

Top 10 Book Promotion Tactics for Novels, Nonfiction and Children's Books

by Dana Lynn Smith

Excerpted from Episode 4 of the Savvy Book Marketing Podcast

There are dozens of ways to promote books, but we all have limited time and money so we need to prioritize by focusing on the things that are most likely to have an impact on book sales.

In choosing your book promotion tactics, consider your audience, the type of book you are promoting, and your own skills and time constraints.

Some promotional tactics work better for fiction, or nonfiction or children's books, so I have create lists of what I think are the top 10 promotions for each of these types of books. These are listed roughly in priority order, and of course this is my own subjective list and your own needs may vary. It's important to customize your book marketing plan to meet your own needs.

In addition to the items on my Top 10 lists, two promotional strategies are essential for all authors: creating a well-designed author website and optimizing your presence on Amazon.com. Let's take a look at those first.

Author Website

The two most important pages on your website are your book sales page and the “about” page or section where you share your bio information and give people a way to contact you and follow you on social networks.

Make sure that links to your book and personal information are easily visible from the home page. On many author websites, the book cover, author bio, and links to contact information and social networks appear in the sidebar of the site, so that they are highly visible.

Optimize Amazon

For most authors, the majority of book sales come from Amazon, so do whatever you can to make your book more discoverable and more saleable on Amazon.

Ideally, important keywords should be included in the book description and in the main title or subtitle of your book, especially for nonfiction books. This will help people find your book when they are searching on Amazon for information on your topic. Good titles and subtitles can also help people discover fiction and children’s books that match up with their interests.

Once someone lands on your Amazon page (whether they found the page on their own or followed a link you provided) they still need to make the decision to buy your book.

Your best tools for closing the sale are a professional looking cover that’s readable in small thumbnail size, a compelling book description, a strong author bio (especially for nonfiction authors) and a lot of good reviews on Amazon.

Top 10 Book Promotions for Nonfiction Books

1. **Reviews, testimonials and endorsements** – On Amazon, in book review journals, on blogs, and other places.
2. **Relationship marketing** – Collaborating with your peers.
3. **Article marketing** – Write articles for publications and blogs.
4. **Speaking** – At live and virtual events.
5. **Social networking** – Twitter, Facebook and LinkedIn, etc. Pinterest and Instagram are good if your topic lends itself to sharing photographs and images.
6. **Email marketing** – Offer a free gift in exchange for subscribing.
7. **How to audios (such podcasts) and videos (on YouTube)**
8. **Amazon's KDP Select program**
9. **Publicity** – Get attention for yourself or your book in print, broadcast, or online media.
10. **Affiliate programs** – Use Amazon's affiliate program to earn commissions on your own books and other related products that you recommend. Your colleagues can also earn a commission from Amazon for referring customers to purchase your book on Amazon. If you sell products on your website through your own shopping cart, you can also set up your own affiliate program.

Top 10 Promotional Tactics for Fiction and Narrative Nonfiction

1. **Reviews, testimonials and endorsements** – On Amazon, in book review journals, on blogs, and other places.
2. **Relationship marketing** – Collaborate with other fiction authors to help cross promote books.
3. **Generate word of mouth buzz** – Think about creative ways that you can encourage your readers to tell others about your book.
4. **Virtual book tours** – Visit a series of blogs writing articles or getting book reviews from the blog owners.
5. **Social networking** – Facebook and Goodreads generally the best.
6. **Online promotion where fiction readers congregate** – Promotions through ebook sites such as Kindle Nation Daily and book giveaways and ads on Goodreads.
7. **Amazon’s KDP Select program**
8. **Email marketing** – Give away a short story, a prequel to your novel, or a few sample chapters from your novel, in exchange for signing up for your mailing list.
9. **Book awards programs**
10. **Book clubs** – Participate in your local area or anywhere via Skype.

Top 10 Promotions for Children's and Young Adult Books

1. **Reviews, testimonials and endorsements** – On Amazon, in book review journals, on blogs, and other places.
2. **School visits** – Get paid to speak and sell your books.
3. **Relationship marketing** – Collaborate with your peers on cross promotions and share ideas.
4. **Write articles** – In parenting and educational blogs and publications.
5. **Live Events** – Book fairs, literacy events, kids' events, and library programs.
6. **Virtual Book Tours** – Focused on websites frequented by parents and grandparents.
7. **Social networking** – Facebook, Twitter and Goodreads are top choices.
8. **Email marketing** – Offer some kind of freebie in exchange for signing up for your mailing list.
9. **Amazon's KDP Select program**
10. **Book awards competitions**

Other Promotional Tactics to Consider

Freemiums – Give things away free to promote your books. One great strategy is giving away samples of your writing such as free reports or short stories. You could also offer free bonuses with purchase of a book. Or offer the first ebook in a series for free in hopes that people will like it and buy the second book.

Advertising – Buy placement in print, broadcast, or online media. Some examples are ads in printed publications, banner ads on websites, or pay-per-click ads on sites like Google, Facebook or Goodreads.

Discounts and special promotions – Promote temporarily lower prices on ebooks or information products, or bundle products together and sell at a discount.

Direct mail – Use postcards to announce a book launch or launch party.

Online discussions – Search on Google for discussion forums related to your topic and participate in groups on social sites like LinkedIn and Facebook. Be careful not to be too promotional.

Links to Articles Discussed in the Podcast

[How to Use Subtitles for Targeted Book Marketing](http://bit.ly/11LkzoQ)

<http://bit.ly/11LkzoQ>

article by Dana Lynn Smith

[How to Improve Your Fiction Marketing Through Peer Collaboration](http://bit.ly/13LRXws)

<http://bit.ly/13LRXws>

article by Jason Kong

About The Savvy Book Marketer

Dana Lynn Smith, The Savvy Book Marketer, helps authors and indie publishers learn how to sell more books through her how-to guides, training programs, blog, and newsletter. She has 19 years of publishing industry experience and a degree in marketing. Connect with Dana on these networks:



Twitter: <http://twitter.com/BookMarketer>

Facebook: www.facebook.com/DanaLynnSmith

LinkedIn: www.linkedin.com/in/DanaLynnSmith

Google Plus: <http://gplus.is/DanaLynnSmith>

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

Book Marketing Resources

These in-depth book marketing guides and training programs teach you the skills you need to sell more books.

- Sell More Novels
- Sell More Children's Books
- Sell More Nonfiction Books
- How to Sell More Books on Amazon
- How to Get Your Book Reviewed
- Virtual Book Tour Magic
- Selling Your Book to Libraries
- Ebook Publishing Success
- Make Money with Teleseminars and Webinars
- Facebook Guide for Authors
- Twitter Guide for Authors
- Pinterest Guide for Authors

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