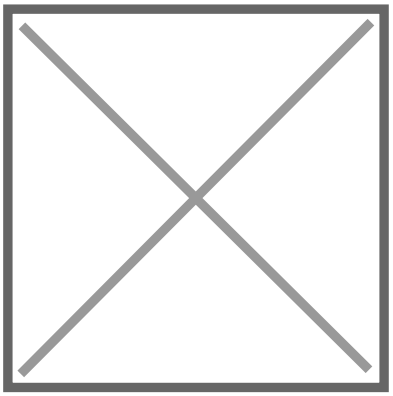

Essential Author Marketing Strategies for Success

Description

default watermark

Author Marketing is just what the title suggests. You the author will do most of the marketing. If you have a good publisher, they will do some marketing. For example, T&R Independent Books markets using Social Media, plus other tools we have. But the truth is you will do most of the marketing. I explain what I mean below.

The Work of Author Marketing.

The author has tools at their disposal that they may not realize they have. For example, you may have multiple friends of Social Media like Facebook. Those friends can be golden. While they might respond to our marketing, they will likely respond quicker to you.

Email Marketing.

This is truly personal marketing. While a company may use email marketing perhaps using names you supplied, your efforts will be more personal and therefore more likely to succeed.

If you choose to use email marketing, then I recommend the personal touch. Share some of what you did to get that book written. In fact, you should work with your publisher for ideas and tools that they may supply.

Local Author Marketing

Do you have a local grocery store? How about the library? Or other local businesses? These are all possibilities. Especially if you are a regular customer.

Local independent businessâ??s may be the best, but if you can get into a chain store, you might expand your market. Usually corporate stores need authorâ??s to contact headquarters to get approval. When I was younger I had some of my best marketing doing Author Book

Signings in a chain bookstore!

Social Media Author Marketing.

Just because your publisher is marketing on social media doesnâ??t mean you shouldnâ??t. He can perhaps flood them with posts about your book. But you can post as well.

You should have a Business Page on your Facebook account. Plus, donâ??t forget LinkedIn. That is primarily business to business, and you are a businessperson whether you know it or not.

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.

default watermark

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.

___

This blog is now published on Fridays, and the Title is more subject related. **R. Frederick Riddle is an author, teacher, publisher, and the owner of T&R Independent Books. He can be found on Facebook, Instagram, and LinkedIn. His website is** T&R Independent Books.

Category

1. Blogging
2. R Frederick Riddle
3. R Frederick Riddle Blog

Tags

1. Author Marketing
2. Blog
3. eMail
4. Local Author
5. marketing
6. social media

Date Created
September 5, 2025
Author
ronald-riddle