

## Marketing Resource List for Writers

### ***Helpful Websites:***

These websites are packed with useful information about writing, publicity, and how-to's on character, theme, and plot. In short, if you need to know it you can find it here. I've also included other helpful sites and explain why.

**Writer's Digest:** Magazine, Website

<http://writersdigest.com>

**Publisher's Weekly:** Website, Magazine, and Daily Digest Email.

<http://www.publishersweekly.com>

### **Digital Book World**

Website, Daily Digest email. Up-to-date articles and info on everything concerning the digital publishing industry, from metadata to how to add a page-list to an EPUB.

<http://www.digitalbookworld.com>

### **Goodreads**

A place to interact with readers. Many authors use giveaways or contests on this site to raise visibility and encourage return readership. Awards are given each year in various categories and advertising is reasonable.

<http://www.goodreads.com/>

### **Willamette Writers**

A society of writers and related information based in Portland, WW is the largest writers' organization on the west coast. Helpful promotion is offered as a service to members on the "news" page.

<http://willamettewriters.com>

### **HARO**

The Help A Reporter Out listing (HARO) is an email you can get have sent multiple times a day or daily and contains leads that reporters need experts for. There is a need for articles on Model Trains, say, and you're just the person to fill it? Bang, you've got a great publishing credit in Model Train Magazine by helping that reporter with your expert information. Alternatively it's a good place to look for information on a subject you are researching. Suddenly, you need to know everything about Model Trains for a character or an article and you're stumped? Comb the HARO listings.

<http://www.facebook.com/helpareporter>

<http://twitter.com/helpareporter>

## **Duotrope Digest Newsletter**

This resource has both free (minimal) and paid (extensive) listings of markets. Like Writers' Digest online or its sister Writers Markets, it has links to markets by subject. Duotrope also lists items by audience (LGBTQ, for example, or Christian, or Children's) and by Non-Fiction topic and subtopic.

<http://www.duotrope.com>

## **Joan Stewart, "The Publicity Hound"**

Stewart produces an email digest with links to timely publicity tips, tricks, and resources. A neat feature is links to webinars (some paid, some free) on things like "How To Write a Press Release."

[http://archive.aweber.com/pubhound\\_01](http://archive.aweber.com/pubhound_01)

You can also subscribe by RSS or follow her tips on Twitter. Her FB page & Twitter post up-to-date publicity information with informational articles.

## ***Social Media Marketing Tips***

### **Facebook? To use for marketing or not?**

In recent months, my Facebook "like" rating has gone downward markedly, as has the rating and sales based on Facebook for my small business friends. The mechanism for getting attention has changed on Facebook so that you must pay to play. That is, they want you to purchase advertising with them to fit and fire at your target audience.

How do you do that, and is it worth it? An article by Mark Dawson in Digital Book World says it's easy. Here are his 5 tips to use FB to actually sell books:

1. Use the Power Editor. You can use Facebook's basic Ads Manager to create ads, but I don't recommend it. The Power Editor is a Chrome plug-in for editing ads, and, while it is a little tougher to wrap your head around, it offers more flexibility and is the better bet. Save the Ads Manager for monitoring performance.
2. Ad Copy and Image. Approach the task of crafting your copy and choosing your image from the point of view of your potential reader. They will be browsing their newsfeed, enjoying updates from their friends and families, watching videos of cats—you need to jolt them out of that experience.  
Ad copy shouldn't be afraid to be promotional. If you have plenty of reviews, you should refer to them. If your book has been at the top of a best-seller list, then you should say so. Be proud.  
Vivid images tend to return the best results. No more than 20 percent of an image should be covered by text (this can be tested with Facebook's Grid Tool), but book covers themselves are specifically exempted from this requirement, as it's just the associated text.  
Remember to provide your image in the correct size. I've seen ads in my feed from traditional publishers that have been uploaded in the wrong size and then cropped across the middle, losing both the title and the name of the author.
3. Targeting. Facebook knows a lot about the people using it. Most relevant to authors, it knows what books readers like. It knows which authors they prefer. It knows whether they have indicated a

preference for shopping on mobile or desktop. It knows who is more likely to click on an ad, or watch a video from start to finish.

4. Placement. Facebook allows you to specify where your ads will be served. You can pick from mobile or desktop, with an option to place an ad in the right-hand sidebar. I'm experimenting with desktop only ads at the moment, because my data suggest that my readers are at the older end of the spectrum, and I have a hunch that they are more likely to buy on a platform that they're more used to using for ecommerce. Early results seem to be bearing that out. Of course, if you write YA, you might find that your younger audience is more comfortable on mobile.

5. Monitoring. Direct the traffic to a landing page on your website and link out again to the relevant stores via affiliate links. Provided you use specific Tracking IDs with each variation of an ad, you can precisely match the cost of that ad on the one hand and the revenue generated on the other, allowing you to calculate the return on each variation. Facebook provides a host of metrics for you to get lost in, but my advice would be to concentrate on the most important one: how much money is the ad making you? My best-performing ad often costs more than 50 cents per click, and under most circumstances I'd consider that prohibitive. But the ad converts clicks to sales at the rate of 30 percent and generates a return of more than 200 percent every day.””

Mark teaches an online (paid) course that goes into this in more detail, but this is a good taste of how to do it. See his info article that this quotes at [http://www.digitalbookworld.com/2015/this-is-how-you-use-facebook-to-sell-books/?et\\_mid=782196&rid=240985361](http://www.digitalbookworld.com/2015/this-is-how-you-use-facebook-to-sell-books/?et_mid=782196&rid=240985361)

### **Instagram**

As a newer marketing tool, try Instagram. They created a platform as of September 30 where ads can be displayed. Also in use will be 30-second ads. Landscape ads will now be available for use as well. It remains to be seen if it works for writers, but social bloggers with books have had their readership explode. Brittany Gibbons is one of these. Her book, fueled by a popular social marketing “lifestyle” campaign on Instagram, FB, and her personal blog, hit the NYT bestseller list a few weeks after its release.

### **Book Trailers**

Creating your own book trailer is easier than you might guess. I have created several. For a professional example, see my book trailer for *Remarkable Oregon Women: Revolutionaries and Visionaries* at my website, [www.jenniferbyerschambers.com](http://www.jenniferbyerschambers.com). You can use the website I used, Prezi.com, for a free trial or you can subscribe and have unlimited access. Also useful is Animoto.com. This kind of book trailer, or miniature movie of the book, can be used for social media or can be sent as part of your media kit to bookstores and/or as part of your resume. Whether or not they're effective in building traffic is up for debate, but the visual impact of a “movie” of your book can reach audiences less inclined to see your work another way.

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