



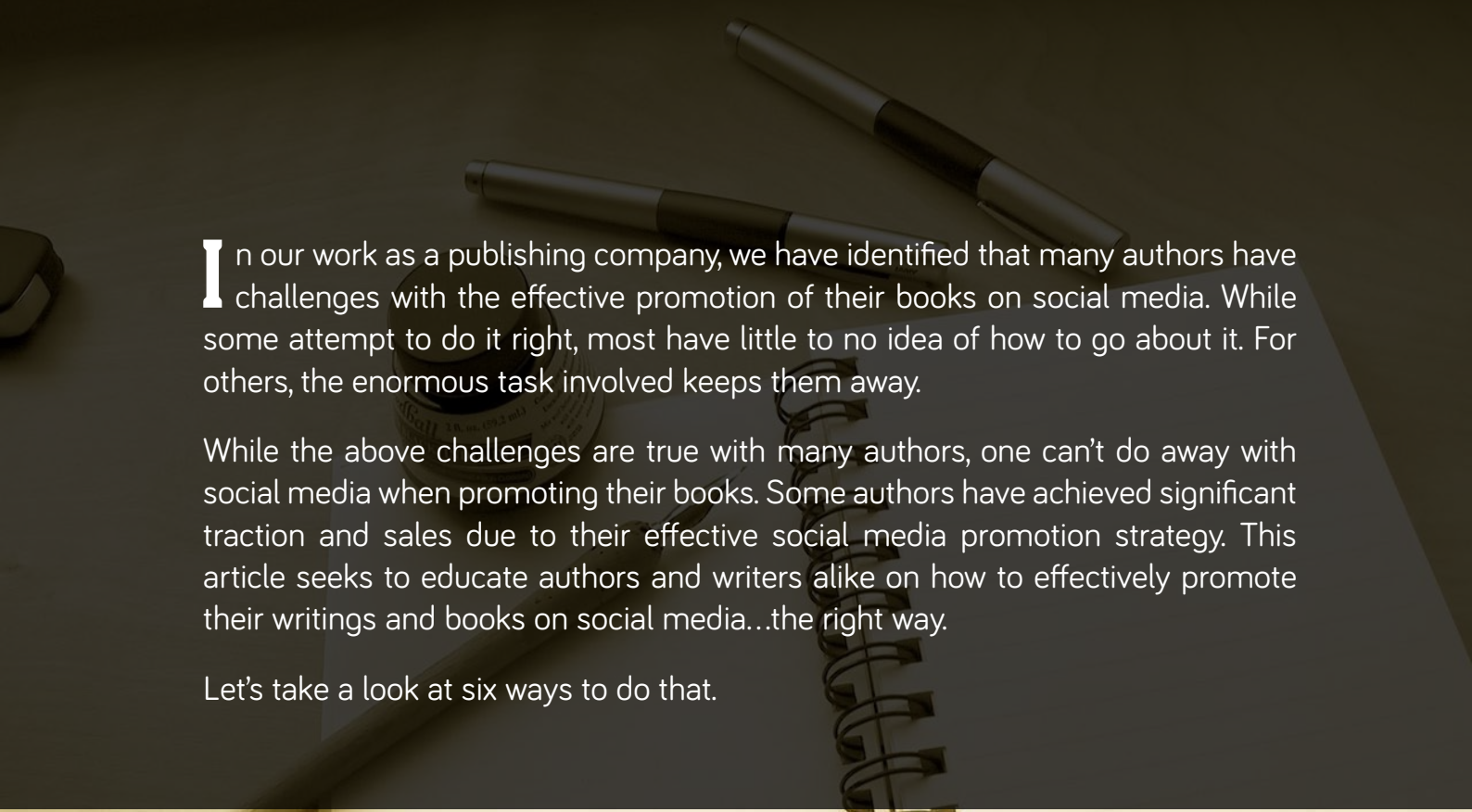
**SIX WAYS**

**TO EFFECTIVELY  
PROMOTE YOUR**

**BOOK ON**

**SOCIAL  
MEDIA**

A red pushpin is pinned to the top left corner of the 'SOCIAL MEDIA' text, which is rendered in a large, blue, 3D-style font with a white drop shadow. The text is positioned on a white, slightly tilted rectangular background.



**I**n our work as a publishing company, we have identified that many authors have challenges with the effective promotion of their books on social media. While some attempt to do it right, most have little to no idea of how to go about it. For others, the enormous task involved keeps them away.

While the above challenges are true with many authors, one can't do away with social media when promoting their books. Some authors have achieved significant traction and sales due to their effective social media promotion strategy. This article seeks to educate authors and writers alike on how to effectively promote their writings and books on social media...the right way.

Let's take a look at six ways to do that.

## 1 Leverage on Visuals

The 2015 Social Media Report projected that the digital era in 2016 will be filled with visuals. Halfway through the year, it has proven to be more than true. Visual marketing is more popular than ever. Tweets and posts accompanied with visuals are likelier to receive more engagement and traction than those without.

When promoting your book on social media, it is important to leverage on visuals. Accompany the promotion of your books with images of your book cover (if it's a pre-launch) or pictures of you signing books from your book launch event.

Pay attention to design details such as colour blending. Depending on how appealing the design is to the eye, people will either engage with it or not. Rich colours such as dark shades of red and green tend to be the most popular, and will also share across most platforms.

Image sizes also play a vital role on social media. Square images (600px by 600px) are most easily shared across platforms, and if it's enticing enough, your followers might use them as their profile pictures.

Visual marketing is powerful. It is even more powerful if done well.





## 2

### Headlines Get Results

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Your great content may be overshadowed by your frail headline. A good research about how to create compelling headlines will go a long way to help your promotion get positive results. Watch out for another article on how to create compelling HEADLINES.

Readers are likelier to click on something that sparks curiosity, intrigues, or answers a mind-boggling question. Your main aim of undertaking this promotion is to get people to engage, click through your posts, and possibly generate leads. Headlines are a good way to get this result.

## 3

### Utilise Hashtags [#]

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Using hashtags is the means of putting the “pound” or # sign in front of a word or phrase. The phrase is run together to create one word. For example, #HeturaAuthorTraining #CampusBookFair.

Using hashtags has the following benefits;

A

It makes your content more searchable. Twitter’s search engine is even friendlier. All you have to do is to type in your hashtag, #HeturaAuthorTraining or #CampusBookFair into the search button, and all tweets with the hashtag will appear. This makes it easy for anyone who has seen your hashtag flash somewhere to get more information about it once all content about the hashtag pop up on their screen. Facebook’s search engine also makes this feature possible.

B

There is the potential to reach a wider audience. On Twitter, key words with hashtags usually make it to the trend list easier than those without. Appearing on the trend list means anyone in the said location of the trending topics is a potential audience whose curiosity might lead him/her to click on and by so doing grasping some information about your book promotion.

Using hashtags during your book promotion can be vital in reaching your desired audience.



## 4

### Choose Your Platforms Carefully



So many people abuse social media because it's free and doesn't require a hard time signing on. But in doing social media marketing, it is prudent for one to know which channel best suits their products and why. Also, one must be aware of how to choose his/her channels depending on his/her location and who their target audience are. For instance, a Ghanaian-based author who seeks to promote his book on social media must know that the best channel to use is Facebook, and must not even try to get Pinterest as that will be a misappropriation of resources.

Many Ghanaians don't utilise Pinterest. Therefore, marketing your product there wouldn't be the best. Always analyse your product and choose your channels. Knowing where your potential customers and target audience are can be of great help in the successful promotion of your book.

## 5

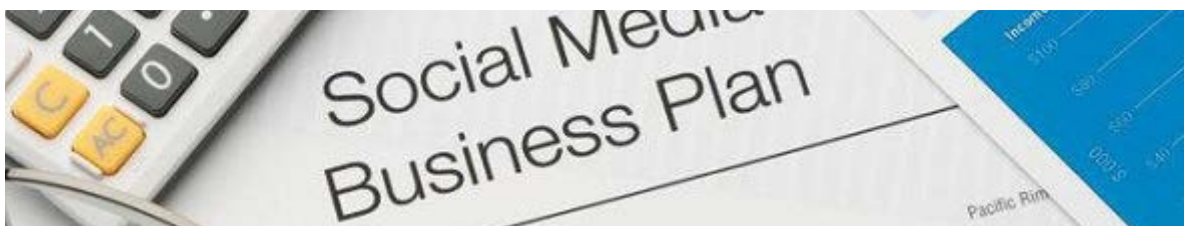
### Run Campaigns

Don't just post contents or drop links and expect magic to happen. You need to communicate with your audience. Create a [CALL TO ACTION](#). Increase the chances of engagements from your audience; and one of the effective ways to do that is by running campaigns.

Social media was primarily made for humans, and not businesses. So in taking your business online, you'll need to consider establishing good long-term human relationships with your online audience.

It's understandable that you want to make sales, but just as in boxing where a boxer takes jabs before landing a right hook, so does marketing on social media. You'll need to give out something to build trust and credibility, so that when you decide finally to "make a hit," you are sure to land right.

Run campaigns and give out copies of your books. Be sure to share helpful tips aside from your book content. This helps your followers and customers feel like you're truly giving value, and not just selling to them.



Social media has become more of business than the rudimentary networking it was meant for. In order to reach your desired target group, you are required to tailor your posts in a very strategic way.

Facebook allows paying to promote a page. Similarly, it allows paying to promote content. This means, you can pay to promote your content into the news feed of desired targeted audience of social media users where you are guaranteed visibility from a relevant audience. When you ever consider using social media to promote your book, consider drawing a budget that will help you in a very positive way.





## CONCLUSION

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We believe the tips shared will be of tremendous help to you in your bid to promoting your book on social media. At Hetura Books, our primary goal is to grow you as an author and we are ever poised to do just that.

The author of this article is [Samuel Abeiku Dadson](#); head of Digital Operations at Hetura Books.



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