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Your Chief Social Media Officer
Social Media Marketing Services for Authors

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Basic Social Media Marketing for Memoir Writers

Your goal in using social media to market your book should be to share information of value with others. Book sales *will* come. However, if your *only* goal in using social media is to sell books, you'll be disappointed. These are some basic social media marketing tips to help you share information of value.

Target audience and influencers

Define your target audience and identify some 'influencers' in your subject. Be sure to follow these people on all your social networks. In Twitter, create a list of these people and monitor what they tweet and retweet as appropriate.

Keywords for Hashtags

Identify keywords used in your memoir to use as #hashtags in Twitter. Use hashtags as often as possible across all networks (provided there is room at the end of a tweet). These help with discoverability and now also work on Facebook and Google+.

Hootsuite

I recommend using Hootsuite to manage all your social media in one place. You can sign up for a free account here: <https://hootsuite.com/plans/free>

Ideas for tweets:

- Create short quotes from your memoir
- Add quotes to appropriate images to post
- Post a link weekly to where your memoir can be purchased

Each week on each network post the following as appropriate to help grow your networks

Join me on Facebook! <link to FB page>

Let's connect on Twitter: <link to Twitter page>

Are we connected on LinkedIn? Send me a connection request! <link to LI>

Quick Tips for Effective Social Media Networking

The first piece of the puzzle in social networking is to create a consistent message to share online.

The second piece of the social networking puzzle is to remember that word “social”. These networks are most effective when you are social and interact. Participate. Even 10 minutes a day to see if there are messages to respond to will be extremely helpful.

Leverage other social media: Add "Follow Me" buttons to your website pages and your blog for all your social media networks.

Tag others on Facebook: Create more interest in your Fan Page by tagging others relevant to your topic in a status update or photo.

Win with social media – like a tortoise: Remember the story of the hare and the tortoise? The tortoise won the race with his slow, but steady, pace. This is true with social media sites. Slow growth built over time is best.

Share and connect: The purpose of social media is to connect and interact with others. Interact with people on your lists by commenting on their news and pictures. This will help others to get to know who you actually are instead of just knowing your name.

Twitter

- If you come across an interesting article or resource, by all means tweet it out! The goal is to be a resource for your audience, including sharing content by others.
- Monitor those who mention your Twitter handle and respond when appropriate, even if it’s just a quick note to say thanks. Following is an article covering how to monitor your Twitter activity.

LinkedIn

- Periodically (every few months) import your LinkedIn contacts to make sure you are staying connected with the people you know.
- Participate in one or two LinkedIn groups, if you can find some that reach your target audience. Good participation here means that you are responding to questions from members and occasionally sharing helpful tips or a link to your blog. Avoid being overly promotional here, or blog-bombing a group (never just post blogs to a group without interacting).

Facebook

- Login to your Facebook page at least once per day to check activity. Respond to all comments or questions posted by your readers to show you are paying attention.

Pinterest

- Pinterest is a traffic generation machine. If you haven’t yet taken time to “play” with it, please do. Login to your account and search for keywords to peruse what others are sharing on Pinterest. Create a Pinterest board and add images with quotes from your memoir linking to where the book can be purchased.

Contact Sue for a free 15-minute consultation!

You can schedule here: <https://calendly.com/sue-canfield> or Email: Sue@Ausoma.com