

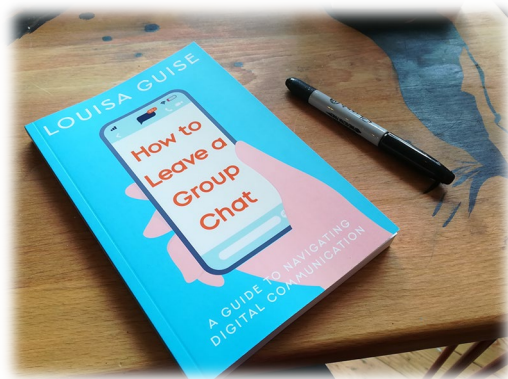
# Book Marketing

**By Louisa Guise, Digital Marketer and  
Author of How to Leave a Group Chat**

11<sup>th</sup> December 2024

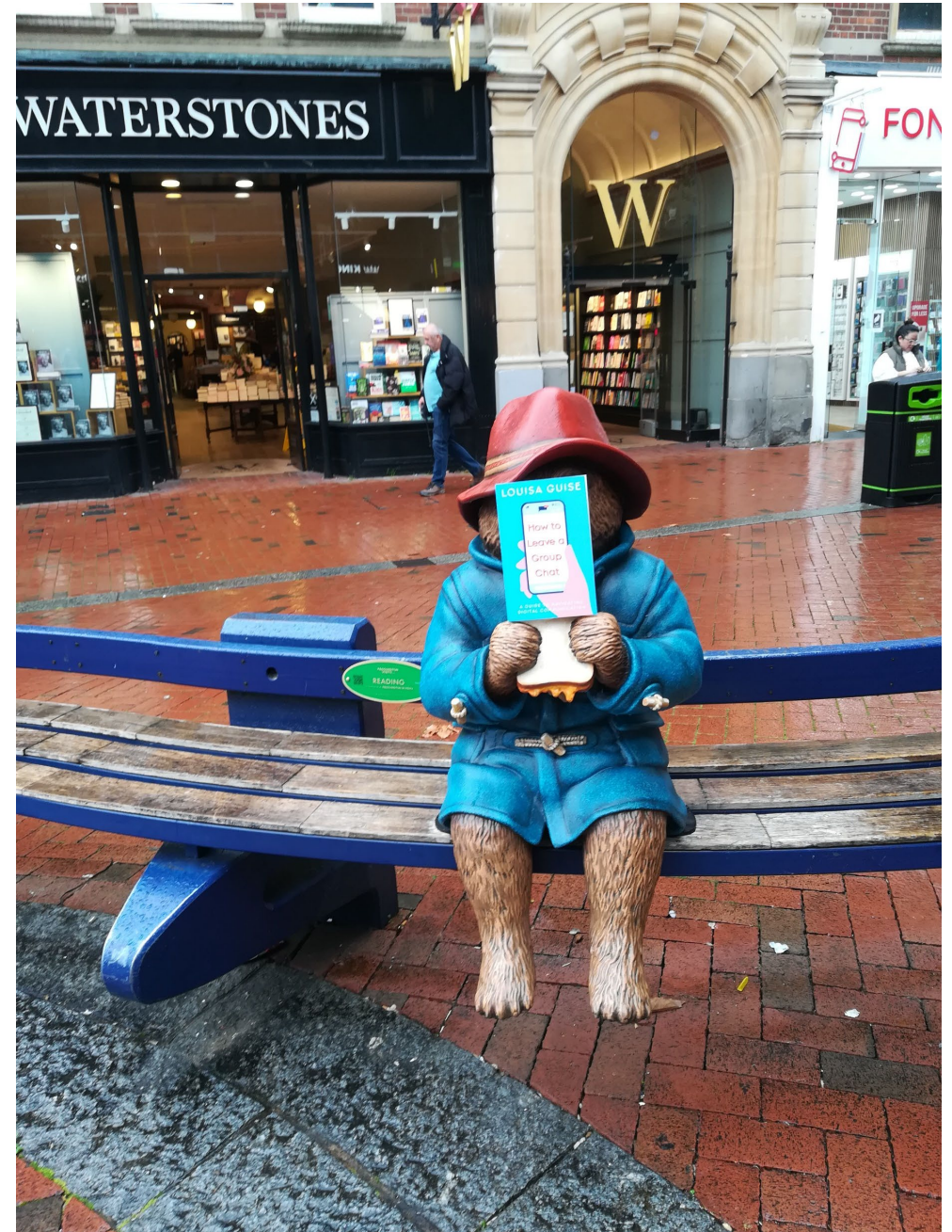
# A bit about me

- Louisa Guise
- 12 years and counting in comms and marketing
- [How to Leave a Group Chat](#) published June 2024
- Proud Welsh girl
- I love travelling, writing, being outdoors and I do yoga every week



# Today I'm going to talk about

- Beginner's Checklist
- Social media
- SEO
- Bookshops and libraries
- PR
- If you don't have time
- Questions



# Beginner's Checklist

- Website
  - Set one up yourself or hire a developer
  - WordPress is an Industry standard
- Blog
  - Set one up – [Substack](#) is a good option
- Social media
  - Get on Twitter, LinkedIn, Facebook, Blue Sky
  - For videos and images – Instagram, TikTok, YouTube
- Plan
  - Think about events
  - Look into dates for things like [literary festivals](#)
  - Start generating interest

# Social media

- Get on as many channels as you can
- Experiment
- Use SEO (next slide)
- Post once a day if you can
  - Work out when your followers are most active
  - Use tools like Hootsuite if you have some spare cash
  - Twitter & LinkedIn have scheduling tools
- React to hashtags/trends
- Share don't like
- Interactions are more important than followers

# SEO

[SEO](#) is the art of tailoring your writing to accommodate search Engines.

Example: Michael Jackson dies vs. Wacko Jacko snuffs it

Your aim is to rank on the first page on Google for your targeted Search terms.

Bots have become more intelligent, and AI is opening new frontiers For SEO.

For more on SEO there's a free course from Moz:

[Beginner's Guide to SEO \(Search Engine Optimization\) – Moz](#)

**Tip: Google yourself**

## The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

Page URL: <http://marysbakery.com/chocolate-donuts>

Page Title: **Chocolate Donuts | Mary's Bakery**

Meta Description: *Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.*

**H1 Headline:**  
Chocolate Donuts from Mary's Bakery

Image Filename: [chocolate-donuts.jpg](#)

Body Text: \_\_\_\_\_  
\_\_\_\_\_ chocolate donuts \_\_\_\_\_  
\_\_\_\_\_ donuts \_\_\_\_\_  
\_\_\_\_\_ chocolate donuts \_\_\_\_\_  
\_\_\_\_\_ donuts \_\_\_\_\_  
chocolate \_\_\_\_\_

Photo of Donuts (with Alt Attribute):  
Chocolate Donuts

# Bookshops and libraries

- Independent bookshops are more accommodating
- You'll have to approach them manually
- Offer them a signing or an event
- Ensure that bookshops provide the books
- Partner with bookshops for library events
- Encourage pre-sales ahead of the event
- Send Press Releases to local media (more on next slide)
- Make book signings more interactive
  - Bring treats
  - Be creative – e.g., hidden £10 note in one book
  - Don't sit the entire time



# PR opportunities

❖ [sourcebottle.com](https://sourcebottle.com)

❖ [shesource.com](https://shesource.com)

❖ Influencers and bloggers

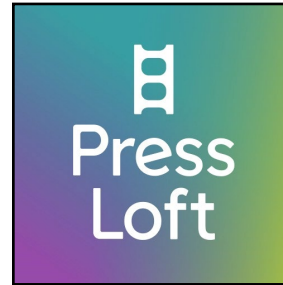
❖ Your network

❖ PR

❖ Find email address and contact papers directly

❖ Use a site like [Press Loft](https://pressloft.com) to contact multiple outlets at the same time

❖ Write a Press Release to make it easy for journalists to tell your story



[Press Loft offer a free 60-day trial](#) so it's worth trying them out and seeing they can work for you

[Use this link.](#) 😊



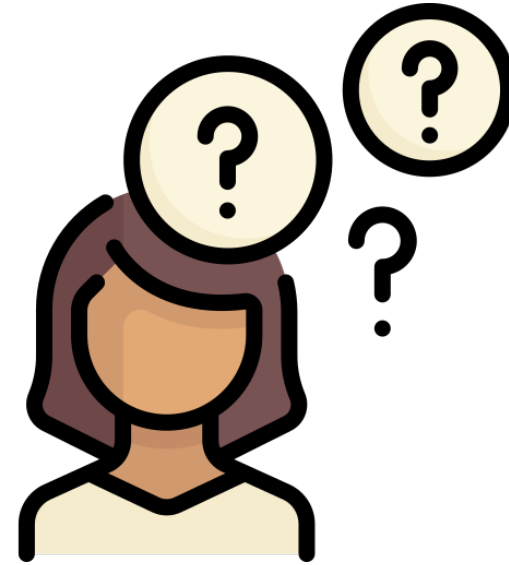
# If you don't have time – hire someone

- 👍 Look for someone with a professional website
- 👍 Contact them and ask questions
- 👍 Read their case studies, guest blog posts etc.
- 👍 Start small
- 👎 Ask your publisher what marketing involves
- 👎 Never accept any cold messages on social media

Try websites like [Fiverr](#) and [Upwork](#) to find people to do design or web tasks.

Recommendations	
Marketing	Sam Robinson – <a href="#">Whole of the Moon Marketing</a> (UK)
Marketing	Chrissy Symeonakis – <a href="#">Creative Little Soul</a> (Australia)
Digital PR	Tom Valcanis – <a href="#">Smith Brothers Media</a> (Australia)
SEO Content Writing	Kerrie Brooks – <a href="#">KB Copywriting</a> (Australia)
SEO	Ankit Iyer – <a href="#">searchenginecorner.com</a> (Australia)

Any  
Questions?



Let's  
connect

**Facebook:** <https://www.facebook.com/louisaguiseauthor/>

**Twitter:** <https://twitter.com/whatiwrote>

**Instagram:** [https://www.instagram.com/i\\_travel\\_i\\_write/](https://www.instagram.com/i_travel_i_write/)

**LinkedIn:** <https://www.linkedin.com/in/louisa-guise/>

**TikTok:** <https://www.tiktok.com/@louisaguiseauthor>

**Youtube:** <https://www.youtube.com/@louisaguiseauthor/>

**Blue Sky:** <https://bsky.app/profile/louisaguiseauthor.bsky.social>