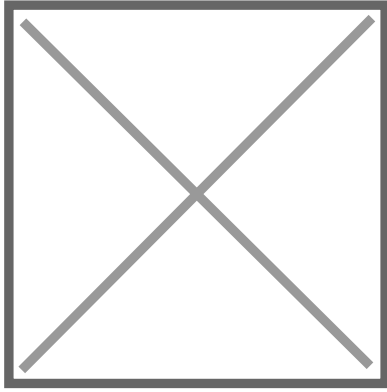




Ministry Publishing â?? Marketing

Description

Marketing has none of the joys of writing. In writing your imagination is often given free reign, wherein marketing requires more diligence and focus.

The Work of Marketing.

I have written over fifteen books and in each case I was the chief marketer. I have had to learn the trade the hard way. I had no one to teach or guide me other than books. The problem is that there are numerous individuals who appoint themselves as masters of marketing. Each however seems to have his or her own opinion on how to do it successfully.

So, I have learned different techniques and been forced to choose which I prefer.

Define Marketing.

Here is one definition: Book marketing is the strategies that authors use to get their book in front of their target readers with the goal of selling more copies. Many authors use various marketing tactics to develop a marketing plan. It's worth noting not every book is the same, so your marketing plan will probably differ from other authors. The tactics that work for you may not be as effective for another author. This may be because they have a different audience or resources at their disposal, such as a different advertising budget or network of people.

That is a mouthful. So, let me simplify it.

Book marketing is the strategy or plan one uses to attract their target readers to buy your book. There are many different plans, but the goal is the same: Sales.

Social Media Sales.

Many authors find success using social media platforms like Instagram, TikTok, Twitter, Facebook, and LinkedIn to organically promote and/or advertise their books. The critical first step is to discover which platform your target audience favors.

I favor Facebook and Instagram for my books because this is where you find readers of an older generation. Younger readers tend to spend time on TikTok. I invest most of my sales time on Facebook, but I am not afraid to explore other platforms.

Email Marketing.

This is one of the oldest and still successful platforms to use. I have used it in the past but only lately have I considered email for my sales efforts. But it is a valid methodology that I will explore in the days ahead.

Book Reviews.

I am constantly looking for people who review books. Many years ago they were out there and the little guy could make use of them. Today they are still out there but a little harder to find.

My advice: Don't quit looking. A good review is something to be desired.

R. Frederick Riddle is an author, teacher, publisher, and the owner of T&R Independent Books. You can learn more about him at [Facebook](#). The website is at [T&R Independent Books](#).

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