

# **BASIC SOCIAL MEDIA MARKETING FOR AUTHORS**

BY SHEALA VAST-BINDER



[WWW.SHEALAVASTBINDER.INFO](http://WWW.SHEALAVASTBINDER.INFO)

# 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



we  
are  
social

**7.210**  
**BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**3.010**  
**BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA ACCOUNTS



we  
are  
social

**2.078**  
**BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS

UNIQUE  
MOBILE USERS



we  
are  
social

**3.649**  
**BILLION**

PENETRATION: 51%

FIGURE REPRESENTS  
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE  
SOCIAL ACCOUNTS



we  
are  
social

**1.685**  
**BILLION**

PENETRATION: 23%

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>