

Internet Publicity for the New Millennium

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Isaiah 43:18-19

Forget the former things; do not dwell on the past. See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the desert and streams in the wasteland.

5 Principles of Effective Internet Marketing

I. Show Up

Websites are the new 1-800 numbers.

Make your website effective:

- ◆ Your website should be a billboard.
- ◆ You only have one-fiftieth of a second to secure a visitor's attention.
- ◆ Use headlines, images, and bulleted points letting the visitor know "what's in it for me."
- ◆ Website: www.copyblogger.com – copywriting tips for online success.

II. Get Linked

Get linked or get lost!

Five ways to increase links (and traffic) to your website:

1. Host a link page on your website and exchange links with other websites.
2. Submit your website to search engines using a submission service.
 - www.addme.com
 - www.freewebsubmission.com
 - www.promotionworld.com
 - www.submit-it.com
3. Submit press releases to on-line press release sites.
 - Free PR Sites:
 - www.1888pressrelease.com
 - www.i-newswire.com
 - www.free-press-release.com
 - www.free-news-release.com
 - Paid PR submission sites:
 - www.christiannewswire.com
 - www.religionnews.com

- Grade your press release: <http://pressrelease.grader.com>
4. Have your book take a blog tour.
 5. Social network on the web.

Want to know how many websites link to your website? Go to www.linkpopularity.com.

III. Be Relational

The Internet is now social.

Why social networking is important:

- ◆ Social media is the fastest-growing tool on the Internet.
- ◆ Social networking expands your circle of influence.
- ◆ People trust what their friends have to say.
- ◆ It's free – only costs time.

Three social networking tools:

1. Blogs

- ◆ 87% of blog readers are book buyers.
- ◆ Creating a blog is free:
 - www.blogger.com
 - www.wordpress.com
 - www.blogster.com
- ◆ Two simple ways to drive traffic to your blog:
 - Read and make comments on blogs that have similar content.
 - Join a blog carnival - www.blogcarnival.com.

2. Social Communities

- ◆ Book social networking sites:
 - General:
 - www.librarything.com
 - www.shelfari.com
 - www.goodreads.com
 - www.reader2.com
 - Specialized:
 - www.habitualreader.com – fiction books
 - www.jacketflap.com – childrens' books
- ◆ Christian social networking sites:
 - www.xianz.com
 - www.tangle.com
 - www.christian.com
 - www.holypal.com
 - www.shoutlife.com

3. Microblogging

- www.twitter.com
- www.plurk.com

IV. Add Value

Interactions that add value create lasting impressions.

Three ideas for adding value:

1. Offer something free on your website.
2. Be genuine in your social networking interactions.
3. Give back.

V. Go Viral

A multimedia component is crucial for successful Internet marketing.

- ◆ Book video preview sites
 - Christian themed:
 - www.christianbookvideos.com
 - www.blackchristianbookvideos.com
 - General:
 - www.previewthebook.com
 - <http://bookscreening.com>
 - www.watchthebook.com
 - www.bookvideos.tv
 - www.yourbooktube.com
- ◆ Book video creation services:
 - www.trailertothestars.com
 - www.pulsepointdesign.com
 - www.cosproductions.com
 - www.drivehomeproductions.com



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