

# Children's Book Promotion Ideas

Book Promotion Ideas

Social Media Book Promotion Ideas

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Host a giveaway featuring signed copies of your book or related merchandise. Encourage participants to share the contest on social media to increase visibility <https://therichpalms.org/>. A little investment can yield big engagement.

Speaking of Big A, you'll also want to optimize your Amazon Author Page, where readers will go to learn more about you. This page should include a high-resolution author photo and a nice, detailed bio, as well as blog posts, video updates and, of course, your books.

As just one example, check out this elegant Beverly Hills mansion estate. Imagine your guests strolling through the manicured backyard, dipping their toes in the pool, and enjoying canapes and cocktails while discussing your brilliance.

Book Marketing 101:

**37**

**WAYS TO  
LAUNCH &  
PROMOTE  
A BOOK**

**AUTHORITY**



## Book Promotion Ideas

Facebook ads have proven surprisingly effective for authors targeting specific audiences, and they're also a staple method in digital marketing. While you may prefer to use ads to direct users to your Amazon page (more on that below), you can also use them to capture mailing list leads, as Mark Dawson describes here.

And where will you share those store links? One of the best places is your author website – which you should go ahead and create if you haven't already. Platforms like WordPress and Wix make it simple to set up a website for yourself, or you can hire a web designer to do all the work for you.

When learning how to promote a book, it's a good idea to create a book trailer for your work. You can hire talent on Fiverr, or create this trailer yourself. Add your trailer to your Amazon Central Account where you can upload up to three videos.



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Online influencers are personalities who have established a name in the online community and are acknowledged by over a thousand or millions of

people online. You can partner with these influencers to endorse your book and get them to purchase your book.

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