



## Tools Needed to Market Your Book Using New Media

New Media Marketing differs from traditional marketing by creating “Inbound” Marketing, defined by Wikipedia as “Any marketing tactic that relies on earning people’s interest, rather than buying it.”

New Media is composed of blogs, social media sites (Facebook and LinkedIn), microblogs (Twitter), and video sharing sites (like YouTube), among others.

Before delving into New Media you will need:

Keyword Research – **10.3 BILLION searches are conducted on Google every month!** The terms people type into the Search Engines (Google, Yahoo, Bing) to find specific products, articles or information are called Keywords. For example, if you were looking for a book about gardening, you would go to a search engine and type something like “books about gardening.” A list of websites would come up that contain the keyword phrase you typed in. **It’s imperative to choose keywords wisely.** If you pick the proper keywords, your site will have a better chance of receiving high Search Engine Results (where they are positioned on the list generated after searching specific keywords). The higher your site is listed on the results page, the more traffic (visitors) from that search you’ll receive. Higher traffic rates lead to higher sales. A good place to research keywords is <http://adwords.google.com>

Domain Name – your Domain Name is your web address, also called a URL. It could be the title of your book, your name, or a keyword phrase that you would like the Search Engines to rank you for. A good place to research available URLs is <http://GoDaddy.com>

Blogsites – Blogsites are similar to old-fashioned websites, but are more user-friendly, don’t require you to know confusing HTML code and are easy to update and modify. Search Engines love blogs because the content is updated more frequently than static websites. You will need several things for your blog:

1. A blogging platform. <http://WordPress.org> is, by far, the first choice of blogging platforms. It is free, easy to use, and has many additions to make your blog more interesting and dynamic. Another popular blogging platform is <http://blogger.com>
2. Hosting – an online resource that stores your blog’s content, design and files. Hosting can usually be purchased where you purchase your domain name or at places such as <http://hostgator.com>
3. A design concept, including “landing page” (the page visitors land on first) a call to action (calling people to perform an action to get them invested and involved in your page), and an email capture form.



Search Engine Optimization (SEO) – Search Engine Optimization means making sure the Search Engines know what your site is about, view it and you as experts in your niche, and rank you accordingly. All the search engines send out “bots” or “spiders” – electronic programs that quickly scan your site. Your site has to be optimized so that these bots can easily pick-out your keywords and get a true understanding of what your site is about.

There are two kinds of SEO – on-page and off-page. On-page SEO consists of proper keyword research, placement, ratio and usage. Off-page SEO consists of tying your name and keywords together on sites outside your blog, that all point back to your blog through links. If you picture your blogsite as the hub of a wheel, the off-page SEO sites would be the spokes of that wheel, leading back to your hub. Quality off-page SEO increases your visibility and authority to the search engines, making it easier, in turn, for your site to come up in search results.

Content - In the world of New Media Marketing, content is king. You need to be able to create keyword-rich content on a regular basis. This may mean writing articles, releasing chapter excerpts, writing personal insights, and/or Tweeting on Twitter and updating on Facebook on a regular basis.

Offsite Pages – including Facebook Profile and Professional Pages, Twitter Pages, YouTube Channels and others. To complete your new media presence, you must have stand-alone, branded pages on external social channels. These pages allow you to open and participate in a dialogue with your visitors, gain new visitors and increase sales of your product, as well as providing additional sources for the search engines to find you, associate you with your keyword and niche. That helps raise your authority level in the eyes of the search engines, which will help raise your position in search results.

While it may seem daunting to delve into this new marketplace, using formats and tools you haven't used in the past, all it takes is patience and practice. It may be helpful to start with a professional designer or SEO expert, like myself, to get you going on the right track. Most companies, including mine, have services ranging from stand-alone keyword research to full brand development and blogsite maintenance, including ongoing content creation. There are also free online forums you can tap into that freely share tips and tricks, tutorials and strategies.