

In Part 2 of the Marketing Activities, there are still more tasks to work on.

Blog Posts

Blog posts are most effective to use just prior to launch and afterwards. They're free and only require your labor and creativity and they can be written in advance. Fiction and non-fiction books have quite different criteria for the blog posts. Non-fiction books lend themselves to blog posts more readily than fiction books.

All blog posts about your book must include the cover image and buy links. Otherwise, the work involved is wasted. With a buy link, the reader may be tempted to click on the link and could buy the book. Without a buy link, the visitor has no way to easily find the book and the visitor will rarely, if ever, be intrigued enough to start a web search to find it.

With non-fiction books, you can write blog posts about any topic in the book and any other related topic, even if the connection is a bit obscure. Is your book about plumbing repairs? Write articles on the different types of pipes available: copper, plastic, iron with the advantages and disadvantages of each. Another article can explain the different types of faucets.

With fiction books you have to be more creative. Possible posts could contain a scene or two. Or a related short story. I like to develop tongue-in-cheek interviews with my characters.

Once you have the post on your website, tell the world about. Put the link and a blurb on Facebook, Twitter and other social media sites. You want to drive people to read the post on your website.

Connect With Other Authors

Your list of author contacts is valuable information. When your book is in pre-launch or after it becomes available, ask your author friends to spread the word about it. If they tell their contacts where your book can be ordered, it will do wonders for your social media reach. Of course, you should tell them that you will reciprocate when their next book is available,.

Many of your author friends also have blogs. Perhaps they'll let you be a guest and post a review about your book. Or perhaps they can interview you to ask questions about the book.

Since the other authors may be too busy to make up a list of questions, send them a list you made up and let them pick a half-dozen for your interview. This saves them time and you can slant the questions to discuss whatever issues you want to discuss and to emphasize the points you want to make.

Wattpad content

Wattpad is a site you can use to let people read part of your book. You can find the website here: <https://www.wattpad.com>

Once you establish an account, you can post material that others can find, read, rate and post comments about. If the reader likes what she read, she may tell others about the content and these others will visit your post. Typical material can include an entire chapter, a scene or two or even an entire section of the book.

A word about your copyrights: before you can post a story on Wattpad, you have to log in to your account. Only other logged in members can read your story. In other words, it is not available to general public. Since the only way to access the story is through the website that is secured by a password and log in procedure, it is not considered 'published'.

To clarify what this means, your story is still considered unpublished even though dozens of Wattpad members read it. You can still sell the first rights to the story.

Social Media Activity

When the book launch approaches, it's a good time to increase your social media presence. One effective way to do this is to become active in groups dedicated to writing and reading. Facebook, LinkedIn and Goodreads all have such groups. You can also explore other social media sites such as Pinterest, Reddit, Instagram and others. Join them if they seem right for you.

Here are a few groups you can join on Goodreads:

Indie and Self-published Author Support: <https://www.goodreads.com/group/show/154447-support-for-indie-authors>

Authors and Reviewers: <https://www.goodreads.com/group/show/103713-authors-reviewers>

Support for Indie Authors: <https://www.goodreads.com/group/show/103713-authors-reviewers>

Advanced Copies for Review and Book Giveaways: <https://www.goodreads.com/group/show/58575-advanced-copies-for-review-book-giveaways>

With LinkedIn, potential groups to join include:

New Authors Need Marketing Ideas: <https://www.linkedin.com/groups/1725677/>

Book Marketing Tips: <https://www.linkedin.com/groups/1848415/>

Self-published and Indie Authors Networking Group: <https://www.linkedin.com/groups/2826012/>

Book Story: <https://www.linkedin.com/groups/5148410/>

Facebook also has a number of groups for authors. My experience with those groups is they tend to be an endless array of 'buy my book' posts and I dropped out of them. There may be more suitable groups to search for. How you go about increasing your web presence is a personal choice. However, I can offer a few words of advice.

Don't start arguments. You won't win them, not on the web anyway. All you'll do is annoy some of your contacts. And I would advise you to ignore arguments others have started, even if you have an opinion and an urge to jump in. On the other hand, don't be too bland. A little controversy can go a long way.

What you want to do in the groups is reply to questions and to join discussions on topics you feel you're qualified to talk about.

Don't pimp your book in the groups, even if others are doing exactly that. Reserve book marketing tweets and posts for non-group activities.