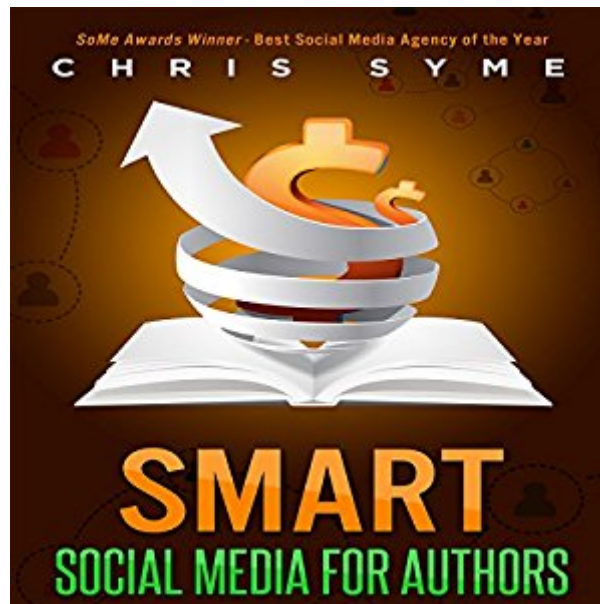


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# SMART Social Media For Authors: The Practical Guide For Anyone To Sell More Books



## Synopsis

Does the phrase social media marketing make your head spin? Now you can learn the simple, smart strategies all authors need to know. Social media can be confusing. You're worn out trying to replicate the success of other authors without much luck. Before you give up, get some common-sense advice from a 20-year marketing veteran. Author Chris Syme believes that trying to mimic the success of other authors is a dangerous and expensive strategy. If you understand the why behind marketing tactics, you'll learn how to make strong marketing decisions that produce results based on your time, resources, and skill level. Using Syme's SMART system, you'll discover how to approach social media like a profitable business owner. With her two decades of marketing experience, Syme takes you safely through the minefield of social media and helps you understand what truly goes into a multifaceted book-marketing campaign. In SMART Social Media for Authors, you'll discover:

- The five rules of SMART marketing and how to use them to develop your first successful plan
- How to identify must-have social media channels that fit your goals
- The fundamental planning steps most authors skip at their peril
- How to run short- and long-term digital campaigns, including book launches
- And much, much more!

SMART Social Media for Authors teaches you how to make your social media connect with the right people at the right time, in the right place and with the right message. If you've struggled to make social media work for you, then you'll love Syme's user-friendly, easy-to-implement, and to-the-point social media strategies. Get your marketing back on track today!

## Book Information

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## Customer Reviews

If you are an author, you need to promote yourself on social media. As Chris Syme says. "If . . . you are confused about how to use social media to sell your books, you are in the right place. You may already be using social media to build a fan base around your books, but you'd like to learn how to use it more effectively. This book is for you. If you are a skeptic, I think you'll like my premise that one size doesn't fit all when it comes to marketing." "Authors must wear a marketing hat -- no exceptions." I agree. I'm working on my fourth book now and have created marketing plans and promoted or promised to promote them all, plus two books by other authors. This book the advice I always needed. If you've already written a book and want to know how to promote it, your answers are here. If you're at the proposal stage, read this short book and use it to beef up the marketing section of your proposal. The SMART in "SMART Social Media" is, of course, an acronym. Syme wants you to think about a plan that's: Sustainable. You can keep it going. Manageable. It doesn't take over your life. Author-specific. It's not generic, it's suited to your strengths and contacts. Relevant. It's suited to your book and your audience. Tactics last. That is, strategy first. This book is not a laundry list of a thousand pieces of tactical advice, because every book needs a plan that's uniquely fitted to that book and that author. (Also because tactics change rapidly, and this book needs to stay relevant for more than 15 minutes.) It's more about getting into the mindset than about what price to pay for Facebook ads. But there are plenty of specifics here that any author can sink their teeth into.

First, the basics. The writing is clear, concise and well-organized; it is written from first-hand experience. The manuscript topics are current (i.e. types of Twitter cards are included, as well as the recent update to expanded image-sizes at Instagram). Chris puts each topic in context: whether it's applicable to fiction and/or non-fiction book promotion (my book is non-fiction), and whether the social medium is mostly used by certain age groups. Instagram and young adults, for example. She uses some personal examples and references to her clients' marketing efforts to illustrate specific points, both recommended/effective and not recommended/ not effective. As a bonus. she includes a link to a list of resources on her website (but you can find it without the book link). What I got from the book: For me, she confirmed some of my 'gut' feelings about certain promotion options. And she reinforced the idea to be realistic. Don't try to be active on all the social media platforms. Just the big three is enough of a challenge for most writers (Facebook, Twitter and LinkedIn or Instagram). I have highlighted several sections for my own follow-up. (She includes an Actions summary at the end of every chapter to help you.) How this book compares: Having read many small business and

solo entrepreneur marketing books, and several ones targeted at self-publishers, I expected (and found) a lot of similar content, but not all. Unique is her perspective as someone "in the trenches" with her own books and her clients'. Looking for the 'gems': Keep in mind: it only takes two or three "gems" from a particular author to make the read worthwhile. You know, those "Ah ha" moments of insight or clarity. Those are certainly worth the price of the book (\$5)!

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