

Simple Strategies to Build Book Buzz Online

- 1. Define Your Target Audience.** Who do you want to reach? What are their needs? What challenges can you solve for them? Where do they spend their time? How can you engage them?
- 2. Implement a Blog.** A blog can help you build your audience, increase website traffic, entice new readers, and attract media interviews and speaking engagements. Your blog is the heart of your social media strategy. Each new post should be shared across all social media platforms.
- 3. Create Videos.** Short videos that are entertaining, informative or controversial can build an audience on YouTube.
- 4. Contact Online Media.** Bloggers hold serious power to influence readers. Get reviews, interviews, and get posts placed with those who reach your target audience.
- 5. Leverage Podcasts and Internet Radio.** Host your own show or be a guest on programs that reach your audience. Resources: blogtalkradio.com (radio network), libsyn.com (podcast syndication).
- 6. Make an Impact on Facebook.** Create a business page and promote it everywhere: your website, blog, email signature, marketing collateral, etc. Post interesting content once daily—articles, blog posts, videos, pictures, questions. Monitor your page stats and pay attention to what your audience responds to. Do more of what works!
- 7. Boost Results with Twitter.** Share each new blog post with a link and then retweet it numerous times over the next 90 days. Pre-schedule posts during peak business hours and weekends using <http://hootsuite.com> or <http://bufferapp.com>. Use a monitoring tool like <http://tweetdeck.com> to make sure you are engaging often.
- 8. Maximize LinkedIn.** Use Advanced Search to locate key contacts. Participate or lead groups. Update your profile with plenty of keyword-rich content. Share blog posts and status updates. Import your contacts from your email tool.
- 9. Get Engaged with Google+.** Share new blog posts and content. Add people to your circles. Review posts by those in your network and leave comments or +1. Can also participate in Hangouts.
- 10. Start Pinning with Pinterest.** Create pin boards with themes of interest to your target audience. Get creative and have fun! Share book recommendations, recipes, inspiring photos, and your blog content.

Stephanie Chandler is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*.

Stephanie is also founder and CEO of NonfictionAuthorsAssociation.com, a marketing community for authors.

***The 5th Annual Nonfiction Writers Conference returns May 6-8, 2015 with special keynote speaker Julia Cameron, author of *The Artist's Way*. This is a virtual event with 15 speakers over three days. Attend via phone or Skype or download recordings and transcripts! Save 50% off with this code: NFWC2015. NonfictionWritersConference.com

