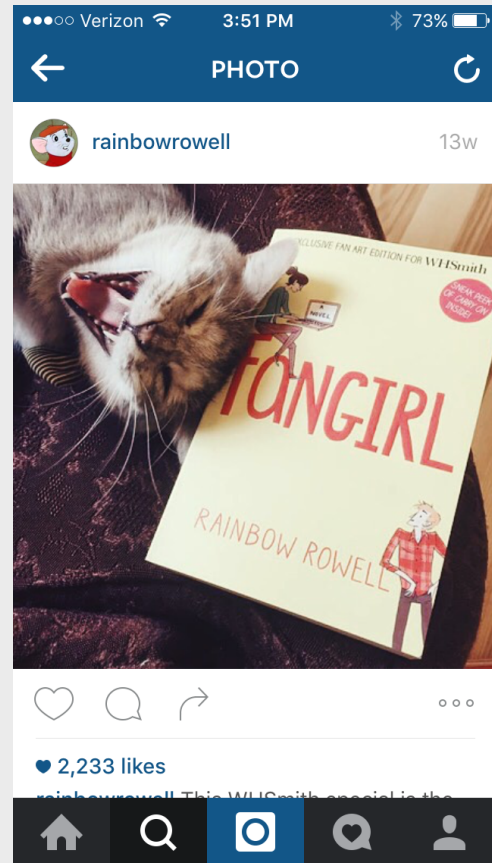
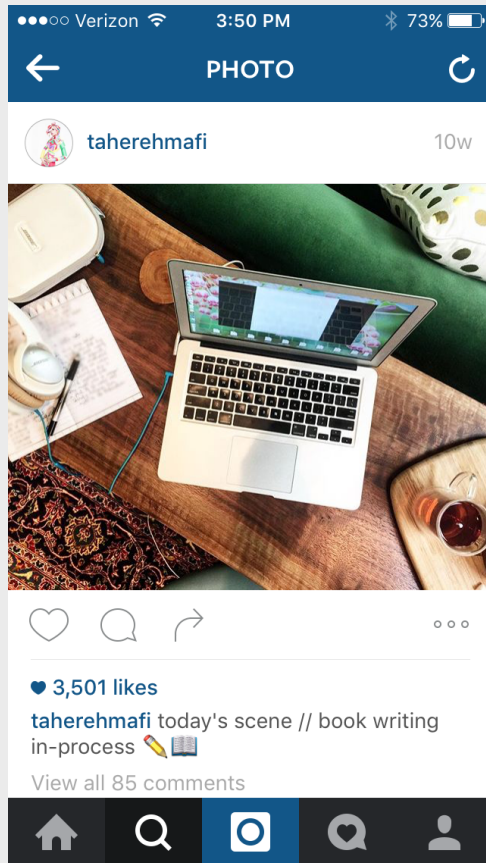




79

# 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.*



80

# Run a participation contest on Facebook

*Have fans share your post, comment on a post, or like a post for a chance to win a free signed copy of your book or a gift card, and cross-promote the contest on Twitter, Instagram, and any other social channel where you have a presence.*



The screenshot shows a Facebook interface. At the top, the navigation bar includes a search icon, the name 'Diana', and 'Home 3'. On the right, there are icons for friends, messages, and a profile picture. Below the navigation bar, the main content area displays a post from Julie James, dated November 12 at 8:43am. The post text reads: 'Giveaway! To celebrate SUDDENLY ONE SUMMER making Amazon's Best Books of 2015 list, I have two signed copies up for grabs. To enter, like this page and leave a comment below. Giveaway is international, and will remain open until 9pm CST today, November 12. Good luck! RULES Must be 18 years or older to participate. Winners will be notified on this site. This contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. By submitting your entry you agree to completely release Facebook from all liability.' Below the text is a photo of two copies of the book 'Suddenly One Summer' by Julie James, which features a cover illustration of a girl's legs in a blue tutu. The post has 265 likes and 9 comments. On the right side of the page, there is a 'Recent' list showing years from 2015 down to 2008. At the bottom of the page, there is a red banner with the text 'BookMarketingIdeas | 92'.

# Run a fan art contest

*Get fans to upload their designs of one of your characters or a scene from your 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).*



**AGATHERING 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*!

You'll have a chance to travel to all your favorite Londons with Lila and Kell by reading the sequel long before the book is released and win other awesome prizes! All you have to do is bring V. E. Schwab's characters and world to life in a fanart piece of your own creation.

**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.lumberj.com](http://shades-of-magic-series.lumberj.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.

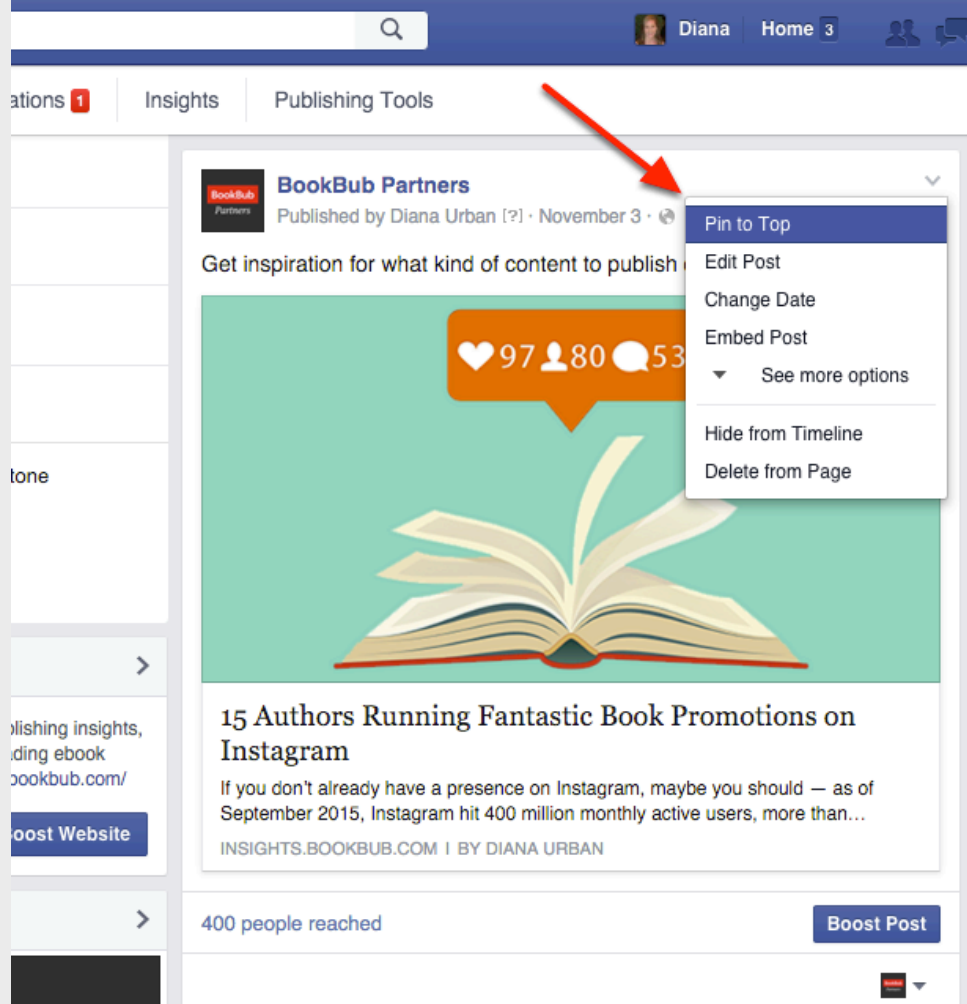
**THREE RUNNERS-UP** will receive an author-signed Advance Reading Copy of *A Gathering of Shadows* and an author-signed double-sided *A Darker Shade of Magic* poster.



82

# Pin important updates

*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!*



# Create Pinterest boards of inspiration

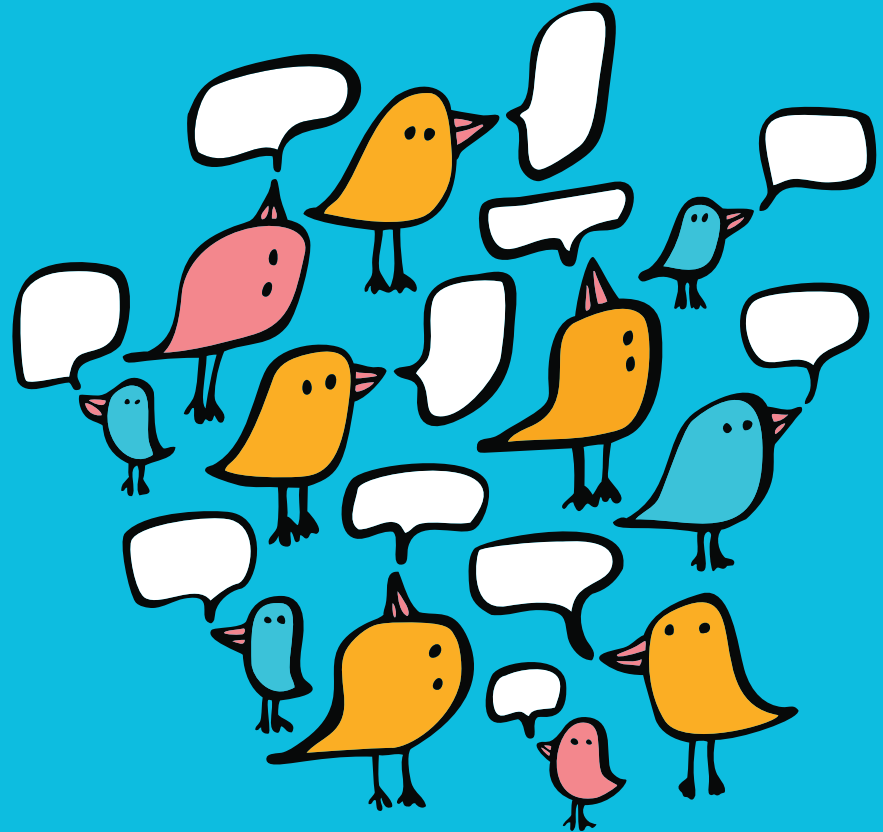
*Stats show that about 70% of Pinterest members use the site to get inspiration for purchases. Create Pinterest boards showing off your workspace wish list, art that inspired you when writing certain scenes, or fan art for your books.*





# 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.*



85

# Launch a Facebook group with other authors

For example, *The Jewels of Historical Romance* has a Facebook group of nearly 2K members that 12 romance authors created. They cross-promote each other's books, hold monthly joint giveaways and contests, and announce new releases. It's a free and creative way for each author to expand their fan base.



# Ask questions and encourage participation

*The more your fans and followers engage with your updates, the more exposure you'll get to their friends who see updates of their participation. So make sure to involve fans in a two-way conversation.*



Johanna Basford

November 28 at 11:19am · 🌐

Just For Fun! Do you prefer to colour with PENS or PENCILS?? Are you #TeamPencil and a fan of blending and delicate gradients or #TeamPen and all about the pops of vibrant colour?! I feel and  
😊 Jx  
#colouring #coloring



👍 Like    💬 Comment    ➦ Share

2,305 people like this.

78 shares



Johanna Basford

3 hrs · 🌐

Just for fun! At the weekend I asked if you preferred pens or pencils for colouring and here's the beautiful graph of the results made by the lovely Emma! There were 890 responses, 421 for Pencils, 218 for Pens and a whopping 251 of you like a pen and pencil combo (clever!). Thanks again Emma for being a graph whizz kid and for everyone who took the time to be part of our little fun poll! Jx

#TeamPen V #TeamPencil

Just For Fun! Do you prefer to colour with PENS or PENCILS?? Are you #TeamPencil and a fan of blending and delicate gradients or #TeamPen and all about the pops of vibrant colour?!



👍 Like    💬 Comment    ➦ Share

586 people like this.

Top Comments ▾

16 shares



87

# 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 + Content Analytics Schedule

**DianaUrban**  
Twitter

Facebook  
Connect it now!

Connect More  
Profiles and Pages

**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

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

Available on the App Store

GET IT ON Google play

Like 42k

Follow @buffer

Get Support  
FAQ  
Awesome Plan

Participate in **live events.**

# 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 during their signings. You can purchase an easy-to-use checkout tool like Square to process credit card transactions at a cost of only 2.75% per swipe.*



# 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 on 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.*



# 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.*





# Run a contest when you attend live events

*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 marketing **ideas.**

# Coordinate your marketing efforts in a single week

*Bestseller lists are based on the number of units sold in a single week. Target a single list so you can optimize for its cycle. Focusing all your marketing efforts, including price promotions, social media campaigns, and emails to your mailing list in a single week can help boost your book on that list.*



# Pitch your 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.*



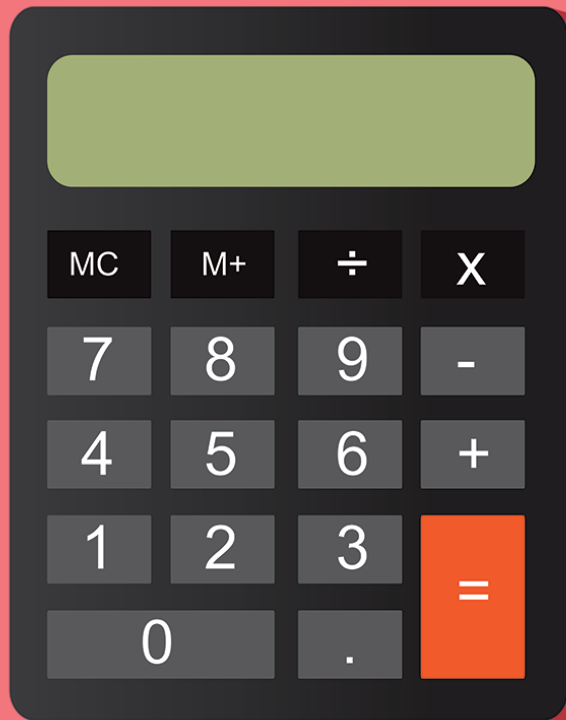
# Donate books to people who can spread the word

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



# 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)

