



INTEGRATED BOOK MARKETING

You are a self-publishing author by choice, and you write because you want to...

And at some point, you need to sell your books. Selling is one thing but getting to the point where selling begins is another.

Most of the time, most authors don't even think of the selling until after their books are complete and published.

What's more is, when authors find out that they need book marketing to sell their books, they still don't realize that effective book marketing requires a few steps that they should have completed before they published their books.

This guide will take you through the proven and actual steps that you need to follow to plan an effective book marketing.

...so you can sell your books!

BEFORE YOU SELF-PUBLISH

🕒 First Thing First: Find a Professional Editor

Most important aspect of book publishing.

Having said that, you should really be familiar with the types of editing, so you can make the right decision which one(s) you need.

Nevertheless, it simply is not recommended to publish your book without having it professionally edited.

...and equally important aspect is to work with an editor who you can connect with.

🕒 Cover, Cover, Cover!

If you think the proverb, "don't judge the book by its cover" still exists, think again. Gone with the days!

Cover is an important element to stop people and look at your book when they are scrolling on their computers. Especially, when they are looking through tiny thumbnail size images.

Furthermore, you don't just put a few images together to create a book cover. You should first search through your genre to see your competition and get your book cover ready to be on the top of the game.

🕒 Professionally Designed Books

This is a must in two folds: Your paperback as well as your eBook.

Readers are looking for quality, edited stories for sure. But poorly formatted books will definitely forfeit the five-star reviews.

Get Your Books in Three Formats

It used to be one format (print), then two became mandatory (print and ebook), now the third format is pushing through (audio).

Yes, it's kind of expensive to get the audio books. But don't forget, the profit from the audio books is more, and it justifies the cost.

Your Sales Blurb Is Important

One of the two important factors of your sales page (the other one is your cover!)

It's hard work to bring people to your sales page to begin with. And it will be a shame to lose them when they don't find an enticing blurb that makes them buy your book.

In other words, it is that important!

Your Author Website

Welcome to fame! Yes, when your readers buy your books, they want to know who you are. Your socials should be there to give them the hook. But your website should be the real deal, especially to collect emails.

Let's not forget about your blogs, either. It's an excellent way to give out hooks to keep your readers coming back. Particularly when you connect your blog to Amazon to show your blogs automatically on your Amazon Author Page.

Social Media

Need we say more? Not only do they have an importance to communicate with your readers, but they are also important to connect with other authors as well as the ability to advertise.

Facebook: Oldest and the greatest, especially when you are planning on promoting your books. Particularly important to belong to some very influential author groups to learn and exchange knowledge.

Instagram: Sister company to Facebook and also important for your book promotions. Can't do without it!

Pinterest: We would call this the secret weapon of social media for self-publishing authors. Let's face it! Americans are visual people and Pinterest is all about images and videos. So, when you have a nicely established Pinterest account, watch it pull some readers to your books.

Let's not forget that you can also advertise on Pinterest, and it works!

TikTok: New kid in town and growing. Some authors have a heyday getting fans and boosting their book sales, some authors experience fruitless results.

We're going to have to call this one, "hit or miss!"

Nevertheless, let's not forget that you can advertise on TikTok, too.

Amazon

Learn Amazon - Make Friends with This Platform

Let's admit it, as a self-publishing author...! This is where everything happens to put the bread on the table. So, better make friends with this platform and learn all about it.

...And believe it or not, the more you know, the more you make use of the opportunities Amazon gives you, and more you rake in.

What's Amazon Keywords?

Let's make one thing clear... Just like Google, Amazon is a search engine, too. It is just a different type of search engine. It solely focuses on sales.

Nevertheless, just like any other search engine, fundamentally, it works on keywords.

So, get familiar with Amazon keywords because they are the foundation of a search engine, and you will be using them to boost your sales as well as your book marketing.

Why are Amazon Categories so Important?

Here's the answer: because Amazon has so many of them, for both print books and eBooks. And it's important to be in the right categories.

Once you rank up in one or two categories, let Amazon take over to promote your book naturally to the readers. Let's just say, this is when the fun begins as your sales get that Amazon boost.

Decide If You Want To Go Wide or Exclusive to Amazon (KDP Select)

Sounds like a tough decision, but lucky you, there is always a solution.

Whichever creates the most sales and makes the most money!

So, it's actually "test time."

Test both ways and stick to the money.

Find Out About the Book Sales Channels Other Than Amazon

Here's a few; Google Books, iBooks, Barnes and Noble, Nook... and then some! Again, it's your decision time to go either wide or exclusive to Amazon.

DURING YOU SELF-PUBLISH



Amazon (again!)

Plan For Your Pre-Launch with Your Launch Team

Get Your troops ready for the launch. But make sure that the members of your launch team are specifically the readers of your genre.

You don't want to confuse the Amazon Artificial Intelligence by having people from different genre readers to buy your book. You want Amazon to put you in a specific category and show your books to your specific demographics.

Plan Your Pre-Sale

You know the date you are going to publish your book, so why not start your pre-sales campaign.

Plus, any sale from the pre-sales counts as a sale. And you know what that means! You are a step closer to rank higher in one or a few categories so that Amazon's natural sales recommendations will kick in as a boost.

A+ Page

Make your sales page shine. Every bit counts! Especially if it's going to enhance your book sales.

Amazon is not doing this for the good of its heart. This was only available to the elite, and Amazon realized that it boosted sales.

In other words, it's tested and proven. So, why not use it!

AFTER YOU SELF-PUBLISH



Amazon (and again!)

Amazon Author Page

Definitely a must! Furthermore, nurturing it is also a must.

Connect your blog, upload your videos, get your books in it, and make it sparkle.

Learn How to Advertise

Let's use the old cliché, "books are not going to sell themselves."

As old as it is, as true as it becomes. Learn how to advertise on Amazon. It is an intricate part of your book marketing strategy.

Countdown Deals

No brainer, here! It's one of the promotion options that Amazon gave you, and you should definitely use it to your advantage to generate sales.

In fact, you should make it a part of your regular promotion strategy... as much as Amazon allows it, of course.

Free Book Promos

Here's another option to boost your book sales, even though you may think, how free book promos would boost your sales.

Now you understand the comments we made above, "make friends with Amazon," and "learn the platform."

Facebook Ads

Get your Facebook page up and running. This is not your personal account; this is the business side of Facebook.

Open your Facebook business account and establish your ad account. Now, you are ready to laser target your audience.

Even though it is a little complicated at first, it's worth investing time.

Facebook becomes more than just posting images and videos. It becomes a laser targeted book promotion machine.

BookBub and Other Book Promotion Sites

Call them "book promotion sites" or call them "email companies." One way or another they should be a part of your book promotion strategy.

BookBub is the most famous one, as stated to create wonders. However, it is recommended to learn the platform before investing your hard-earned money in it.

Email List

This is considered the butter and bread of the self-publishing authors.

Even though it opens doors to learning more, such as "landing pages," "MailChimp", "drip marketing," and then some... it is well worth it to focus on this aspect to generate book sales.

Integrate Book Marketing and Promo Blast

This is another new kid on the block, like Tiktok.

It's a strategy developed by integrating platforms, such as Amazon, Facebook, BookBub and synchronizing them to create "*Promo Blasts!*"

Effective and well worth it to check it out, where they also have a video course to learn the strategy to implement it yourself to many of your book promotions.

It is offered by SelfPublishingAuthors.com