

# Marketing, Money & Motivation

by **MV Ellis**



**With a twenty-year career spanning advertising, marketing, social media, and life coaching, MV brings a unique skillset to the business of being an author.**

## Make your marketing money matter

As a hybrid (but these days, mostly self-published) author, I'm always looking for ways to get more bang for my marketing buck, not only in terms of financial investment, but also the time and energy expended on marketing endeavours.

However, with jam-packed schedules, and often competing priorities, sometimes it can be easy to overlook, or forget free (or low cost) opportunities that are sitting right at our fingertips.

Here are three quick reminders of places you can extend your marketing footprint without over-extending your budget.

### Goodreads

I'll be perfectly honest here (when am I ever not?) – from a technology perspective, I hate Goodreads with the power of a thousand fiery suns. However, even with that said, I have to admit that it is, and no doubt, will remain, an essential marketing tool for authors for the foreseeable future.

Some of the least utilized elements are your friends list, and status updates.

The two are connected, since every time you update your status,

or add a book to your reading list, etc, your Goodreads friends are notified. If they react to the update, then their friends are notified, so there's a goldmine of connections to be exploited there, especially when you consider that you can have up to 5000 friends on this platform. Make sure you use your full allowance, and cultivate a list of people who are, or may be interested in your books in the future.

Bonus Goodreads tip: Don't forget to connect your website/blog to Goodreads, too, as every time you set a post live, this also feeds into Goodreads as well, thus leading people back to your website where they can find out more.

### Amazon

This one is a little tricky as Amazon isn't one hundred percent transparent about what information followers receive, when, if, or how often. In fact, there's no way of even knowing how many followers we have on the platform. However, even with all that said, it's still worth encouraging people to follow us there, as what we do know is that, from time to time, Amazon may (or may not) issue updates via email to those followers about what we're up to; be it pre-orders, new releases, or sales. Not only

that, if we're really lucky, we may be invited to participate in Amazon's Follow program, which formalizes the process whereby Amazon notifies followers of important information pertaining to our books. And apparently, even if we are invited and decline, Amazon may still send these updates anyway.

### BookBub

No doubt we're all aware of BookBub, but above and beyond chasing the holy grail of a BookBub Featured Deal, or running display ads on the platform, there are a few other ways in which BookBub helps us stretch those marketing dollars. The first is new release alerts. This is a feature whereby BookBub notifies all our followers via email that we have a new release in the market. The best thing about this process is that it's absolutely free!

Another nifty feature is the pre-order alert. This is a paid feature available only to US BookBub partner accounts with more than 1,000 followers (I meet both these criteria). These alerts currently go out to US followers only, at a cost of \$0.02 (USD) per follower, so are fairly cost effective. These can be scheduled at the author's convenience, and are a great tool to get the pre-order ball rolling in the lead up to a release.

***MV Ellis doesn't just write romance, she lives it. She followed her heart halfway around the world to be with a man she sat next to on a wild 36-hour bus journey across sultry Brazil.***

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