

Presenting for Write to Publish  
(writetopublish.net)  
April 16<sup>th</sup>, 2016

*Go Social!*  
Digital & Social Media  
Marketing for Authors

Steps To Success & How To Do It

What To Do

# Go Social! Digital & Social Media Marketing for Authors

**Will McConnell** Founding Partner

Kindred Digital Books



kindreddigitalbooks.com

 /KindredBooks  @KindredBooks

## A little about me:

*I'm originally from Cadillac, Michigan and graduated from Cadillac Senior High School in 2008. I studied Creative Writing and English and Northwestern Michigan College in Traverse City and shortly after started Bit Social Media, a Social Media Management and Web Development Company with my sister, now located in Downtown Cadillac, Michigan. I started Kindred Digital Books in late 2013 with my former High School English teacher, Bruce Loper. My favorite authors include Kurt Vonnegut, Mark Twain, and Stephen King – I also enjoy reading and writing poetry, compiling eBooks, Movies, and comedy!*

## Broad/Starting Points of Our Discussion:

- *Review Examples of Successful Online Authors*
  - *Good habits and trends to follow.*
  - *Review Handout A: 'Michigan e-Book all-stars hit it big, quit day jobs'*
  - *Defining your own success.*
- *Examples of what Social Media Marketing IS NOT:*
  - *Always direct advertising, all the time*  
*(We'll cover this more later!)*
  - *An immediate turn around for your book sales.*  
*(It's long term!)*
- *What can we expect in the long run?*
  - Check out our [Facebook](#) and [Twitter](#)!
  - And our [Website](#)!

## An Author's Social Media Toolbox:

### Setting up For Success

- **Creating Your Facebook Fan Page:**

- **Let's review the hand out!**

- **Let's look at these author pages:  
(authors from our handout)**

- [Amanda M. Lee](#)  
(Author in eBook Article)

- [Boyd Craven III](#)  
(Author in eBook Article)

- **Best Practices for Posting/Bad Posts**
- *Try to engage your fans! SHARE interesting, genuine news!*
  - *Don't be afraid to post TOO much, but, at the same time, don't post TOO little!*
- *Always use an image or video when possible!*
- *Check out the good posts/bad Facebook Posts hand out!*
- **Consider Boosting Posts.** You can reach people inexpensively! There are also best practices for this!
- **Try to at least post every other day, on a weekly basis. Be consistent! Don't take a whole week off. Stick with it! This is a process!**
  - (4-5 times per week)



## Finding and Utilizing Your Audience

Getting into Targeting

- Let's take a look at Audiences on Facebook.
  - Check out the Facebook Insights Handout!



PLAY TO YOUR  
STRENGTHS,  
(SIMILAR AUTHORS &  
GENRES) BUT ALWAYS  
EXPERIMENT WITH WHO  
YOU ARE TARGETING.  
GROW & EVOLVE!



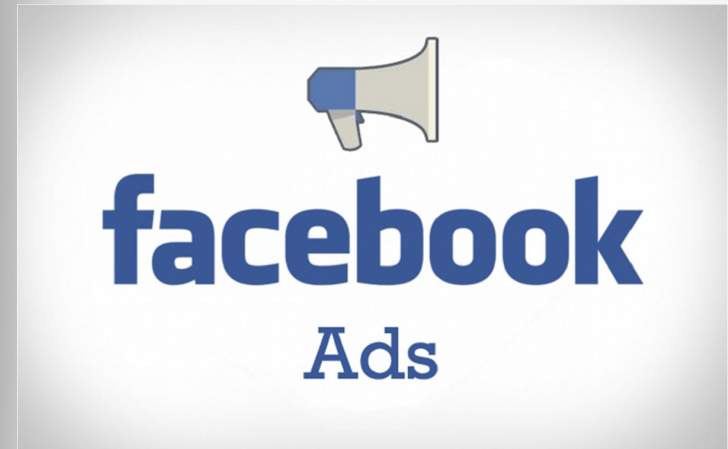
## Facebook Ads

Making

Them

Work For You!

- A quick note on how Facebook Ads work: Facebook knows what you 'like'
- Let's create a sample [AUTHOR PAGE](#) ad!
- Let's create a [WEBSITE](#) CLICKS ad!



## Boosting Posts

Reaching

More

Interested Readers

- Let's take a look at **BOOSTING** a Facebook post!
- Here's an example of a good **boosted post**!
- Be aware of the **20% text rule** on Facebook!

**Kindred Digital Books**  
Published by Will A. McConnell [?] · 14 hrs · 🌐

Have you read 'The Water Gate Post' by #MichiganAuthor Bruce Loper? Find out more here: <http://amzn.to/1a1GDfU>

**THE REPORT ON THE DEMISE OF  
The Water Gate Post**  
Bruce Loper

**AVAILABLE ON AMAZON!**

The Water Gate Post is that powerful book that comes along a few times each generation. One to be talked about and analyzed for years to come. If anything, it is an update on *Dead Poets Society*, only better. Much better. It's much more relevant, with characters we can relate to.

This is what our schools look like today when given a good teacher, students looking for purpose, and politics. The characters are compelling and speak passionately in their own voice, the year after Mr. Dombrowski was fired. Fired for doing his job. For teaching. For motivating students to learn and to utilize the power of a free press with *The Water Gate Post*.

**#WATERGATEPOST #LITERARYFICTION**

**Get More Likes, Comments and Shares**  
This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

97 people reached

**Boost Post**

## Analytics,

IMPRESSIONS

and

Gauging Success

- What are IMPRESSIONS anyway?
- What's a good number of IMPRESSIONS to have?
- Let's review the Facebook Analytics hand out!

- Here are some recent posts from a Facebook Page:

Type	Targeting	Reach	Engagement
		198	5 4
		10.9K	274 333
		5.8K	649 174

- Some organic posts can be just as effective (& get shared just as much!)



## Best Practices: Short Term VS. Long Term

- Don't bombard everyone with the same book a few times every day...even if you only have one book!
- Try to engage your fans with questions and interesting content – try and find a groove with what works best!
- Consistent authors that deliver new titles gain the most traction among fans – keep writing & releasing!

TWEETS  
**1,522**



This is fine!  
(@KindredBooks)

TWEETS  
**164K**



Don't be that guy!

## Posting Schedules (& Scheduling Posts!)

- Let's look at [scheduling a post](#) on Facebook! (How convenient!)
- You can also BOOST a scheduled post ahead of time! (Combine this with a targeted audience!)
- Review your insights and see how your posts are doing. Stick to a weekly schedule! (Again, Be consistent!)

## Posting Schedule:



The image shows a screenshot of a spreadsheet titled "SOCIAL MEDIA MARKETING CONTENT CALENDAR [YEAR]". The spreadsheet is organized into columns for days of the week (Monday through Sunday) and rows for different social media channels. The channels listed are Facebook, Twitter, Pinterest, LinkedIn, Instagram, YouTube, Vine, Slideshare, Snapchat, Foursquare, Blog Post, and Email Newsletter. The spreadsheet is currently showing "WEEK 1" and is mostly empty, indicating it is a template for scheduling posts.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
FACEBOOK							
TWITTER							
PINTEREST							
LINKEDIN							
INSTAGRAM							
YOUTUBE							
VINE							
SLIDESHARE							
SNAPCHAT							
FOURSQUARE							
BLOG POST							
EMAIL NEWSLETTER							

- [Click here for a bigger view!](#)  
(image via [andrewmccarthy.com](http://andrewmccarthy.com))

## Branding Your Twitter Account

Setting up For Success

### • Creating Your Author Twitter Account:

- Let's review the hand out!
- Let's look at these author accounts:
  - [Amanda M. Lee](#)
  - [eBook Promoters](#)
  - A note about branding and what that consists of as an author (consistent logo, imagery, style – even with usernames, URLs, ETC.)

- Best Practices for Posting/Bad Tweets
- *Twitter is all about being heard! Tweet as much as you want! (Just remember to have an objective, like sending a link to your eBook) I recommend 2-3 tweets a day, that's manageable!*
  - *You can't really post too much on Twitter. Some accounts have over 100,000 tweets! (Over 500,00,00 tweets are posted every day!)*
- *Always use an image or video when possible! (AND hashtags! More on hashtags later!)*
- *Let's look at some Tweets from Kindred's [Twitter account!](#)*
- Twitter has ad options available! There are always promotions you can run through eBook promo accounts too!
- Be consistent with Twitter. But also follow lots of accounts to get exposure.



## Connecting with Other Authors

Setting up For Success

- Look for authors that are in your genre, or authors geographically near you! (#Miaauthors, #MichiganAuthors)
- Build rapport with other authors, sometimes just following them will lead to a Retweet or Favorite! (Retweets and Favorites lead to impressions on Twitter!)
- Retweet fellow authors in your genre, curate good Twitter content (images, quotes from your eBook – *it really can be anything* – just remember to lead back to your book)

### • Retweets from fellow Authors!



# Go Social! Digital & Social Media Marketing for Authors

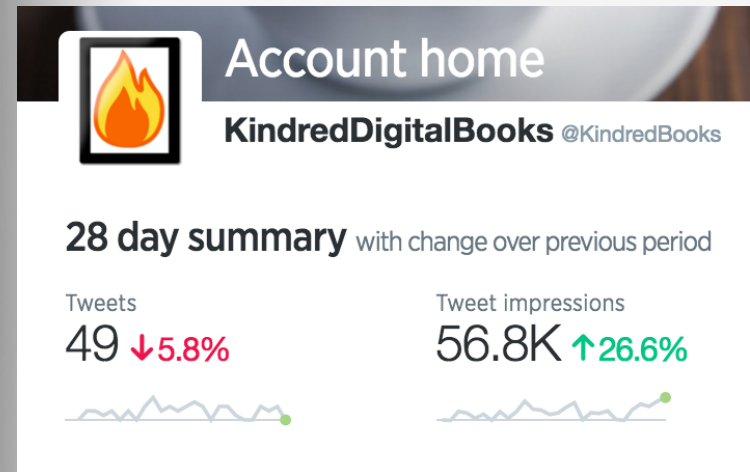
## Driving Book Sales & Promotions

- By virtue of having good content, you'll draw Retweets from other authors and Twitter accounts – increasing impressions, increase page views (leading to sales)
- Use SHORT LINKS (bit.ly is an example!)
- Use imagery that features your eBook in its best light. Use a great quote, a nice picture of the cover (or artwork from the book – from a scene, it can be whatever you want!)
- Don't be too SALES-Y! Promote your book, but don't be a robot (There are already enough bots on Twitter!)



## Getting Technical: Twitter Analytics

- Let's review the Twitter Analytics hand out!
- You can view your Twitter analytics by visiting [analytics.twitter.com](https://analytics.twitter.com) (while logged-in) at any time! It's constantly updated!
- Don't be intimidated by the numbers – try and get lots of impressions, and try to improve over time! Everyone starts out small!
- Don't get discouraged! It can take quite a bit of time before you start seeing good results!





## Posting Schedule for Twitter

- One of the most challenging parts of Twitter is how time intensive (& time sensitive) it can be!
- Schedule your tweets! You can do this through services like Hootsuite or [Tweetdeck](#). Or not! Just make sure your tweets are getting posted either way! (Being consistent is more important than being efficient, always!)
- As previously mentioned, there are so many tweets being posted each day (500 Million) post as much as you want, but I'd recommend at least 2-3 per day if you want to see results.



51 KindredDigitalBooks @KindredBooks · Apr 12

#Leaked details about the latest gen @AmazonKindle include wedge design: [bit.ly/1SdkH9v](http://bit.ly/1SdkH9v) #Kindle #Blog

### ALL NEW 8TH GENERATION KINDLE DETAILS LEAKED!



#### 皮质充电保护套

全新自带的可拆卸充电保护套采用优质真皮材料打造，有斯诺克黑和羊皮卷棕、波尔多红三款颜色可供选择，如同书皮一样无缝贴合设备，翻开或合上即可让设备启动或待机。



斯诺克黑 羊皮卷棕 波尔多红

🔄 13 ❤️ 9 📌 ⋮

## Good Reads

Making

Social

Shares

- You can connect your Facebook Account to Good Reads, so you're reaching friends AND already interested readers.
- Let's visit the [Good Reads](#) website!
- One of your priorities should be getting good reviews on Amazon.com – while that can be tough, it can be easier to get good reviews on Good Reads too!

goodreads



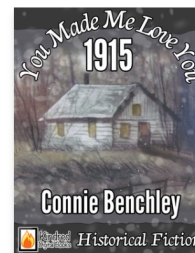
## Good Reads

LONG

LASTING

SUCCESS

- By building up reviews for your books/eBooks on Good Reads (some studies say [20 positive reviews](#) is a critical benchmark), you're building towards long lasting results
- Don't be too aggressive in your sales pitch. These *are* social sites, after all! Seek out books *you* like, too!
- Include and reference your other social media sites. Feature one in another!



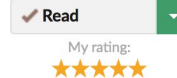
### You Made Me Love You (1915)

by Connie Benchley

★★★★☆ 3.92 ·  Rating Details · 26 Ratings · 3 Reviews

Step into Helena's shoes 100 years ago and experience LOVE, hate, joy and sorrow as she tumbles into adulthood and struggles to control her own destiny.

In 1915, Northern Michigan and Wisconsin rural folk were mostly lumberjacks, miners, farmers, and even whiskey runners. Girls often got married young, worked like horses, and shucked out a dozen kids. It was the dawn of WWI ...[more](#)





## Hashtags &

Facebook

Audiences

- Let's review the Hashtag blog hand out!
  - Make your own Hashtags, try to get your readers to use them as well! (#But #Don't #Hashtag #Everything!
  - Some eBook giveaways will benefit greatly from certain Hashtags (#KindleFreeDay)– in these cases, they are massively important!
- Try to learn from your Facebook Audience – target who your fans tend to be! (Check your page insights!)
  - Facebook Audiences are very important in post boosts and sponsored story ads – it's important to define these right away, but also important to keep improving them.

## Further

Steps to  
Success

- An authorly blog! You can use blogger.com, Wordpress.com, there are plenty of free options!
- You'll want to use yourname.com (or whatever is closest!) That's where you'll originate blog content!
- This also makes it easier for readers to find you, and your other books. A domain costs, usually, \$12-15 per year.



## Kindle


FREE  
DAYS

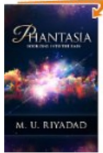
- Although you don't want to run TOO many Free Day Promotions (and giveaway too much vs. encouraging purchases)
- Coordinating a [Bookbub](#) Free Day Promotion can be effective, especially with a Boosted Post/Facebook Ad!
- This can also be combined with a Twitter promotion – or ad. Even with just \$10-\$100 (at most) – you can reach thousands, and get lots of sales the day after the giveaway!

## [Top 100 Free Kindle Books](#)

Best Sellers in Kindle Store

Top 100 Paid Top 100 Free

- 

1. **LOOK INSIDE!**  
A Real Cowboy Never Says No (Wyoming...  
by Stephanie Rowe  
★★★★☆ (48)  
Kindle Edition  
Free
- 

2. **LOOK INSIDE!**  
PHANTASIA (Book One: Into the Rain)  
by M. U. Riyadad  
★★★★☆ (51)  
Kindle Edition  
Free
- 

3. **kindleunlimited**  
Frontier Gift of Love (American Wilde...  
by Dorothy Wiley  
★★★★☆ (23)  
Kindle Edition  
Free

## Contact

Will at

Kindred Digital

Books

# THANK YOU!

Download this PowerPoint file at:  
[kindreddigitalbooks.com/WTP-presentation](http://kindreddigitalbooks.com/WTP-presentation)

### CONTACT INFO

Phone: (231) 429-6921

Email: [will@kindreddigitalbooks.com](mailto:will@kindreddigitalbooks.com)



[kindreddigitalbooks.com](http://kindreddigitalbooks.com)

 /KindredBooks  @KindredBooks