

# Using Social Media to Market Your Book

presented by Vickey Kall

EVEN if you're traditionally published--PR is up to you.

Even if you've got Random House Behind you, Marketing and Publicizing your book is your job.

Your publisher won't do it!

They WILL put you on their catalog that's sent to stores, etc.-- but you're one of 200+ books, and you're unknown.

You've got to create your own marketing!

Social media is one tool. AND It's FREEEEEE!

# What is Social Media?

Any tool or program you use to communicate via the Internet.

Twitter

Facebook

Pinterest

Instagram

Google +

Reddit

RSS Feed

LinkedIn

YouTube

Vimeo

Vine

ShareThis

*And don't forget:*

Email

Blogs

Amazon Author Page

Newsletters

Goodreads

Your Website



# Your Website

## **WHY do you need one?**

- **People look for it!**

They Google your name or add a .com to it! Why?

Because they want more of your books!

- **Control of contents**

You control everything.

All the info a visitor needs is right there.

- **It sells you and your book**

Through Book pictures and links to Amazon

Provides easy, downloadable info for anyone who  
wants to write about you

Leads people to your Twitter, Facebook, or Pinterest  
page, where they engage with you.

# How to Get a Website

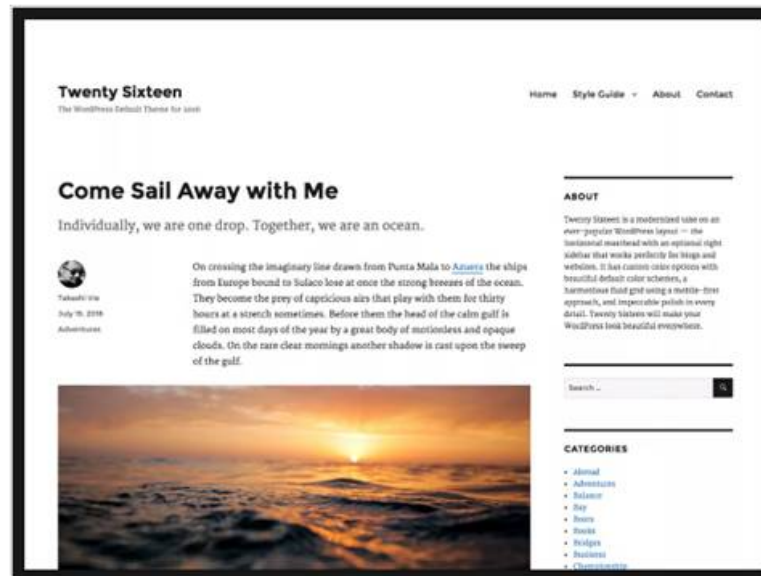
## Three components:

1. Host (a place to park your website)
  - I recommend BlueHost.com, for excellent customer support
  - Many others! Ask your friends
2. URL (your website address)
  - Should be your name.com, or your nameAUTHOR.com
  - Get through your host; usually \$15-\$18 per year
  - Must be renewed each year
3. The website itself (so it's not just a blank page)
  - Can pay a designer (but get recommendations!)
    - *Who will do updates?*
  - Do It Yourself using a software program:
    - *Wordpress (most complex, but doable)*
    - *Weebly*
    - *Wix*

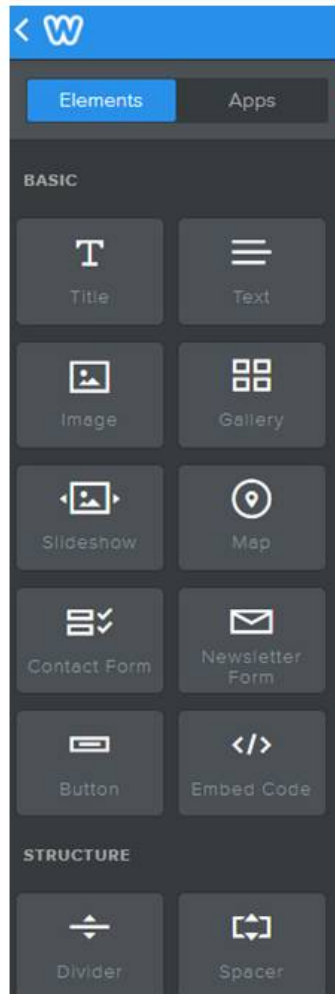
# Wordpress, Weebly, Wix



You pick a theme (like the one at right), and then . . . good luck. Some features are easy. Some are very hard to figure out. Wordpress IS what the pros use.



NOTE: **Wordpress.com** is a free blogging platform. Don't use that, because then your name is Author.wordpress.com and what you really have is a blog, not a website.



WordPress, Weebly, Wix

Weebly.com

Sign in, then begin the process:

- You pick a theme, insert your own pictures and information.
- Drag and Drop elements you want from column at left (Text box, image).
- You are designing this – it's not pre-formatted.
- Easier than Wordpress, harder than Wix.



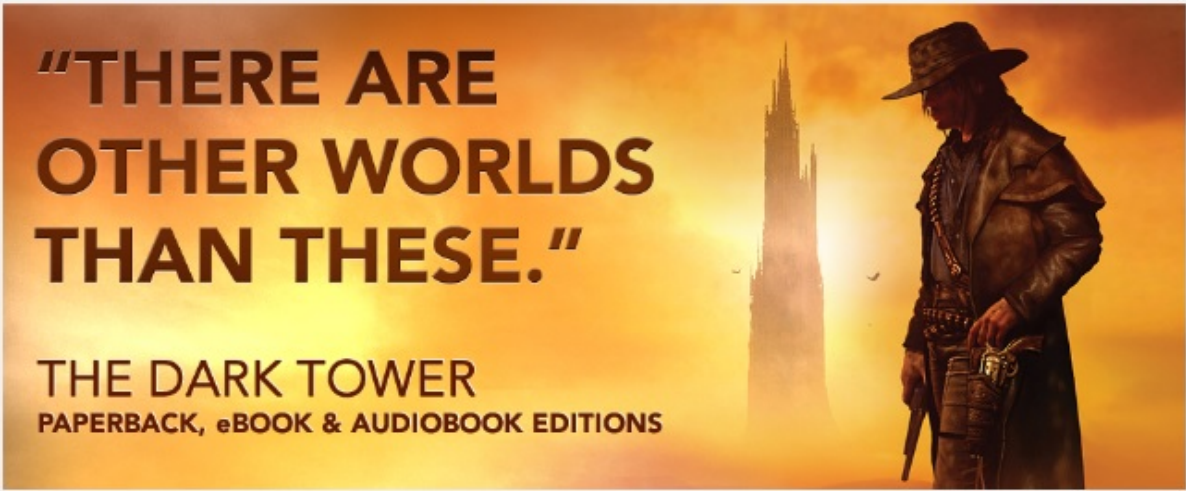
# Wordpress, Weebly, Wix

Wix.com



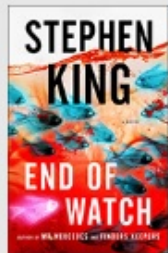
Sign up, select “Creative Arts” then “Writers” & go!

- You pick a template, insert your own pictures and information.
- Display shows how it will look on phones as well.
- All *free* templates include space or pages for your books, your bio, and contact info. Some include blogs.
- Templates vary, from super simple one-page sites to more complex. All are pre-formatted and easy to use.




### New Releases:

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#### End of Watch

Release Date: June 7th, 2016

 New York Times #1 Bestseller

*End of Watch* is the spectacular finale to the *New York Times* bestselling trilogy that began with *Mr. Mercedes* (winner of the Edgar Award) and *Finders Keepers*—In *End of Watch*, the diabolical “Mercedes Killer” drives his enemies to suicide, and if Bill Hodges and Holly Gibney don’t figure out a way to stop him, they’ll be victims themselves.

[More Information](#)



#### The Green Mile 20th Anniversary eBook Collection

Release Date: April 12th, 2016

### Latest News:

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#### More Dark Tower

Posted: July 19th, 2016 3:22:44 pm EDT

For those of you who haven't seen it, Matthew McConaughey has posted a Dark Tower message on his Twitter account. If you don't have a Twitter account, you can go online to view it [at this link](#).

#### EW Dark Tower Comic-Con issue

Posted: July 14th, 2016 10:12:28 am EDT

‘The Dark Tower’ rises! Your exclusive first look at Matthew McConaughey and Idris Elba in the EPIC Stephen King film adaptation is available in EW’s Comic-Con issue (on stands Friday 7/15) and includes an interview with Stephen, director Nikolaj Aroel who will discuss what’s in and what’s not in from the books, as well as interviews with Idris Elba and Matthew McConaughey, and photos from the set.



Click on Media Room for downloadable book covers/photos to accompany articles, etc.

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# Sue Monk Kidd

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"Exhilarating... Powerful."  
- *The Washington Post*

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What the critics are saying about *The Invention of Wings*.  
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A Teacher's Guide is available for *The Secret Life of*  
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susan orlean swims on a full stomach.

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Greetings -- and welcome to [susanorlean.com](http://susanorlean.com). I'm an author, a staff writer for [The New Yorker](#), a dog owner, a gardener, a parent, a frequent lecturer/speaker, an occasional teacher, a very occasional guest editor, a once-in-a-blue-moon movie inspiration, and doodler. I've written a lot of books, [which are featured here](#), and even more magazine articles, [some of which I've posted here](#). There's information about that once-in-a-blue-moon movie, [Adaptation](#); a compendium of [news and links about me](#); and a [calendar](#) listing my upcoming readings and appearances and dentist appointments. And I'll be adding more all the time...

#### Tweets by @susanorlean

-  **Susan Orlean** [@susanorlean](#)  
So happy that the first president my 11 yo will remember is African American, and that he will see a woman candidate for President.  
7h
-  **Susan Orlean** [@susanorlean](#)  
I nagged a city department to dig into the archives for files I need for my book. At last I got them and they're great. Lesson: Persist.  
15h
-  **Susan Orlean** [@susanorlean](#)  
[@DeMistyB](#) Same!  
17h

#### My books



##### Rin Tin Tin

When I was very young, my grandfather kept a Rin Tin Tin figurine sitting on his desk. I wanted desperately to play with it, and even

Susan Orlean's site--clicked on CONTACT to see the next slide:

susan orlean swims on a full stomach.

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## Contact me

I'd love to hear from you at [webmail@susanorlean.com](mailto:webmail@susanorlean.com). If you have any writing-related questions for me, email me at [questions@susanorlean.com](mailto:questions@susanorlean.com) and I'll be replying via Twitter and Facebook, so follow me over at:



If you'd like to interview me, please contact Simon and Schuster Publicity at [kelly.welsh@simonandschuster.com](mailto:kelly.welsh@simonandschuster.com) and [anne.tate@simonandschuster.com](mailto:anne.tate@simonandschuster.com).

To book me for a speaking engagement, contact:

Miriam Feuerle  
Lyceum Agency  
1-503-467-4621  
[miriam@lyceumagency.com](mailto:miriam@lyceumagency.com)  
[www.lyceumagency.com](http://www.lyceumagency.com)

My literary agent is Richard Pine; you can find him at [richard@inkwellmanagement.com](mailto:richard@inkwellmanagement.com).

If you're writing an article and need a photo of me, feel free to use one of the following:

[Susan Orlean #1](#) (1296 by 1733 pixels, photo credit: Gaspar Tringale)  
[Susan Orlean #2](#) (1064 by 1600 pixels, photo credit: Kelly Davidson)  
[Susan Orlean #3](#) (1064 by 1600 pixels, photo credit: Kelly Davidson)

Having technical problems with the site? Please contact [webmaster@susanorlean.com](mailto:webmaster@susanorlean.com). He'll do his level best to put things right for you.

Click on the CONTACT ME button, and you get links to Facebook and Twitter

Who to contact for interviews (publisher, agent, etc.)

Pictures of Susan Orlean to download (but none of her book covers)

# So, What Should Your Website Have?

Clickable links to buy your book

Amazon or direct (& autographed) from you

Your bio and pictures (a media kit!)

High quality head shot & book covers: 300 dpi

Sterling reviews & articles ABOUT you.

Your appearances & news

Call it NEWS or ANNOUNCEMENTS

What about articles you write? *Some authors use their website's blog for this*

Links to Twitter, Facebook, etc.

Should be on every page; icons OK

Optional: blog, newsletter sign up

Blog: use for preview chapters of book

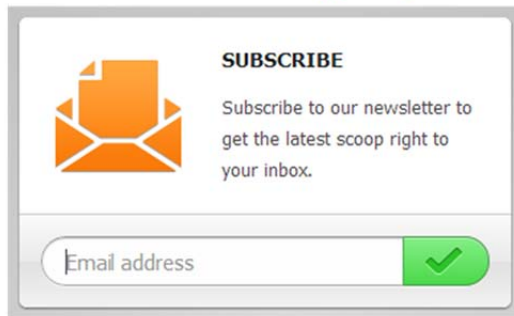


# Newsletters

A great way to stay in touch with readers/followers!

Here's how to do it:

1. You'll need MailChimp, Constant Contact, or some service to keep the list and EMAIL the newsletters.
2. You need interesting content to put in the newsletter. Otherwise, you'll have no followers!
3. On your website, you need a Sign Up Page, maybe a gift to induce folks to sign up.



**SUBSCRIBE**

Subscribe to our newsletter to get the latest scoop right to your inbox.

Email address



**FEAR OF MISSING OUT?**

DON'T MISS OUT. EVER.

Be part of the #WCOgirlgang x

**YES PLEASE!**





To create your author page on Facebook, go to:  
<https://www.facebook.com/pages/create/>

**Out of the six squares, select “Artist, Band, or  
Public Figure”**

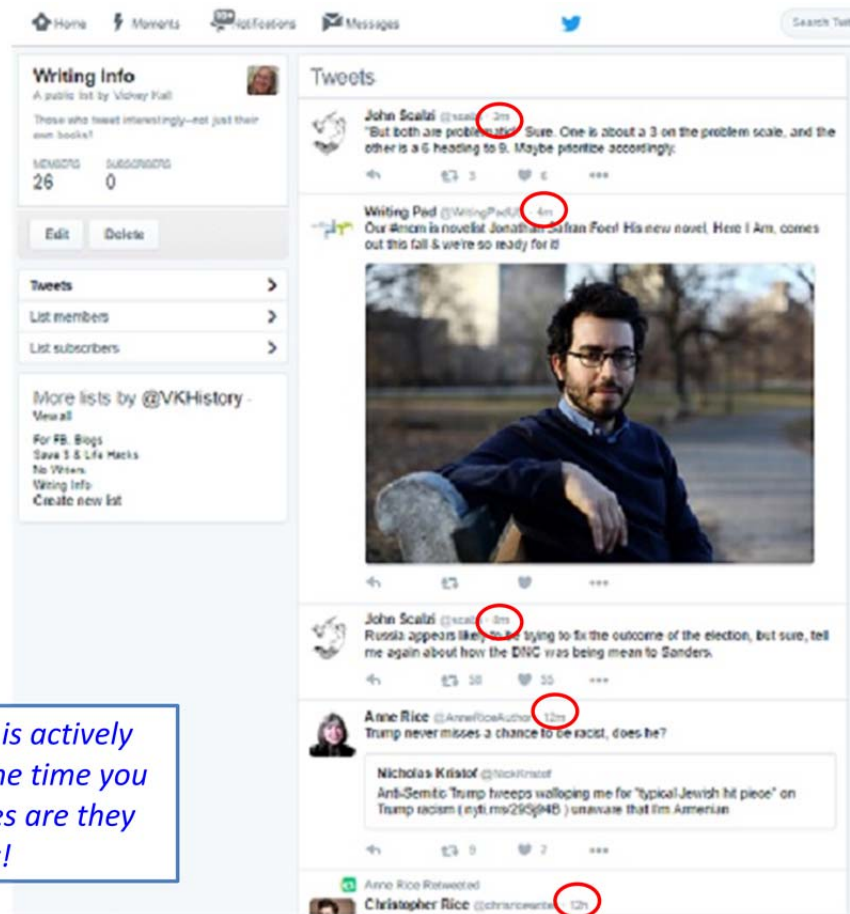
**Under “Choose a Category,” scroll all the way  
down to WRITER.**

**Your page is created! Put in pictures and start  
posting! Follow other writers and comment on  
their posts. Use it!**

## Twitter feed

- Tweets are short!
  - Pictures get more attention
  - Tweets come from people you follow.
  - Each new tweet pushes down the previous ones.
  - Times are circled.
- These tweets appeared in the last 3-12 minutes.

*SO: Unless someone is actively watching Twitter at the time you send a tweet, chances are they won't see it!*



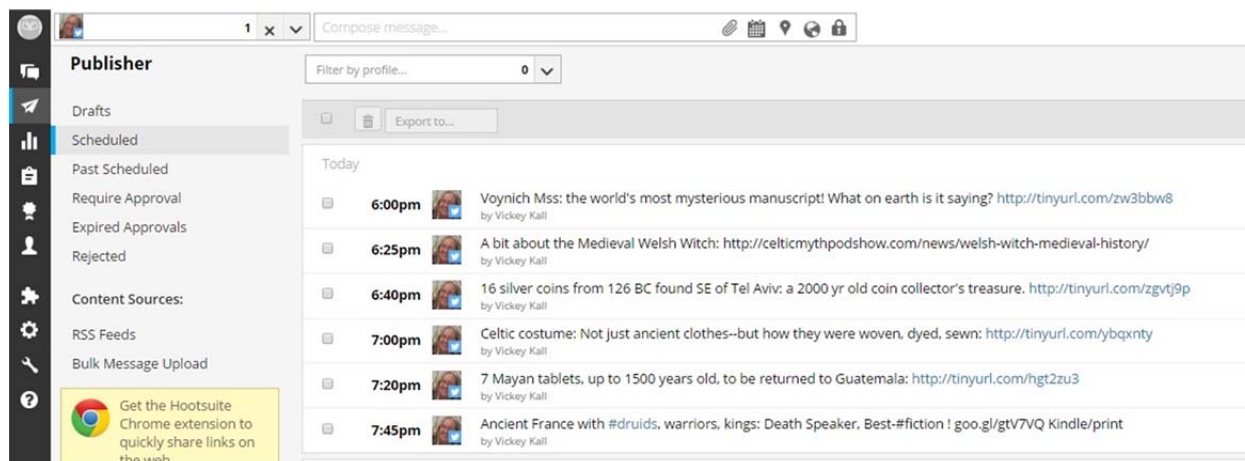
So it's OK to repeat your tweets ...

But please don't repeat this over and over (some authors do)



I use Hootsuite to schedule tweets. Every 5th or 6th tweet, I mention my book. Most of my tweets have pictures attached (takes 24 of the 140 characters you're allowed per tweet).

An example from my own tweets (I am @vkhistory)



If you use Twitter, the FREE version of HOOTSUITE is a must:



<http://hootsuite.com/>

## To Learn More . . .

The Orange County branch of Romance Writers of America (RWA) is offering a 4-week online class: "7 Ways to Market and Promote your Books Without Breaking the Bank."

It starts August 15, and you participate through Yahoo Groups. Cost is \$30.

Instructor is Kitty Bucholtz.

Here's the website: <http://occrwa.org/classes/june-online-class/>

Twitter Guru Jonathan Gunson has two free books available on this site:

<http://www.trafficcafe.com/bestsellerlabs/>

Titles: *22 Killer Traffic Tactics* and *How to Write Tweets that Sell*

You could also follow:

**Penny Sansivieri's Blog:** <https://www.amarketingexpert.com/blog/>

Lots of good ideas in: **Carolyn Howard Johnson** *The Frugal Book Promoter*

Her Twitter handle is **@FrugalBookPromo**