

MARKETING ACTIVITIES FOR EVERY AUTHOR



INTRODUCTION

Welcome to Technica Editorial. With more than 30 years of publishing experience, we deliver reliable, top-tier publishing services to authors, publishers, university presses, and societies. Our expertise doesn't end with the editorial process. Neither does yours. Marketing is part of an author's life.

THAT IS WHERE OUR
Marketing Activities for Every Author
GUIDE COMES IN.

Use it to help define, flesh out, and strategize your marketing goals. Use the planning guide to identify what you need to do, and when. We are delighted to be in partnership with you on your writing journey.

GOAL SETTING

When it comes to marketing your book, setting goals can help you focus on what you need to do and how to do it. Goals can help you spend your time moving in the right direction. Without them, it is far too easy to wander aimlessly, without a clear path or destination in mind. Goals are important. They have meaning. They make us think about what we want, why we want it, and how to achieve it. Setting marketing goals can help you identify what is most relevant for you on your publishing journey, and what will have an impact. Using S.M.A.R.T.E.R. goals is a smart(er) way to dive into the process.

S



SPECIFIC

Make your goals specific. Doing so makes it easier to accomplish them. It leads to measurability. You have to be able to check your goals off a list. For example, don't just say you're going to revamp your website. Say exactly what you're going to do: I will write a new bio. I will rewrite the copy for the homepage.

M



MEANINGFUL

Make your goals meaningful. Why is this one of your goals? What makes it important? For example, if you have a goal to launch a website, in what way is that meaningful? Why do it? Answer that question (because a website is a place to introduce potential new readers to you and your work) and you're on your way.

A



ACHIEVABLE

Make your goals achievable. Think in terms of short- and long-term goals (1 week, 1 month, 3 months, 6 months, 1 year, 2 years, 5 years). Your long-term goals can be a little loftier, but you must be able to achieve your short-term goals. You need to be able to check them off your list. For example, if you need a website, but you don't know how, hire a professional. Don't bite off more than you can chew.

R



RELEVANT

Make your goals relevant to your life as a writer. If you are setting marketing goals, then each goal should connect to the process of marketing your book.

T



TIME-BOUND

Make your goals time-bound. This goes along with your goals being achievable and measurable. Create a timeline or give yourself hard deadlines for reaching your specific goals. Making your goals time-bound creates built-in accountability.

E



EVALUATE


Make sure to take a step back to evaluate your goals. Think about them. Are you working toward them? Are you finding them manageable? If you don't continually evaluate and re-evaluate the goals you set and your progress toward reaching them, it's easy to let them slip away. Are Amazon Ads working? What about Facebook Ads? Is your website attracting readers? Determine why or why not.


R




READJUST


Make sure to readjust your goals, as needed. Just because you've set them doesn't mean you can't change them. That's what the evaluation process in step 6 is all about. You've set your S.M.A.R.T. goals. You've evaluated them. Now, if necessary, make adjustments. If you've set a goal to blog every day, but you find that is not manageable, then change it. Set yourself up for success rather than failure.


S Specific 


M Meaningful 

A Achievable 

R Relevant 

T Time-Bound 

E Evaluate 

R Readjust 

AUTHOR MINDSET

Our attitude about the world around us, our way of thinking, and our mindset impact how effective we are at any given task. Your author mindset can have a powerful effect on your writing life, whether with writing books, editing, going through the publishing process, or marketing your creations. Having a positive mindset can help you achieve your goals. Below are seven tips that can help you establish and/or enhance a positive mindset.

1 BE COMMITTED

Go through the process of writing your S.M.A.R.T.E.R. goals.

2 BE CONFIDENT

Think confident, be confident. Chase away any signs of imposter syndrome.

3 BE CREATIVE

Sure, implement the tried-and-true marketing strategies, but think outside the box, too.

4 BE CONNECTED

We all need our people. Find yours. Network. This is organic marketing at its best.

5 BE CURIOUS

We learn so much from others. Be curious about what others can teach you.

6 BE COLLABORATIVE

Writing can be isolating. When you can, work with other people to brainstorm, flesh out, and implement your marketing tactics. Quid pro quo.

7 BE CAPABLE

Chase away negative thoughts and replace them with a 'can do' attitude.

AUTHOR BRANDING

Whether you write nonfiction, fiction, or memoirs, creating an author brand is paramount to your success. People may not remember every John Grisham book he's written, but they know his name. They may not remember all Elizabeth Gilbert's inspirational works, but her name carries weight. Malcolm Gladwell, Martha Stewart, Mel Robbins, and Neil deGrasse Tyson are known for their expertise in their respective fields. YOU are the brand.

Part of that means having an online presence. This runs the gamut from having an author website to being active on social media channels. Your goal is to show up in the search engines.

Build a Website



Build a website with design choices that reflect what you write. This is the central hub in which you can tell the world about you, the writer. It should include:

- Basics about you (long and short bios)
- Your available work
- Links to Social Media (see below)
- Email List Opt-In
- Lead Magnet

As you create your website, think in terms of branding:

- Colors
- Fonts
- Style
- Page content

Social Media



Decide what social media platforms make sense for you by answering the following questions:

- Who is your target audience?
 - Fiction: Look at demographics, genre, interests—where do your prospective readers hang out?

AUTHOR BRANDING

- ➔ Nonfiction: Where do their readers get their information? Think about what publications you would like to write for, and who else would read these. What type of content do they seek? Where do your prospective readers hang out?

What social media do you already have a presence on? (Facebook, Instagram, Twitter, Patreon, TikTok, YouTube, Pinterest, etc.)

- Think realistically. Can you reasonably add and maintain another?

Once you've decided on which platforms to have an active social media presence:

- Create accounts
- Create a social media calendar
- Utilize a Social Media Scheduling App:
 - ➔ Meta's Business Suite, Sprout Social, Feedly, Tweetdeck, Planable, Post Planner, StatusBrew, MeetEdgar, Sendible, SocialBee

Build/Grow Your Newsletter Email List —

- Have a clear way for visitors to sign up for your newsletter/email list on your website
- Create a lead magnet
 - ➔ Fiction Writer: Short story
 - ➔ Memoirist: Short piece
 - ➔ Nonfiction Writer: Cheat Sheet, Industry Tips, Free Course, Other Free Content
- Build your online presence
 - ➔ Create your Amazon Author Profile (<https://author.amazon.com/home>)
 - ➔ Create your BookBub Author Profile (<https://www.bookbub.com/partners>)
 - ➔ Create your Goodreads Author Profile (<https://www.goodreads.com/author/program>)
- Create a Social Media Landing Page
 - ➔ LinkTree, Koji, Milkshake, Tap Bio

WEBSITE BEST PRACTICES & ACTIVITIES

Your website is a passive sales portal. You want to have a solid presence there so that when your readers find you, they're enticed to stay and look around. To that end, follow these guidelines for what to include on your website.

- 01 → Create clean and easy navigation
- 02 → Showcase your latest release on the homepage
- 03 → Create a 'Bookshelf' page showcasing your books
 - From here, create a dedicated page to each book or series
 - Include reviews and social proof
- 04 → Create an opt-in newsletter popup and/or dedicated landing page for opt-ins
- 05 → Create a blog to attract your target audience:
 - Fiction: Share about YOU. Readers want to make connections with their favorite authors
 - Memoir: Share anecdotes about your life that connect to your memoir's theme, message, or your touchstones
 - Nonfiction: Share your expertise; your goal is to set yourself up as an expert in your field
- 06 → Include reviews and/or testimonials
- 07 → Learn about SEO
 - Knowing basic SEO will help your website have better rankings on search engines, thereby allowing the right people to find your content
- 08 → Include a bio
 - Short bio
 - Long bio
- 09 → For the Press
 - Create a 'Press' Page with links to published works/clips, bio, industry reviews, and other credits

EMAIL/NEWSLETTER MARKETING TIPS & BEST PRACTICES

Creating an engaging newsletter and connecting with your email list is crucial. It's a give-and-take. Don't just send a newsletter when you want your readers to buy from you. Create connections. Offer your readers something.

- 01 → Create a Reader Magnet (offer something free in return for people opting into your email list)
- 02 → Decide on the mailing schedule and stick to it
 - To increase open rates, consistency is key
- 03 → Include a Call to Action in your newsletters
- 04 → Share your Social Media information
- 05 → Create two-way communication by asking questions and encouraging responses
- 06 → Use BookFunnel or BookSweeps to do newsletter building promos
- 07 → Create a Workflow or Sales Funnel—this allows the emails you create to be automatically sent out (dripped) in whatever order and using whatever timeline you choose
 - Develop a series of steps that bring potential readers closer to buying your book (you can do this via your newsletter and/or start with a landing page on your website)
 - Offer something attractive to potential readers to get them to opt-in with their email (reader magnet)
 - Do an intro post or video
 - Encourage two-way conversation opportunities by posing questions
 - From there, continue to entice by offering other things to convert these folks to readers (via drip)
 - ➔ Fiction
 - Offer free book/short story, special content about characters, special book-related art, sneak peaks
 - If you have a backlist, create a drip to share your books/series
 - ➔ Nonfiction
 - Offer a checklist, toolkit, free course, cheat sheet with best practices
 - Share links to articles or mini-articles about your field
 - Memoirists—Share a series of vignettes or stories over time to entice readers

SOCIAL MEDIA TIPS & BEST PRACTICES

Social Media is a platform for two-way communication. If you don't encourage interaction and engage, you're shouting into the noise.

- 01 → Like and follow people in your sphere
- 02 → Comment on other people's posts (this is you practicing two-way communication/interaction)
- 03 → Create Reels
- 04 → Livestream on Instagram, Facebook, Twitter, etc. This is a great way for readers to really see you as a person
- 05 → Create a Facebook or Instagram Group dedicated to your brand or subject; interact and share content
- 06 → Build a presence on YouTube with YouTube shorts (under 1 minute) or longer videos
- 07 → Research and use relevant and popular hashtags for your posts, especially on Instagram, YouTube, and LinkedIn
- 08 → Collaborate with other accounts/influencers to build your audience
- 09 → Engage in live chats with other authors and/or do Live Q&As with readers
- 10 → Host a virtual release party/event
- 11 → Share your book, upcoming release, and anything else related to your book on Pinterest, which is a powerful search engine
- 12 → Engage with your readers, followers, subscribers



WORKING TOGETHER (COLLABORATIVELY & WITH THE PRESS)

Networking is important in real life. It's also important online. It takes a village. Developing relationships with influencers, others in your field, and your local (and wider) press can all help you reach outside your already established sphere of influence (non-fiction) or readers (fiction).

- 01 → Work collaboratively with others in your field to cross-promote on social media, at live events (bookstores, book fairs, other community events)
- 02 → Work with influencers in your field/genre/area of interest
- 03 → Participate in Facebook parties, Instagram parties, and Twitter chats with other authors
- 04 → Do newsletter swaps with others in your field
- 05 → Create an ARC/Review Team; interact with them to build that community
- 06 → Create a Sell Sheet and send out to local media outlets
- 07 → Offer to do an author interview with local radio stations
- 08 → Find unique opportunities to do author visits (wineries, craft events, etc)
- 09 → Attend book events, workshops, and conferences
- 10 → Enter your book in contests/awards
- 11 → Speak at local and industry events
- 12 → Send release announcements to your local news outlets, regional blogs, and local magazines
- 13 → Pitch yourself as a speaker at events related to your field (senior centers, arts centers, craft/hobby events, industry conferences)

BUILDING BUZZ

Whatever your publishing path, developing a marketing campaign is critical to helping readers find your work. Personal connection is more important than ever, and with so many online avenues, you have plenty of ways to engage with readers.

PRE-RELEASE



- Build excitement by doing a cover reveal, which can generate preorders.
- Fine-tune your book synopsis and update it on your website, Amazon Author Central Page, your BookBub Author Profile, Goodreads, and anywhere else people might find you online
- Along the same lines, make sure your author bio is up to date and includes information about your book or where readers can find more information
- Work on building your newsletter opt-in list
 - Your newsletter is one of your biggest selling tools so use it during pre-release to share your cover, synopsis, and early reviews, if applicable
- As you get closer to your release day, think about scheduling blog tours and working with your publisher to send out ARCs to influencers and reviewers
- If you have a readership, developing an ARC or Review team is a great way to build a loyal group of supporters
- Use apps like Canva (free option) or BookBrush to create marketing images featuring your book, including new headers for your social media pages, especially Facebook
- Create other marketing collateral, such as postcards, sell sheets, pulled quotes for social media posts, blurbs from early reviews or author reads
- Create a book trailer using Canva or BookBrush, or hire a professional
Do an ARC giveaway on Goodreads, or on your own
- Create supplemental content for your website and use SEO to make it discoverable
- Send sell sheet or ARCs to local media outlets
- Do a countdown to release on your website or social media
- Reach out to local bookstores, especially indie, so they can carry your book

BUILDING BUZZ

- Set up a release day event at a local bookstore or other venue
- Schedule release day newsletter
- Schedule ads

RELEASE DAY



- Send an announcement to your newsletter list
- Do a release day live (or pre-recorded) video for your social media channels
- Kick off your blog tour
- Post updates on social media, and thank readers
- Enjoy the day!

POST-RELEASE



- Send a thank you newsletter to your readers, thanking them for their support
- Cross-promote with other authors
- Continue to do giveaways to generate reviews
- Take photos of you (and others) with your book to share on socials and encourage readers to share with you photos of them with your book for you to share on socials or in your newsletter
- Wrap up your book tour (make sure you commented on each tour post!)
- Continue to share reviews, pull quotes, and successes with your book, and make new graphics, as needed
- Make sure you continue to engage with readers on a personal level because you are the brand
 - Don't only post or share promotion posts or newsletters
 - Get as personal as you are comfortable with—again, it's all about connection
- Keep working on your next project
- Study SEO and optimize your website content, back cover copy, ad keywords, etc.
- Evaluate existing ads and tweak, as necessary

INCENTIVIZE READERS

Publishing is a crowded industry. Sometimes you need to incentivize folks to try your book. Doing so may also help you build a loyal readership base, and these people might want to become part of your ARC/Review team.

- 01 → Create a Patreon account for your ARC/Review Team (with various tiers for fans, as well)
- 02 → Offer bonus content connected to your book/subject matter on your website for everyone, or as password protected material on your website, via Patreon, or as a Reader Magnet
- 03 → Offer a giveaway to those who pre-order your book, or run a contest to choose one or more winners from those who pre-ordered
- 04 → If you do direct sales, offer a buy one, get one incentive (1/2 off or free)
- 05 → If you do direct sales or indie publish, offer special pre-order or release day pricing
- 06 → Sell autographed copies of your book via direct sales on your website
- 07 → Use Google Forms to collect information from those who share about your book (run this as a challenge or contest, then offer up a freebie/giveaway)



PAID MARKETING

Whatever your marketing budget, there are marketing and PR activities you can do to boost exposure, awareness, and sales.

- 01 → Set up a blog tour on your own or via a blog tour service
- 02 → Set up an Instagram tour on your own or via a social media tour service
- 03 → Create ads and run them on Facebook, Bookbub, Amazon, Instagram, and/or Goodreads
- 04 → Apply for BookBub featured deal (you need to have a decent number of reviews to be considered. Read their guidelines.)
- 05 → Utilize other book promotion sites (and stack your promotions if you get a Book-Bub deal)
 - Bargain Books
 - Books2Read
 - Fussy Librarian
 - Robin Reads

WRAPPING UP

There is so much you can do to market your book, whether before, during, or after its release.

WE HOPE THIS
Marketing Activities for Every Author
GUIDE HELPS YOU

hone in your activities that will work best for you.

PLANNING GUIDE

Mapping out your release plan will keep you focused and on track. Use this planning guide to keep yourself organized.

PRE-RELEASE

DATE	TASK	DETAILS	NOTES
	Cover Reveal		
	Updated Synopsis Posted on: Author Central: BookBub: Goodreads:		
	Update Bio		
	Build Newsletter List		
	Schedule Blog Tour		
	Develop or Reach Out to ARC Team		
	Create Marketing Images		
	Create Other Marketing Collateral		
	Create Book Trailer		
	Schedule Giveaway		
	Make Sure Your New Release is on Your Website		
	Do a Website Audit		
	Create and Send Out Sell Sheets		
	Create a Countdown		
	Connect with Local Bookstores/ Booksellers		
	Set Up Release Day Event		
	Schedule Release Day Newsletter		
	Schedule Ads		

PLANNING GUIDE

RELEASE DAY

DATE	TASK	DETAILS	NOTES
	Send Release Day Newsletter/ Announcement		
	Do a Release Day Video (Live) or Post Your Pre-Recorded Video		
	Kick of Blog Tour		
	Post About Release on Socials		
	Celebrate!		

POST-RELEASE

DATE	TASK	DETAILS	NOTES
	Send Thank You Emails		
	Schedule Cross-Promos		
	Create New Giveaways		
	Create New Marketing Images/ Collateral		
	Comment at Each Blog Tour Stop		
	Share Reviews		
	SEO Research		
	Evaluate and Tweak Ads		
	Write!		