

BASIC SOCIAL MEDIA MARKETING FOR AUTHORS

BY SHEALA VAST-BINDER



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GOALS FOR THIS WEBINAR

- **Explore the power of Social Media Marketing (SMM)**
- **Discover the best platforms for authors**
- **Make a plan for getting started**



JAN
2015

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



ACTIVE
INTERNET USERS



ACTIVE SOCIAL
MEDIA ACCOUNTS



UNIQUE
MOBILE USERS



ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

we
are
social

we
are
social

we
are
social

7.210
BILLION

3.010
BILLION

2.078
BILLION

3.649
BILLION

1.685
BILLION

URBANISATION: 53%

PENETRATION: 42%

PENETRATION: 29%

PENETRATION: 51%

PENETRATION: 23%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

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WHAT SMM WILL & WON'T DO FOR YOU

WILL:

- Increase your visibility
- Build relationships with readers
- Drive traffic to your website or blog

WON'T:

- Sell books (at least not directly)
- Maintain an audience (if you slack off)



BEST PLATFORMS FOR AUTHORS

GoodReads

- 20 million members (and all of them like books!)
- 77% white women, about 50% with children

Facebook

- 1.35 BILLION active users
- 70% of online adults use FB
- 25% are 45 years and older
- More daily teen users than any other network



THE TOP 2 PLATFORMS...AT LEAST FOR NOW

GOODREADS

Features:

- Author's page
- Discussion groups
- Giveaways (paper, not e-books)
- Amazon linkage
- Book reviews

FACEBOOK

Features:

- Author's page(s)
- Groups
- Events
- PAID Ads reach more people than any other social media advertising



TWO MORE TO CONSIDER

T W I T T E R

- 241 million users
- Most popular with 18–49 year olds, esp. men
- Large Indian base
- Images allowed
- Features: Hashtags, Lists, Chats
- Twitter language

G O O G L E +

- 540 million users
- 25-35 year old men are most active, esp. singles
- Blog linkage
- High share rate
- Mandatory for Google search ranking
- Features: Circles, Email



THREE VISUALLY-BASED PLATFORMS

INSTAGRAM

- 200 million users
- Second only to FB in daily usage
- 18-29 year olds are most active
- More popular among females (except in the Middle East & India)
- Growing popularity among teens, esp. wealthy ones

PINTEREST

- 20 million active users
- Fastest growing platform in 2014
- Great organic traffic!
- 70% of users are between 16-34 years
- Over 80% are females
- Weak in Europe (only 3% of users on it)
- Features: Boards, Pins

YOU TUBE

- 1 billion users
- Second largest search engine
- 80% of users are from outside the U.S.
- Videos available in 61 languages
- Reaches more 18-34 year olds in U.S. than ANY cable network
- Feature: Channel subscribers



WHERE DO YOU START?

Three Questions to Ask

- **Who's my audience?**
- **What do I want to accomplish?**
- **How much time can I give...daily, weekly?**



TIPS FOR BEGINNERS

- **Start small...choose 1-2 platforms**
- **Treat it like a job**
- **80/20 rule**



QUESTION & ANSWER



COACHING & CONSULTING

Do you need help setting up, automating, or managing your social media marketing?

OR

Would you like a coach who will provide accountability and guidance as you manage your own SMM?

Contact me at 314.743.6050 for a FREE 30-minute consultation.

Thank you for joining my webinar!



RESOURCES

<http://www.marketingprofs.com/charts/2015/26900/2015-digital-marketing-budgets-top-priorities-metrics-and-challenges#ixzz3QdC7KTfd>

<http://www.fsbassociates.com/blog/2013/02/does-social-media-sell-books-gillian-flynn-agent-gives-her-perspective/#sthash.u8zp3lOL.6ccy0oha.dpuf>

<http://www.digitalbookworld.com/2014/which-social-media-and-marketing-tools-are-publishers-actually-using-successfully/>

<http://visual.ly/seo-vs-social-media-smackdown>

<http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

<http://www.businessinsider.com/2014-social-media-demographics-update-2014-9>