

# Guide to **Book Marketing** Success

Developing the right promotional plan for your book – that's the key to success. Use this guide to learn how to add tried-and-true methods to your marketing mix while still personalizing the approach to suit you, your audience and your goals.



# Take Stock and Set Goals

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You had to set goals and deadlines to get published. Marketing requires similar effort. How do you get started? **Ask yourself the right questions.**

## 1 Who is my audience?

Few books are universally appealing. In defining your audience, the point is not to exclude, but to hone in on those most likely to respond to your book. Start with basics like gender and age. Add relevant details such as occupation, interests and hangouts. Round out your description by considering a reader's motivation or goals.

## 2 Who do I know?

Leveraging connections you have already is much easier than building new ones. Consider people you know who own businesses, are members of the media, fit your target audience, etc.

## 3 What is my hook?

A hook grabs people and draws them in. Consider the most interesting aspect of your book. What will make people take notice and want to read more?

## 4 How does my book stack up?

Get to know the competition. Identify comparable popular titles in the market. Consider how these books are promoted, identify what tactics you could borrow, and decide how you'll distinguish your book.

## 5 When and where?

*Timing is everything and location, location, location.* Put these clichés together and you've got a framework for planning your first (or next) author event.

Is your book about summer love? Might want to rethink that November launch. Is your target audience primarily baby boomers? A college-student hangout wouldn't make much sense.

## 6 What is my budget?

Take into consideration how much money and how much time you are willing and able to invest in marketing your book. This will help you make a more definite plan.

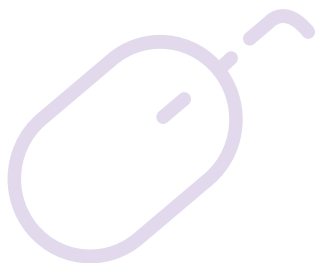
## 7 What do I want to accomplish?

Start with S.M.A.R.T. (specific, measurable, attainable, relevant, time-bound) goals (e.g., "I want to plan three events related to my book in the next six months.")

# Make a Plan and Get Started

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Knowing what you're working with and having your goals in mind, you are ready to start putting your marketing plan into action. There are many ways to promote your book, but we recommend that you initially **focus on three main categories**.



## 1 Web

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Don't overload yourself. Pick two or three things online you want to focus on (keeping in mind your audience and answers to the other questions in the previous section).

- [Facebook](#)
- [Twitter](#)
- [Pinterest](#)
- [YouTube](#)
- [Goodreads](#)
- [Website](#)
- [Blog](#)
- [Email Newsletter](#)



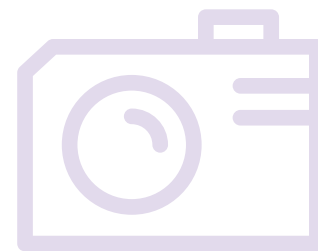
## 2 Events

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Also keeping your answers from the previous section in mind, plan your book launch event. Your event can set the tone for your entire marketing campaign.

### YOUR CHECKLIST:

- [Location](#)
- [Date](#)
- [Guest List](#)
- [Invites](#)
- [Promo Materials](#)  
(i.e., fliers, posters, etc.)



## 3 Publicity

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Use the hook you established previously to convince the media outlets to help tell your story and promote your event. Having a third party (i.e., a local newspaper or TV station) talk about your book can be powerful. Once your event is planned, reach out to journalists in your area.

# Go Beyond the Big Picture

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The process of marketing a book is never really done. Don't get stuck on the never-ending conveyor belt – take time to step back and reflect. What's working? What's not? What could you do differently or better? What special event could you plan in the next calendar to re-engage people? Most importantly: **Remember that you don't have to go it alone.**

iUniverse is always here to help. With us, you won't have to go far and wide to promote your book. Our team of professionals and marketing partners can help you create an efficient literary marketing campaign—within your budget.

## iUniverse Marketing Tool

### Publicity

- **Publicity Campaigns**
- **Book Reviews**
- **Press Releases**

### Online Marketing

- **Social Media Advertising**
- **Google Search Engine Marketing**
- **Online Booksellers Advertising**

### Multimedia

- **Author and Book Videos**
- **Radio Services**
- **Print Advertising Services**

### Events

- **Los Angeles Times Festival of Books**
- **Miami Book Fair International**
- **Book-to-Screen PitchFest**

**Note:** Marketing tools are subject to availability.



# Execute and Engage

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Put into action all of the pieces you've been planning up to this point:

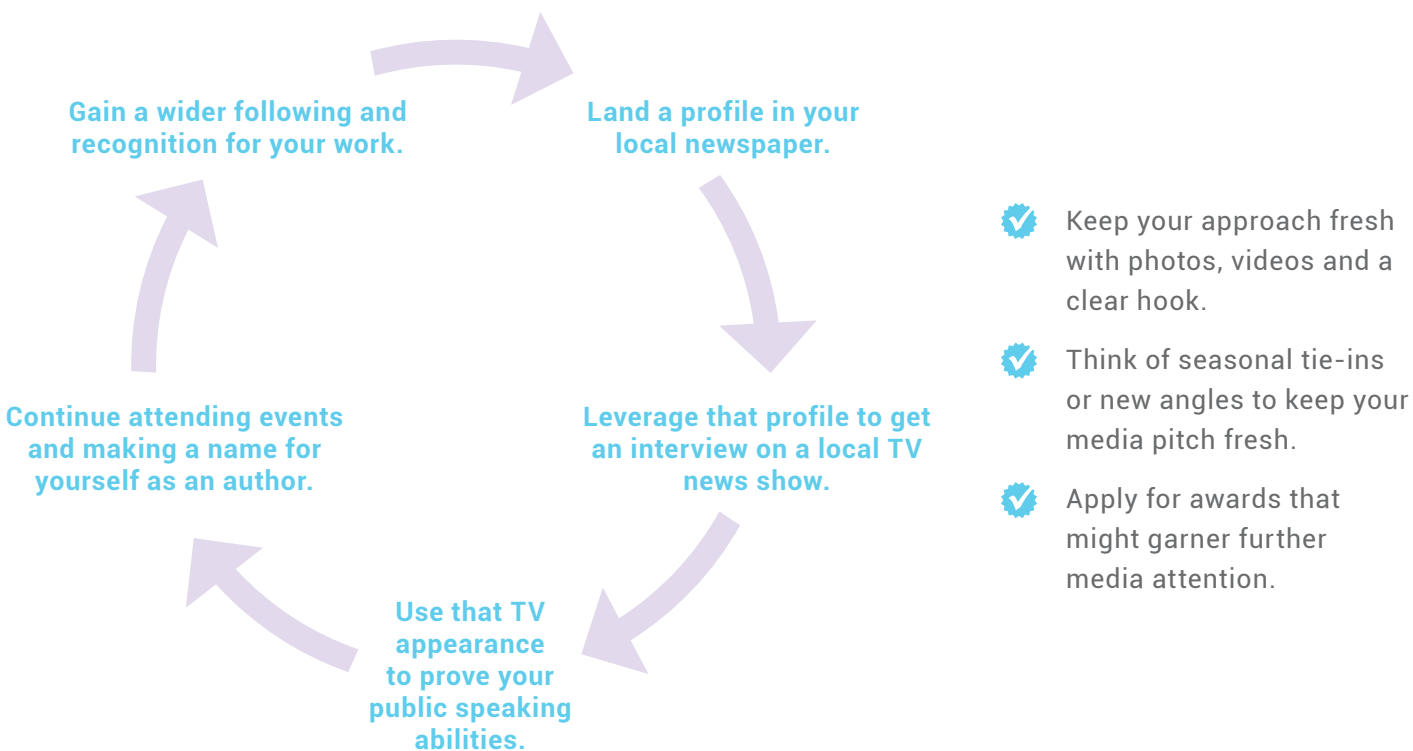
- ✓ Hold your book launch event and plan future events (readings, workshops, book signings, etc.).
- ✓ Update your blog and social media profiles regularly and meaningfully.
- ✓ Reach out to the right people at the media outlets in your community.

## Make Your Events Memorable

Be sure to:

- ✓ **Have someone help you** with the logistics of the event so that you can spend most of your time interacting with attendees.
- ✓ **Have people sign a guest book** so that you'll know who to thank for coming, and have a mailing list for future events and announcements.
- ✓ **Do something special** that puts the focus back on your book, such as raffling off copies, showing a video or reading a dynamic excerpt.
- ✓ **Give something tangible to attendees**, whether a bookmark, a pen or some other token to remember you and your book by.

## The Publicity Cycle: Keep the Momentum Going



## Jog Your Blog

Don't get bogged down by blogging. If you ever feel writer's block, here are a few prompts to inspire you:

### Picture It:

Take a picture of your workspace and discuss some of your favorite elements, how you work, etc. Invite readers to share pictures of their spaces.



### Toot Your Own Horn:

Assert your expertise as a self-published author by talking about all the steps you went through to write and get your book published.

### Wax Nostalgic:

What was your favorite book as a kid and why? What do you think of it now?

### 'I'm Reading' Roundup:

Post links to the most compelling articles, blog posts, tweets, etc. that have sparked your interest in the last month.

### Think Outside the Book:

Create a fake dating-site profile for your book's main character.

# The Big Picture

Remember the goals you set initially? Are you there yet? Do you need to set a new goal or readjust your original?

## Evaluate

How do you determine success?

- ✔ Personal Satisfaction?
- ✔ Positive reviews?
- ✔ Number of Facebook or Twitter followers?
- ✔ Traffic to your blog?
- ✔ Sales?

No matter how you define success, it's important to know your numbers. Use metrics to keep track of where you are. You can add plug-ins to your blog, social media sites, and more to track where you are when you start and to see what progress you're making.

## Launch Your Marketing Campaigns with iUniverse

You have a unique set of goals and skills, as well as a limited amount of time and money to dedicate to book marketing. As your marketing plan unfolds, you'll likely find that some activities come naturally to you, while others are a bit more difficult to execute.

Don't worry. The beauty of publishing your book with iUniverse is that you also get access to expert guidance and professional services to help you market your book. If you would like more ideas on developing the right plan or putting it into action, simply give your iUniverse Marketing Consultant a call.

Whether you want a copywriter to craft your marketing materials; a Web designer to help you create your author website; access to exclusive events and opportunities to showcase your book; or a publicist to contact the media for you, iUniverse has a team of experts ready to help.

Remember, book marketing is more like a marathon than a sprint. The key is to have a plan, stay focused, seek support and enjoy the journey.

For more personal guidance and professional help with your marketing plan, contact an iUniverse Marketing Consultant at **844-349-9409**.

