# **100+ Powerful Ebook Marketing Tactics…**

**Introduction:**

A big part of the success of any ebook lies in marketing.

There are a lot of ways to market your book, but the key is to know your readers and learn how to get your book in front of them.

This powerful guide lists over 100 of the best ebook marketing tips that will help you grow your sales.

They’re creative, attention grabbing ideas aimed at giving your marketing strategy an edge for a low budget.

The only rule of thumb here is to Be CREATIVE. Share what you do in a passionate authentic way.

**HERE ARE 100+ Ebook ECOMMERCE MARKETING IDEAS**

1. Tweet about it.
2. Make a book trailer.
3. Ask your readers to send in images of them with your book and then pin them on Pinterest. (people love the human connection)
4. Comment on threads in Facebook groups or on other people’s threads to build your reputation as an expert.
5. Write a press release for PRWeb. It’s a great way to get some backlinks to your site and maybe even some press interest!
6. Do a presentation at a local meetup group. Don’t ‘sell’, just give great information, and make sure to have some books to hand in case people ask.
7. Do a [**kdp free promotion**](https://authorunlimited.com/how-to-market-your-book/). They still work if you use them correctly.
8. A [**Goodreads giveaway**](https://authorunlimited.com/how-to-market-your-book/) is one of my favourite ways to promote your book, generate some interest and also to get some reviews. The giveaways only work with print books although there are things you can do with your digital book. And it’s good to know that the reviewers can be a little more harsh than on Amazon (so prepare yourself!), but it’s well worth the effort!.
9. Create a post about your book on your [**Facebook business page**](https://www.facebook.com/AuthorUnlimited). Pin it to the top.
10. Post some free content or excerpts from your book on https://scribd.com. You can also sell your book here — worth some extra exposure?
11. Give a talk at a local school (if it’s appropriate content — works well for children’s fiction, history or other educational content).
12. Make a series of [**how-to videos for YouTube**](https://authorunlimited.com/how-to-market-on-youtube/) related to your non-fiction book content.
13. Send an email to your list. Give them a reason to buy — like maybe they could send you the receipt and you’ll put on a special webinar or teleseminar?
14. Run a Facebook ad but make sure it’s closely themed around time or an event — maybe you have a Christmas recipe book and just before Christmas you run an ad targeted at foodie groups.
15. Create a discussion on https:///www.quora.com. Ask questions, engage users, DON’T make it just a pitch for your book. If you are keyword savvy then use keywords in your post title and content so that it will show up on the search engines and give you ongoing promotional returns.
16. Get more reviews! (more reviews will help your Amazon ranking).
17. Create a URL forward that directs people to your Amazon page. Use this as your “main website” in your book and whenever you’re talking about your books. (for example mysite.com/bookname and forward this to your amazon page).
18. Do as much [**guest posting**](https://authorunlimited.com/how-to-market-your-book/) as you can and refer to your book in the author box (or use that URL forwarding tip just above this one!).
19. Create a bunch of $0.99 books that are full of quality. Use these as tasters for your other books — people will take a chance for 99c and if they like your content they’ll be back.
20. Get some fun, slightly silly, videos done on fiverr in the hope they might get shared and [**go viral**](https://authorunlimited.com/best-viral-videos/).
21. Put a link to your book in your email signature (and if you’re a bestselling author, then make sure you say that!).
22. Don’t enable the “Digital Rights Management” option in your kdp dashboard. Yes you might find your book being given away on free sites but more sharing = more people know about you…
23. Start a podcast (or better yet, get on someone else’s podcast).
24. All those great reader images you asked for — get people to post them on Facebook and tag you. It’s a great way of letting their friends know about you.
25. Create an Amazon associates account and add an image of your book and a link back to Amazon on your website (and as well as your royalties you might also get a few extra pennies from the associates programme!).
26. Run a big charity fundraiser so that for every book sold on a certain day or a certain week you give all or part of the profits to a charity of your choice (or better yet, run a fundraiser and then send everyone who donates a free pdf of your book – you won’t make money directly from this but it’s all about promoting you and your book).
27. Run a contest or a giveaway for your book from your website or Facebook page using an app like https://woobox.com/, https://www.shortstack.com/, https://www.rafflecopter.com/ or https://www.wildfireapp.com/ (there are others — just do a search for Facebook contests or giveaway contests). There are lots of rules and regulations around contests depending on where you live but if you use an app they will help guide you through this. You can do this with print or digital versions of your book and remember just to double check with your distributor or your publisher that what you are doing is OK with them).
28. Get your book translated into one of the widely spoken languages like Spanish or German to increase your sales reach.
29. Put something inside your book that encourages people to sign up for your email list. You then have a list to promote your next book to! If you can’t think of one then just create a list for people who want to get pre-publication copies to help you proof or review your content and to get you early reviews?
30. Contribute advice and ideas to LinkedIn groups and make sure you have a section of your profile that talks about your book (and tells people where to buy it).
31. Write an in-depth blog post on a topic related to or covered in your book, and then reference and link to your book in the post and at the end.
32. Create a series of [**YouTube videos**](https://authorunlimited.com/how-to-market-on-youtube/) where the author sits reading small sections of the book. Put the URL in the description below the video. This is a good way of getting taster content out. Or do some readings and have someone video those. Or interview some readers — no shortage of ideas here…
33. Start a Facebook group (or a Goodreads group) for your book or your topic. These are really valuable places to connect, get ideas and even get great content for your next book.
34. Hire people from Fiverr to post information on your free days to the ever-growing list of sites that promote free books. This frees up your time to write more books…
35. Get as many video testimonials as you can post these to your book’s YouTube Channel again with URL links to where people can buy your book. You can also upload these videos to Facebook and to your amazon author central page.
36. If you have a WordPress blog, use the “Ad Rotator” plugin to rotate your book or books on your sidebar. You can use your own image or use the “Click Here to Look Inside” image that Amazon provides.
37. Use discussion forums on your topic, or even places like yahoo answers, to get on front of people who want to know what you know. Make sure you have a link to your book in your signature. Some forums will let you do announcements so you can let the group know when you launch. And of not then use forums as a place to find beta-readers or early reviewers. Ask for volunteers to read your book and give you comments or reviews. Better than asking your friends and family!
38. Run a Facebook event when you are having a [**free promotional day**](https://authorunlimited.com/how-to-market-your-book/) (or days) on kdp. Or set-up a launch event. Make sure you have enough critical mass to do this otherwise the event can look very empty. This might be a great thing to do for a second or subsequent book when you already have a reader base — or a first book if you have a really strong marketing strategy and some support to get you out there and get you noticed.
39. Add resources and extra goodies at the back of the book. Because this also increases the overall length of your book, the reader will see more than 10% content when they click the “look inside” feature which will help you sell more books because they can see how great your book is.
40. If you have an email list then create an autoresponder sequence filled with stories based on a three-step-sequence… first one is 100% content, second has content, but also let’s people understand the problem your book solves, the third one is a straight up promotion for your book.
41. Do a book signing the traditional way — arrange this with a local book store or a book festival or even an event — maybe you have a food related book that would do well at a food festival? Or a children’s book at a children’s summer activity centre. Or a sport-related book at a sporting event? Think a little outside the box on this about where your potential readers might be and engage them with a free bonus offering like a sticker or a USB stick with some audio content on it… sky’s the limit on this one!
42. Create an event on Goodreads — you can invite people just like you would to a Facebook event. This is a great strategy to link with a virtual book signing, a virtual book tour, or a free promotional event.
43. Do a Squidoo “lens” on a few of the tips from your book. You can also then link your social media but pinning your lens to Pinterest and sharing on Google+ for example.
44. Run a virtual book tour where you have a pre-arranged series of guest posts on book blogs or blogs in your topic area. Post once a day for a number of days — why not be bold and aim for thirty days?! Just like a real book tour you want to build excitement, offer prizes or make the content build day by day so that your readers have a good reason to follow you around and to bring their friends along — which of course grows your following and your readership. Whenever you’re doing a guest post or asking other people to promote you, make sure you’re generous with “what’s in it for them” — a win-win-win (you, your host and your readers) will work better for everyone.
45. Create a ning community or a forum where your readers can connect, share ideas, and talk about your book.
46. Create short presentations and put them on SlideShare.
47. Run a google hangout (using your slides from SlideShare!).
48. And then upload the recording of your hangout to YouTube (google seems to be optmising YouTube search results so that hangouts get extra points in the algorithms).
49. Run an ebook signing — yes a digital signature with some kind of authography app. This is a new and growing field so you might need to run a google search for the best one. Hold virtual events just like you’d hold physical events — on a Google hangout, a webinar, a Facebook event. Have giveaways and prizes to keep people on the line and engaged and to make them want to spread news of your events.
50. Take your book along to [**craft fairs, vendor fairs, wedding fairs**](https://authorunlimited.com/monetize-your-book-speaking/) — anywhere that people who are interested in the same topic as you are writing on might hang out. And who knows what wider connections will come from that… maybe someone will contact you to speak, or to consult with them. Go with an open mind and see where it leads.
51. Create a movement around your book. What’s your story — is it your personal story? Maybe you’re battling depression? Or an illness? Or maybe you can be the voice of a group? Help bring together or get attention for people who may get ignored or marginalised in today’s society. Or maybe you want to campaign for something? Healthier food in schools. Better regulation of pesticides. Make the book *more* than just a book and use all the methods we’ve talked about to get the word out.
52. Identify your audience. This is a vital step in the promotion and marketing of your book, and–if done right–will make the rest of the process infinitely easier. Find out who your book appeals to, get to know those people well, and be where they are, both online and off. (Bonus points for authors who do this prior to writing their book!)
53. Establish a budget. How much money are you able and willing to spend marketing and promoting your book? Include everything from paid advertising to travel costs.
54. Create a marketing plan. Don’t skip this step! How much time can you devote to establishing and maintaining your book promotion strategies? What marketing tactics do you intend on implementing first? What are your goals and how will you measure them?
55. Get creative. Use your book’s theme, location, or time period for inspiration and making marketing connections. A character’s hobbies, occupation, lifestyle, values and interests can be jumping off points for developing promotional strategies. Brainstorm (with Google), companies, experts, businesses, organizations or groups that you can approach for joint marketing ventures.
56. Tell your author brand story. Write an author biography that succinctly defines your reason for being; keep it to two or three short but memorable paragraphs that will resonate with your readers. Show some personality and give your readers a reason to care.
57. Create your hook. Having trouble summarizing 40,000+ words into a few, attention grabbing sentences? Here’s a couple of resources to get the creative juices flowing: Think Fast! 10 Minutes to the Perfect Elevator Pitch and Writing Loglines That Sell.
58. Build your email list. Invite people to subscribe, and make it worth their while by providing remarkable content. Use your list wisely to create and build buzz for your launch. Engage your tribe early, keep them ‘in-the-loop’, and ask for feedback so they become invested in the successful outcome of your book or project.
59. Make it easy to buy. Ensure your author website includes book links that are clear, easy to find, and go directly to your listing at every retailer you’re listed with (Amazon, Smashwords, B & N, Kobo, or Apple iBookstore).
60. Link your book to trending topics. Write articles that tie your book topic or genre to current popular interests.
61. Schedule social media. Decide when and what you will share on your social media platforms. Optimize your profile on Twitter, Facebook, Google+, LinkedIn, Goodreads and Pinterest. Select the most effective time for reaching the most people with Tweriod, Sprout Social or Buffer.
62. Promote your ebook for free. Here’s a list of free sites from Mediabistro.
63. Set up online book giveaways via Goodreads. Or try a member giveaway at LibraryThing.
64. Time your release. Time the announcement of your new book with an important, relevant news event, blockbuster movie or trade show.
65. Create a readers guide at the end of your book. Use your book’s description to let people know that your book contains a helpful discussion guide at the end.
66. Learn some copywriting principles. Marketing isn’t just storytelling. It’s also about getting your readers to take action. Hone your copywriting and content marketing skills and turn your audience into book buyers.
67. Host and record author hangouts on Google+. Not sure how? Try this comprehensive post on demystifying Google+ hangouts from The Future of Ink.
68. Think outside the ‘box’. Gain marketing information and insights from outside the writing industry that you can tweak and apply to your book marketing strategy (music industry, small business start-ups).
69. Get a professional and distinctive author photo. Use this image across all your social media profiles, on your site, at the end of your book (along with your author bio) and on your print materials.
70. Create a press release. A good press release will include the information needed for a reporter or blogger to understand the news value of your story. Make sure it’s clear what you are announcing, why the reader of the press release should care, and where they can get more info if they’re interested. Then submit your press release to free press release distribution sites.
71. Get media savvy. Develop a relationship with local media, including radio, newspaper and tv connections. Find an angle that hooks reporters and will benefit their readers or viewers. Pitch articles, interviews and relevant blog posts. Here’s an awesome post by Patrick Garmoe at Copyblogger to help you out: 109 Ways to Make Your Business Irresistible to the Media.
72. Read marketing, blogging and social media roundup posts. Save time! Take advantage of resources provided by other bloggers and writers that scour the web for you, and dish up the best of the best around the web. Try Kristi Hines’ Fetching Friday on Kikolani.com, or Ana Hoffman’s Weekly Marketing Skinny at Traffic Generation Cafe.
73. Guest post frequently and strategically. Guest blogging is one the best ways to increase visibility, gain influence in your genre or topic and draw targeted readers to your online ‘bookstore’ or author site.
74. Get early/pre-release reviews. At least three months prior to publication, make a list of book bloggers and reviewers in your book’s genre, read their guidelines on what and how to submit, and start sending your manuscript out for early reviews.
75. Create bookmarks. Old school, but still effective. Include an image of your book cover, your hook or logline, as well as your website and contact info. If you think your audience will understand and use a QR code, include one on your bookmark or other print materials. Check out How to Create a QR Code in 4 Easy Steps by Corey Eridon at Hubspot.
76. Be friendly. Introduce yourself and get to know the owners and staff at local, independent bookstores. Contact genre experts and well known book review blogger sites. Who do you know? Who do you need to know? Step outside your comfort zone and devise a plan to reach out to these people.
77. Tempt your readers with more. Insert sample chapters from the next book in a series at the end of your current book to pull your readers in.
78. Understand Amazon’s system and use it to your advantage. Use categories to streamline and increase discoverability. Test out your new copywriting skills and create . For more help with your Amazon descriptions, try Author Marketing Club’s .
79. Write a series. Obviously this won’t work for every author or book, but when possible, creating a series is a very powerful and effective way to develop a presence, gain reader loyalty and boost sales of earlier works with subsequent novels. For more on this, read Jonathan Gunson’s ‘Series’ – The Single Most Effective Career Strategy A Writer Can Employ.
80. Advertise your previous works in each book you publish. One of the best places to advertise your previous work is at the end of your current book, where you’ve got a happy reader, eager for more.
81. Create a promo kit. Include graphics, images, links, excerpts, and sample Facebook shares and Tweets, that can be sent to bloggers upon request.
82. Participate in a podcast tour. Do some research to find author friendly podcasts, or use your connections to create your own podcast tour.
83. Attend live networking events, conferences and expos. Attend, or write a proposal to present at an event, to gain connections, increase you credibility and develop a supportive network of influencers.
84. Update your email signature. For every email you send, ensure that you include info on your new or upcoming book and a link back to your blog or book website.
85. Develop a workshop based on your books content. Especially for non-fiction writers, teaching your book’s content can further solidify your expertise in the minds of your readers and your peers.
86. Design or re-design a book cover that sells. Commission a professional to design a cover that is not only striking, but clear and readable even as a small thumbnail. (For an in-depth free guide on book cover design, check out this post over at Kindlepreneur by Dave Chesson: Book Cover Design Mastery.)
87. Design a launch strategy that works. Your book launch requires a lot more prep and strategy than several Tweets and a beseeching email to friends and family. Plan a party, launch at a unique venue that relates to your book’s content or team up with other authors announcing their new release to heighten the excitement across several author platforms and audiences. Here’s a great post via Firepole Marketing on book launch strategy.
88. Sign up for the Amazon Affiliate Program. Add to your income by earning fees on all qualified purchases through your affiliate link (not just on your books).
89. Add a ‘contact the author’ section at the end of your book. Give details on how readers can connect with you via email, your author website or through social media.
90. Writing is your business. Make sure your on and offline presence (website, social media profiles, print materials) is professional and doesn’t portray a hobbyist. If you’re not committed, neither will your readers be.
91. Submit your article to a link roundup. If you are creating exceptional content on your author blog (you are, right?), then make a list of related, popular blogs that do link roundups (like #21 above, but in your topic or genre) and submit your article. It may not always be accepted, but when it is, you will get a back link as well as an influx of high quality visitors to your site.
92. Participate in or organize a virtual blog tour, blog hop or sharing contest. For a description of the pros and cons of each–and what to expect–read this post by Donna Brown at Molly-Greene.com: Author Promotion: Blog Tours, Hops & Sharing Contests.
93. Create urgency. Use time-limited coupons, giveaways and contests. Host a contest on your website. Offer bonuses or special extras to readers who purchase your book prior to a certain date.
94. Join forces with local merchants. Team up with store owners and other businesses to offer certificates, prizes and merchant coupons to be shared or given away during your book promotions. (Advertise these perks on your site and on printed materials).
95. Time and coordinate promotions. Try to time your guest posts, author interviews, giveaways, advertising and other promotions to run at the same time, so that each promotion gains momentum from the other. The perception of ‘being everywhere’ will strengthen your chances of creating the word of mouth marketing momentum we’re looking for.
96. Become a subject matter expert. Even if you’re a fiction writer, you can still tie concepts in your book to topics that require expert opinion.
97. Don’t stop promoting one book to start writing another. The buzz and excitement of a launch can be exhilarating, but the marketing and promotional effort for a book must continue far beyond the initial days and weeks of ‘getting it out there’. Include in your marketing plan a schedule that allows for ongoing promotional activities of your previous work, while providing time to write your next bestseller as well.
98. Try Fiverr. Find some quality gigs that will submit your book to free websites, submit your press releases or have someone (relevant) share your most recent–and fascinating–blog post.
99. Do book readings or author visits live or via Skype. Try schools, your local bookstore, library or community college. Get people interested before you get there: create a packet that gives a summary of what to expect during your visit, printed materials like a flyer and book order form (that can be photocopied) or other promotional materials (like bookmarks).
100. Connect with your readers offline. Gain exposure through book signings, book clubs, writing groups, school visits, workshops, library readings and local area meet-ups. For tips on book signings, check out JA Konrath’s post on Book Signings: Everything You Need to Know.
101. Make your vacations work for you. If you’re heading to a new locale, why not do a little advance research and set up some readings and visits at your destination’s local libraries, schools or bookstores? (Are you starting to see a pattern here? Get out from behind your computer, and meet your people! 🙂 )
102. Take it further with video. Record your readings and share on your YouTube channel, Facebook Page, Google+ and on Goodreads.
103. Promote others. As you help promote other authors in your genre, by sharing their blog posts, reviewing their books and the like, you will build good will and a strong network of peer support for your current and future projects.
104. Create a Bit.ly vanity URL for your book. Bit.ly is a link shortening service that can also give you stats on the number of clicks on your link and where it was shared. Use Bit.ly to create a link that is easily shareable (not super long or a jumble of letters and numbers) for your book. Here’s a video how-to.
105. Purchase advertising. Set up a Google Adwords account, or try Facebook or blog ads. Other advertising options include sites like BookBub or EReader News Today.
106. ‘Free’ sells. Giving away your work for free is controversial, but often free now can mean increased sales down the road. Freebies might include free chapters, free signed copies of your book or other giveaways.
107. Add a Hellobar book teaser to the top of your author website.
108. Create a virtual bundle. Package together a print book and ebook, an ebook and course, or an ebook with videos and a workbook to add more value and options for your reader when purchasing your work.
109. Encourage your fans to market your book. Your fans can earn a little extra income by enrolling in Amazon’s or Smashword’s affiliate programs and adding links to your books on their websites or blogs.
110. Repurpose content and reach more people. Take your popular posts, useful insights, inspirational quotes, noteworthy results, chapter outlines or key points and repurpose them to share as a presentation on Slideshare or short videos on YouTube.
111. Slideshare. You can embed your presentation on your site (or others can embed it on their site), and you can embed YouTube videos–including your book trailer–into your Slideshare slides. Remember to add hyperlinks so viewers can get in touch or visit your author website.
112. Rock your book trailer. Show your creativity, humour (if appropriate) and personality. Try to avoid the jacket-flap blurb over a photo montage, and consider incorporating your overall message and brand. If you don’t feel you have the skills to create a book trailer that steals the show, you can hire a company to make one for you–just do a little cost analysis first to see if the marketing benefits outweigh the price tag.
113. ‘Consign’ your book. Consider trying a consignment style approach in gift shops, specialty stores, boutiques and galleries. The store owners may not want to purchase your books outright, but may display and sell them in their store for a cut of the profits.
114. Partner up. One of the best things about being a writer is that your only true competition is yourself. There are no ‘winners’, just insatiable readers that will devour a book in hours that took you a year or more to write. Use your connections or develop new ones to help cross promote with other authors, illustrators, musicians, designers, experts, events, charities, interest groups and so on.
115. Sell some ‘merch’. Give your fans the opportunity to promote you and your work offline by creating and selling themed merchandise on your site.
116. Use Vine. Vine is an app that allows you to make short video loops, and forces you to get to the heart of your message quickly. Fun to make and easy to share, your Vine videos can include a myriad of images and behind-the-scence glimpses of your writing process, your brand or even your personality.
117. Donate. Build goodwill (and good Karma 🙂 ) by getting your book into the hands of people that might not normally have access to your work. Considering donating your book to hospitals, shelters, churches, libraries, doctor/dental offices, hair salons, organizations or clubs.
118. Back of room sales. Promote your work when giving lectures, speeches, and teaching at workshops. Have a selection of your books with you and available for purchase.
119. Sell your books using Pinterest. Use Pinterest to relate to the fans you already have as well as intrigue new readers with ‘visual’ stories of you, your brand and your work. Your incentive? Pinterest has 70 million users, with approximately 80% of those being women. And stats show that about 70% of Pinterest members use the site to get inspiration on what to buy. (Plus it’s fun!)
120. Have a Google+ online launch party. Use your new Google+ hangout skills to set up an online launch party for your book, or for the launch of several books by authors in a related genre. As an example, here’s a press release for an online book launch party.
121. Reconnect with your University Alumni. Your university, college or even high school can be a great resource. Notify your alumni of any upcoming events, check to see if they have a listing of alumni books (so you can add yours), and ensure that they are on your press release distribution list. You can even offer to do a presentation for faculty or the students.
122. Have fun! Take a moment to breathe, and realize that not everything on this list needs to be done today. Concentrate on the first three steps so you can frame your marketing strategy moving forward, then add tasks and tactics as you have the time and attention to do so. Enjoy it! You are finding ways to get your work noticed and shared by hundreds, maybe thousands of people who will then share it with even more. Go, word of mouth marketing!