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# The Ultimate Guide for Successful Book Marketing

The challenges involved with writing a book aren't over once it's published. There are between 600,000 and 1 million books published every year in the U.S. alone, and it's your job to make yours stand out. By using effective author and book marketing strategies, you can generate buzz about your book, target your readership, receive media coverage, and establish yourself as a leader within your industry or genre – all of which lead to increased book sales.

*To successfully market your book, follow these 20 tips from the book promotion experts at Smith Publicity.*



## 1. Identify your audience

Let's face it, your book likely won't appeal to everyone. A pre-teen romance novel and a book about political ideologies probably won't have the same readership. Therefore, an important initial step of a book promotion campaign is to identify your audience. Understand your readers, as well as their hobbies, interests and where they spend most of their time, so you can employ strategic marketing techniques to target them.



## 2. Time your release

If you haven't already launched your book, then you should time your release to receive maximum impact. Consider the best time of year to release your book, and then allow time for your book to generate buzz before its release.



### 3. Think like a journalist

When it comes to marketing your book, the media can be your best friend. Through media coverage, you can get your name out there, reach your audience and establish yourself as a leader within your genre or field. To land great media coverage, think like a journalist. Get creative with your media pitches and make them newsworthy. Your pitches shouldn't simply promote your book. For fiction books, create a pitch on a newsworthy topic related to your book's genre, theme, characters or setting. Non-fiction authors should stay up-to-date on what's trending in the news so they can create an interesting pitch that will grab the media's attention.



#### 4. Create a media kit

Attract media attention by creating a media kit. Your kit should make a strong, lasting impression and make reporters want to contact you for an interview. Stick to a traditional press kit that includes professionally printed business cards with your contact information and photo, a photo of your book cover, a brief author biography, a recent press release and/or media mention, and where to purchase your book. [Read our case studies and how Smith Publicity promoted multiple books and authors.](#)



## 5. **Make an author website**

It's essential for authors to have an author website. Your website is the first place readers, reporters, booksellers, book reviewers and publishers will turn to learn more about you and your book. Your website should be simple with a clean design and include links to important pages, including your blog, social media profiles, Amazon profile, online bookstore and recent media mentions. Be sure to include a brief author biography, a short paragraph from your book to intrigue readers and critics, and information about where they can purchase your book.



## 6. **Blog regularly**

Writing is your area of expertise, so you should have no problem creating interesting blog posts on a frequent basis. Blogs are a simple and efficient way to reach your readership and build up your fan base. Do not write all your blog posts solely about your book. Instead, provide content that's interesting and meaningful to your audience. Use your genre, industry and characters to come up with interesting topics for posts. Connect your blog to your website, social media profiles and Amazon page where your book can be purchased.





## 7. Write guest posts

Writing a guest blog post for a popular blogger who relates to your book can be a great way to gain exposure. The blogger will already have a wide audience that reads the blog, which will increase your visibility and attract more people to your own blog, website and bookstore.



## 8. Utilize social media

Social media sites, including Facebook, Twitter and Instagram, are effective tools for promoting your book. You can engage your audience, media personnel, and fellow writers. Your social media channels are also a great way to spread the word about upcoming media coverage and promotions and share your blog posts.

[Click here to learn how to promote and publicize your books on social media.](#)



## 9. Run a Facebook ad

Run an ad on Facebook to target your specific audience. You can use an ad to promote a special contest or giveaway. Or, if your book is centered on a specific event or time of year, you can run an ad right beforehand to spark interest in your book.



## 10. Post videos

Sometimes videos can be more captivating than static content. Create a series of videos to share on your website, blog, social media profiles and YouTube channel. Provide your name, book title, bookstore and website at the end of the video or in the description.



## 11. Enter a competition

Many top selling self-published and indie authors were discovered through book competitions. Winning a book competition can generate great publicity. Even if you don't win, book contests are a great way to increase your exposure and make valuable connections with fellow writers, booksellers, book reviewers, reader and publishers.



## 12. Attend conferences & trade shows

Conferences and trade shows are another great way to connect with booksellers, readers, book reviewers, book distributors and readers. As a published author, you could be eligible to speak at the conference.

Consider exhibiting, where you can sell and sign your books and connect with your readers one-on-one.

[Here is a list of conferences and trade shows to attend and promote your book.](#)



### 13. Generate book reviews

Readers and book reviewers often reference online book reviews before deciding to purchase a book. Amazon is the most popular site for reviews. Increase your rating on Amazon by asking 20 of your friends and colleagues to write an honest review of your book. For those who don't have your book, send them an online copy or even just the first few chapters. You could also offer a free giveaway to readers who write a review of your book to bump up your standing. Also consider using [www.NetGalley.com](http://www.NetGalley.com) , an excellent online review source which Smith Publicity offers as an affordable service.



#### **14. Create an e-mail list**

Through an e-mail list you can connect with interested readers and keep them updated on your newest promotions, blog posts, media coverage and public appearances. Use a service like iContact, MailChimp or Benchmark Email so you can easily track your mailing list's performance.





## 15. Tempt your audience

While this may not be suitable for every author, writing a series can help increase your popularity, form a loyal fan base and boost sales of your previous books. For books that are part of a series, tempt or “tease” your readers by providing sample chapters from your next book at the end of the current one.



## 16. Use your connections

Connecting with your fellow alumni can help boost your visibility. See if your college or high school has an alumni book listing and add yours to the list. Also, add your former schools to your media pitch and press release distribution list, so your alumni office can notify alumni and/or current students about your upcoming events and appearances. You could also offer to speak at the school or do a book signing.



## **17. Offer time-limited promotions**

Create a sense of urgency to purchase your book by offering time-limited coupons, contests and giveaways. You can start a giveaway of hard copies for readers who purchase the Kindle version during a specified time period on Amazon. If a lot of people buy your book on Amazon in a short time, then it could drastically increase your book ranking and spark interest from Amazon reviewers and book buyers.



## **18. Never stop promoting**

Many authors work tirelessly promoting their book before and during its release but stop once the book is no longer new. Just because it wasn't recently released doesn't mean it's no longer relevant. Never stop promoting your book. Always look for new angles to make your book appear fresh and interesting.



## 19. Hold book readings

Establish a personal connection with your readers by holding an in-person book reading. Depending on your audience, you can have a book reading at a local school, hospital, library or bookstore. Set up a table where readers can meet you and purchase a signed book after the reading.



## **20. Actively contribute to online forums & discussions**

Through online forums and discussions, you can effectively reach out to people who are interested in your book's subject matter and want to know what you know. There are countless online forums, so join one or two that best relate to your book and industry.



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