

Marketing Series Part 1: Getting Started on Social

Did you know that the **number one** reason someone buys a book is because they recognize the author's name (or pen name)? And as we know, people are spending more time online now than ever. That means as an author, it is absolutely critical to get yourself out there on the Internet!

Whether you have a book published already and are encouraging purchases or you're building an audience and redirecting them to your Wattpad profile, we hope the following tips will prove to be helpful in shaping your own unique marketing strategy.

- 1. Understand your audience.**

In order to develop a targeted marketing approach, leverage the data provided to you through Wattpad or other social media tools to understand the demographic breakdown of your readers and where they spend their time, and what type of content resonates with them.

- 2. Select 1-2 platforms.**

Identify which social media platforms other than Wattpad (at least 1-2) you want to start with, and invest some time learning how to use these platforms most effectively.

- 3. Be consistent.**

Use consistency of imagery, voice and aesthetic among platforms. It's helpful to use your Wattpad username in all of your social media handles to allow your fans to find and follow you easily.

- 4. Balance your posts.**

Your profile(s) should of course highlight your stories and showcase your progress as an author; however, don't be afraid to change it up! Fun posts about your personal life, causes that are important to you, other authors that you support or content that is unique to the field you work in are all engaging topics. This will keep your profile interesting, dynamic and consistent.

- 5. Repetition is everything.**

It takes an average of 9-10 exposures for a buyer to decide to purchase a book. Visual social media posts can help with recognizing covers through repetition, and encouraging your followers to engage, share and repost your content will give you a wider reach.

- 6. Engagement is key.**

You want your audience to respond, spark discussions and share your content with people they know. That help you build momentum through word of mouth.

We know the strategy to use each platform differs significantly, so we've created a breakdown of each to help you stay on track! We will be releasing one social media guide every couple of weeks to give you some further insight into best practices!