

Marketing 101 for Authors

Beth Moeller
Arts Spark



A Little About Me



Beth Moeller: Educational Background



Clarkson University

B.S. Physics & Technical Communication



Rensselaer Polytechnic Institute

M.S. in Technical Communication



Rensselaer Polytechnic Institute

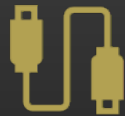
Ph.D. in Communication & Rhetoric -
Dissertation on design of user interfaces
for learning



Beth Moeller: Employment Background



NCR in Ithaca
Technical Writer



GE Plastics
Technical Writer,
Developer of Online
Learning



Clarkson University
Visiting Assistant
Professor



**Interactive Media
Consulting, LLC**
Owner / Founder



Arts Spark
Owner / Founder



All About Interactive Media Consulting



- ▶ Founded in 1996
- ▶ Current Clients
 - ▶ Typically small or mid-sized businesses and non-profit organizations
 - ▶ Host ~ 400 websites
- ▶ Current Staff
 - ▶ Small by design
 - ▶ 2 developers
 - ▶ 1 designer
 - ▶ 1 customer support staff

All About Arts Spark



- ▶ Founded in 2017
- ▶ Helping artists with the business side of being an artist
- ▶ Focusing on
 - ▶ Marketing
 - ▶ Digital Assets
 - ▶ Education
 - ▶ Non-profit Support

Our Work



Website Design,
Development, Hosting



Social Media



Email Marketing



Branding



Print Materials



Arts Spark



Marketing for Authors



What You Need (in order)

1. A clear plan
2. Audience – who are you trying to reach?
3. Website – your “front door” on the internet
4. Mailing List – reaches more people than social media
5. Social Media Plan
6. Other marketing channels



A Clear Plan

Do you:

- ▶ Invite friends or family over for dinner without a menu?
- ▶ Go on vacation without researching location, places to stay, and/or activities at your destination?
- ▶ Write a new story without a plot outline or character lists?

Of course not. Planning your marketing is the same – you need to plan your channels so you put out coherent messaging.



Audience

Who are you trying to reach?

- ▶ Readers should be at the top of your list
 - ▶ Who will most likely read your books or stories
 - ▶ Where will they typically find your writing
- ▶ Publishers
 - ▶ If not yet published, you want them to know about you and the types of material you write
- ▶ Other Authors
 - ▶ Networking with others in the field is important.



Website

This is your front door on the Internet.

- ▶ Facebook is NOT your website
- ▶ Register your domain name (i.e. myname.com)
- ▶ Create a website that matches your writing style
 - ▶ Stephen King and Eric Carle have very different styles for their websites
- ▶ Create commonly used pages
 - ▶ About the Author – important to establish credibility
 - ▶ Books and other merchandise
 - ▶ Where to buy
 - ▶ Events



Website

Common Platforms

- ▶ WordPress
 - ▶ Most flexible but higher learning curve
- ▶ Square Space
 - ▶ Easy to use, but not as many higher level features
- ▶ Wix
 - ▶ Easy to use, but once locked into a template, you cannot change it
- ▶ Think about flexibility and growth



Mailing List

Email lists will reach people interested in your work more reliably than social media

- ▶ Do not send mass email through your personal Outlook, GMail, etc.
- ▶ Use an email marketing platform such as
 - ▶ Constant Contact
 - ▶ MailChimp
- ▶ Review your analytics
 - ▶ Which links are people clicking on
 - ▶ What seems to resonate with those who open your emails?



Social Media

Start with one or two

- ▶ Go where your readers are

	Users	Age Group	Gender	Time/day
Facebook	2.9 Billion/month	25-34	44% Female 56% Male	30 minutes
Instagram	~1.5 Billion/month	18-24	48% Female 52% Male	30 minutes
Tik Tok	834 Million/month	18-24	54% Female 46% Male	45.8 minutes
X (aka Twitter)	237.8 Million/day	18-29	34% Female 61% Male	Expecting 5% decline
LinkedIn	930 Million total	30-39	43% Female 57% Male	22% access daily



Source: Sprout Social, dated April 28, 2023

Social Media

Control Your Message

- ▶ What is your goal?
- ▶ Understand Your Audience
- ▶ Understand the 80/20 Rule – 80% informative and fun, 20% selling
- ▶ Use the SMART framework for each of your goals
 - ▶ Specific
 - ▶ Measurable
 - ▶ Attainable
 - ▶ Relevant
 - ▶ Time-bound



Social Media

Create a Social Media Calendar

- ▶ Remember social media strategy is a series of campaigns
- ▶ Create a campaign timeline
 - ▶ Start date
 - ▶ End date
 - ▶ Milestones
- ▶ Be aware and respectful of holidays or special events
- ▶ Cultivate compelling and interesting content



Social Media

Be Aware and Respectful of Holidays

- ▶ Holidays can help and provide ways to connect to your audience
 - ▶ Sandra Boynton does this well
- ▶ Today is



National
Dessert Day



International
African Penguin
Awareness Day



National
Chess Day



I Love
Yarn Day



Social Media

Cultivate Compelling and Interesting Content

What

- Images that represent what you do
- Inspirational quotes that describe you and your work
- Book or event promotion
- Publicity around you

80/20 Rule

- 80% entertaining, educational, inspirational, or informative
- 20% should be self-promotion

Cultivation Takes...

- Careful planning
- Understanding your audience and goals
- Time



Other Avenues

Other ways to increase awareness

- ▶ Good Reads
 - ▶ Become active and claim your author profile
 - ▶ Any author can do this for free as long as your books are in their database
- ▶ Reviews
 - ▶ Encourage readers to write reviews on Good Reads, Amazon, and on the websites of their favorite independent bookstores
- ▶ Monitor Reputation
 - ▶ Set up a Google Alert for your name and book titles
 - ▶ Periodically check review sites like Good Reads – join the conversation when warranted





Questions?

