

Social Media

These days you cannot afford not to use social media. Below are my top tips for using it to help your marketing

1. Pick social networks that you will enjoy using. If you are not enjoying interacting, it will come across in your posts.
2. Create the accounts as soon as you can. They take time to build a following, so the sooner started, the sooner you will have a following you can use.
3. Not every network will be a good place to sell your books. Some will be places where you can build collaborations with other creatives.
4. People will respond to personal posts and messages. This will make you look like a real person, not a corporate media department.
5. Video is extremely effective. Humans are programmed to respond to a human face and voice.
6. Video is also a great way of building trust. We think we can tell when someone is lying. If we can see and hear someone speaking and they are genuinely enthusiastic, it will come across in the video.
7. If you are going to kickstart a project. You will need a strong social media following BEFORE you start your project. Without the audience it is hard to get your message out.
8. It is easier to boost your posts and build your audience on Facebook, if you are prepared to spend even small sums of money.

