

# Advanced Book Marketing Strategies

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**Aim for Bestsellers Lists, But...** – Remember those Amazon 1-day campaigns have no long-term benefits. Put your efforts into the long-term strategy. Leverage book pre-sales, always be on tour.

**Host Your Own Ebook Giveaway** – This is a great strategy to bring life to an older title or the first in a series. Amazon doesn't provide sales data and limits distribution, but you can collect data on your own. You will need a registration page and a delivery method. Promote via social media.

**Generate More Book Reviews** – Amazon reviewers, bloggers, Goodreads give-aways, local and small publications, book clubs and paid services like [Netgalley.com](http://Netgalley.com), [bookbub.com](http://bookbub.com), and [bit.ly/bookreviewtargeter](http://bit.ly/bookreviewtargeter). Book reviews should be an ongoing priority.

**Give Books to Influential People** – Bloggers, podcasters, media contacts, speakers, and other influencers who have the ability to spread the word. Also, donate to contests, raffles, online giveaways.

**Go Deep in a Trade Association** – Find a group where your target readers spend time and get involved to get known. Volunteer, lead meetings, speak at chapter meetings, write for the blog and newsletter/magazine. Get to know everyone so they know you, too—and want to read your book!

**Utilize Direct Mail** – Postcards are inexpensive to print and unlike flyers stuffed in envelopes, postcards get seen by recipients. Purchase a list through [infousa.com](http://infousa.com) or another source.

**Participate in Online Groups** – Get involved in groups on Facebook, LinkedIn, Yahoo, Ning, etc. Remind others to mention your book to their groups, too.

**Develop a Speaking Tour** – Create one or more topics around your book (not necessarily *about* your book) and start pitching yourself as a speaker to trade associations, service groups like Rotary and Kiwanis, schools, corporate lunch and learn sessions, and at conferences. Speakers sell books!

**Make Your Website Work for You** – Drive traffic with a blog. Make sure you have a dazzling book sales page with easy ways to purchase (a link to Amazon is fine). Also, include links to your social media profiles and offer a compelling reason to sign up for your mailing list.

**Embrace Social Media** – It's not a fad and it's not going anywhere. You don't have to do it all, but you should embrace at least one or two of the networks: Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest. Host contests and give-aways, engage your audience.

**Schedule Time** – Do at least three things each day to move your marketing momentum forward.

**Hire Help** – Successful authors don't do it all alone. Hire a virtual assistant for as few as five hours per month! Sources: [Ivaa.org](http://Ivaa.org), [virtualauthorsassistants.com](http://virtualauthorsassistants.com), [upwork.com](http://upwork.com).

**Stephanie Chandler** is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience*. She is also founder and CEO of [NonfictionAuthorsAssociation.com](http://NonfictionAuthorsAssociation.com), a vibrant educational community for experienced and aspiring writers, and [NonfictionWritersConference.com](http://NonfictionWritersConference.com), an annual event conducted entirely online. **Save 30% off registration for the 7<sup>th</sup> annual Nonfiction Writers Conference, happening May 3-5, 2017, with this code: SFWC.**

