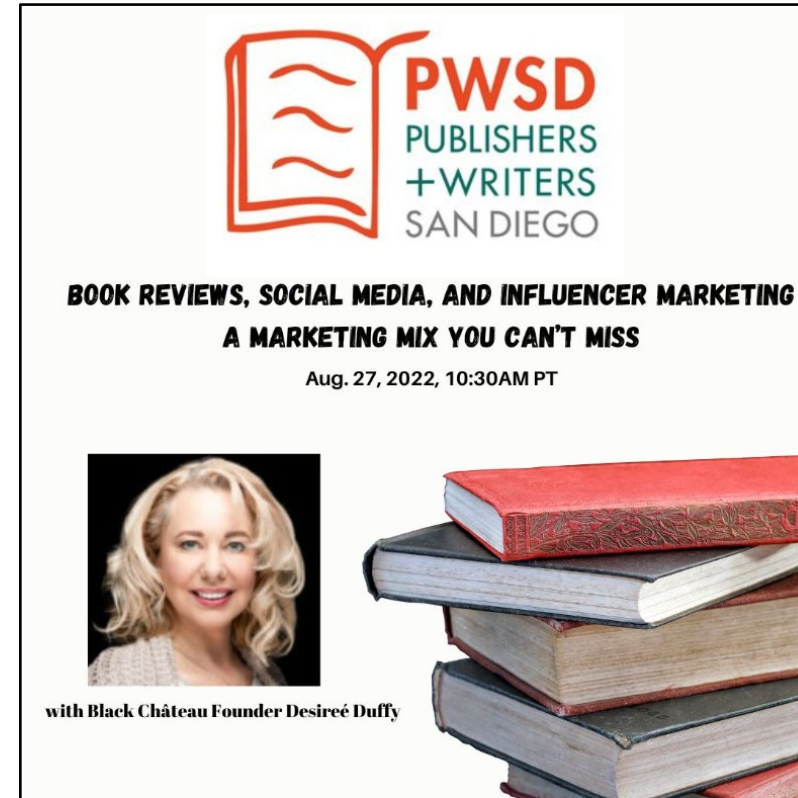




Book Reviews, Social Media, and Influencer Marketing – A Marketing Mix You Can't Miss

Presented by:
Desiree Duffy
for the
PWSD

Prepared by Desiree Duffy



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PUBLISHERS
+ WRITERS
SAN DIEGO

BOOK REVIEWS, SOCIAL MEDIA, AND INFLUENCER MARKETING
A MARKETING MIX YOU CAN'T MISS

Aug. 27, 2022, 10:30AM PT

with Black Château Founder Desiree Duffy

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What is an Influencer?

- Influencers are people who can influence others with endorsements of products or services
- They have large followings and can sway opinions and drive interest and sales with their endorsements
- Endorsements can take the form of a review or demonstration. For book influencers, like the ones using BookTok and Bookstagrammers, it is generally a book review of some type. There are also unboxings, shelf placement, lip-syncing or many other types of video content
- Influencers, especially on TikTok, are creators and unique or eye-catching posts are varied
- Influencers can have a few thousand followers to tens of thousands and even in the millions
- Influencers and book reviewers – this intersection is becoming a grey area – lots of crossover nowadays



Jessica McIennan
@Books_and_Crafts
[Link to Profile](#)

What is a Book Review?

Three main types: a consumer review is generally a regular reader who posts a review on Amazon or GoodReads. An influencer or book reviewer, or book blogger, generally has a following. Editorial reviews like Kirkus are generally more traditional and professional in nature.

- In addition to Kirkus there are other sites that offer reviews for marketing purposes – BookTrib, Readers Favorite, Books That Make You to name a few
- These reviews can be used to help market the book – blurbs, back cover quotes, pull quotes on website, in press releases
- They hold clout and have a degree of authority associated with them – in some cases an expert in the field or author of a similar genre can give a review or a blurb
- Use these reviews on Amazon Page as editorial reviews – this is different than a regular review on Amazon or a Verified review on Amazon – or highlight them in social media marketing
- Often should get months in advance of a book's launch



Social Media

Step up, spin the wheel, and find out what social media platforms are trending today. Influencers may be dominate on one, or a couple.

- We recommend that authors pick two platforms based on where their audience hangs out, and which ones you LIKE being on – then find and network with influencers there
- Don't jump on the bandwagon and add new social media platforms unless YOU REALLY WANT to be a dancing author on TikTok (kidding but not kidding)
- Facebook, Instagram (now collectively known as Meta), Twitter, and TikTok are the main four
- YouTube, Pinterest, LinkedIn, Tumblr if they really suit your needs
- Goodreads and your Amazon Author Profiles



Social Media: Top Platforms for Authors

The BIG Four for Authors and Influencers

- Facebook, Instagram, Twitter and TikTok
- Facebook is generally the main one, plus they own Insta and the two are now integrated and known as Meta
- Think of the audiences of each, who your audience is, and where you want to be active
- Be prepared to be authentic and creative. But only take on what you can realistically maintain
- TikTok works well with other platforms as content is very “shareable” and has a lot of viral potential



GoodReads and Amazon Author Central

Amazon bought Goodreads a few years ago and there is a lot of integration now between the two.

- Authors should be on both
- At the very least create a GoodReads profile and add your bio, claim your book(s), don't be "naked"
- Claim your books using Amazon Author Central
- Use your profiles as marketing tools – link to your website, post video content or book trailers, add your headshot, etc.



NetGalley and Other Book Reviewing Platforms

NetGalley helps publishers and authors promote digital review copies to book advocates and industry professionals. Publishers make digital review copies and audiobooks available for the NetGalley community to discover, request, read, and review.

- Publishers and book promoters can create a page
- Use NetGalley as a marketing tool – promote your page and titles in your newsletter, on social media, use email marketing and more to maximize its effect
- Can always consider advertising options and special promos they offer, too

Find out more on their website:
<https://www.netgalley.com/about>

Check out Black Château's profile:
<https://www.netgalley.com/catalog/publisher/83110>



Black Château

Black Château is a marketing and public relations firm that represents authors and personality brands.

WE BELIEVE IN STORYTELLERS

Add to Favorites View Approval Preferences Listing titles since 2019 Search Titles

Titles Recently Added Most Requested Books Previously on NetGalley Find Them Online

blackchateauenterprises.com Based in United States

Recently Added

- Mountain Town Mischief With a Poodle (Rocky Mountain Cozies Book 1) by Virginia Fox
- The Silent Count (Mystery & Thriller) by A. Ambrose
- From The Potato to Star Trek and Beyond (Biographies & Memoirs) by Stephen Joseph
- Snoodles, Kidoodles, Poodles and Lots of Noodles (Children's Fiction) by Steven Joseph



Email Marketing for Book Reviewers

Reach your network of reviewers through email marketing. Newsletters, eblasts, and gentle reminders to complete reviews can be integrated into your email marketing whether you are a publisher, promoter or an indie author.

- Cultivate relationships with influencers and reviewers and add them to your email list (with permission of course)
- Use NetGalley emails for reminders and networking with reviewers – also invite reviewers you know to your ARCs to review
- Invite folks to sign up to get ARC updates on your website and promote through social media

Example of eBlast sent to several reviewer lists:

<https://conta.cc/3pe199c>

Example of sign up for book reviewers:

<https://www.booksthatmakeyou.com/book-bloggers/>

Exclusive Book Review Opportunity for You: Uncover Your *Mindless Behaviors*

We'd love to hear your expert opinion. Let us know if you would like to review *Mindless Behaviors* by Beatrice Adenodi.

A storyteller, a sought-after a business leadership consultant and speaker, and a first-generation Nigerian American, Adenodi's unique experiential marketing perspective gives her the ability to recognize the mindless behaviors that prevent us from reaching our untapped, limitless potential.

Because we are steeped in biases at a young age and replicate what we see throughout our lives, we wear masks to hide. But we can learn to take them off. Once we do, a transformation is inevitable, and the world will never be the same again.

Beatrice Adenodi reveals – in a direct, no-nonsense approach – the reality of what's holding people back and blocking them in their professional and personal lives. She is the founder of Mirror Inc. as well as the author of *Mindless Behaviors: Breaking through Unseen Barriers*.

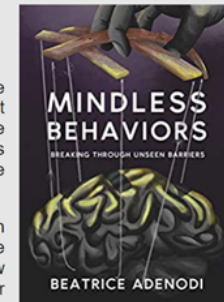


Are You Ready to Face Your Mindless Behaviors?

Mindless Behaviors
by Beatrice Adenodi

When you closely analyze all the problems you've had in life, what patterns emerge? If you're like Beatrice Adenodi, you see that most of life's problems can be boiled down to the same handful of issues.

Mindless Behaviors sheds light on seven examples of reactive negative cycles of human behavior and how effective communication is the answer to breaking them.



Request Physical Copy Now

Request NetGalley ARC Now

ARCs and Promotional Packs

Publishers and promoters may want to send special packages with ARCs to their top influencers and book reviewers.

- Consider putting together some promotional items and goodies for them
- This gives them something fun to promote on their social media



Trends in Social Media: What Is TikTok and BookTok?

TikTok: is a social media platform for **creating, sharing and discovering short videos**. The app is used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows users to create videos and share them across a community.*

BookTok: is a subcommunity on the app TikTok, focused on books and literature. Creators make videos reviewing, discussing, and joking about the books they read. These books range in genre, but many creators tend to focus on young adult fiction, young adult fantasy, and romance novels. There are also parts of the community dedicated to talking about LGBT literature, as well as books written by people of color. The community is cited with impacting the publishing industry and book sales.

The creators in this community are also known as BookTokers.**



* source: Webwise <https://www.webwise.ie>

** Source: <https://en.wikipedia.org/wiki/BookTok>

Two Ways to Use TikTok and BookTok as an Author



1. Using TikTok Influencers to talk about your books
2. Creating a TikTok profile and becoming a creator

BookTok
Influencers

Your Own
TikTok Profile



BookTok
Influencers

Your Own
TikTok Profile

Knowing the community and making authentic connections

Find creators
and influencers
on #TikTok who
align with your
genre/brand

How to develop
a hotlist and
conduct an
outreach to
popular
#BookTok
creators

Pros and cons of
developing your
own TikTok
profile and
advice on getting
started

Letting go and
being creative
on this
interactive and
fast-paced
platform



books_and_crafts

Jessica

Follow

428 Following 445.5K Followers 7.6M Likes

Fairytales♡DISNEY♡Fantasy

Email • Goodreads

🌟 Book Links 🌟



🔗 beacons.ai/booksandcrafts

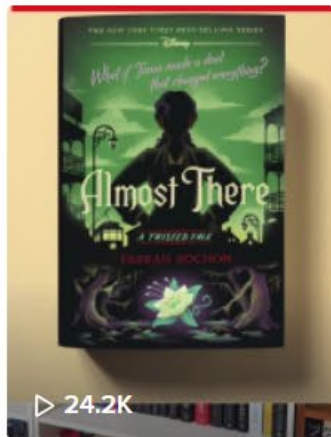
Videos

🔒 Liked



▶ 2560

Reply to @phoniexflame ...



▶ 24.2K

Releases sept 6th!! #disn...



▶ 10.1K

Reply to @indigowolf7 sh...



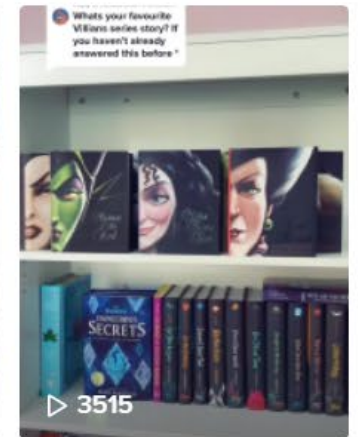
▶ 10.1K

Reply to @nikkid1323 t...



▶ 7893

It's the broody cinnamon ...



▶ 3515

Reply to @chillb...

Get app

https://www.tiktok.com/@books_and_crafts



foxholebooks

lilyy 🍷

Follow



113 Following 80.2K Followers 4M Likes

✉ lilyycui06@gmail.com

CR:

📄 2/60 📄

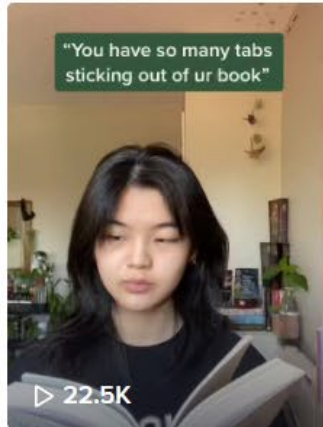
🔗 linktr.ee/lilyycui

Videos

🔒 Liked



@nata11ee #coquette #la...
▶ 3205



they're so sexy #booktok...
▶ 22.5K



ib to MY FAV BOOKTOKE...
▶ 7421



Relatable content?? #boo...
▶ 6159



I'm hilarious #romanceno...
▶ 624K



code LILY for 10% OFF :) ...
▶ 4407

<https://www.tiktok.com/@foxholebooks>



akorzen ✓

Annie Korzen



Follow

0 Following 303.1K Followers 5.9M Likes

No bio yet.

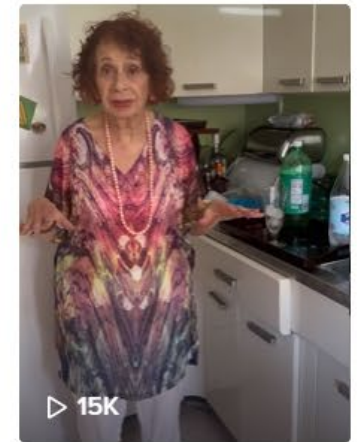
www.anniekorzen.com

Videos

Liked



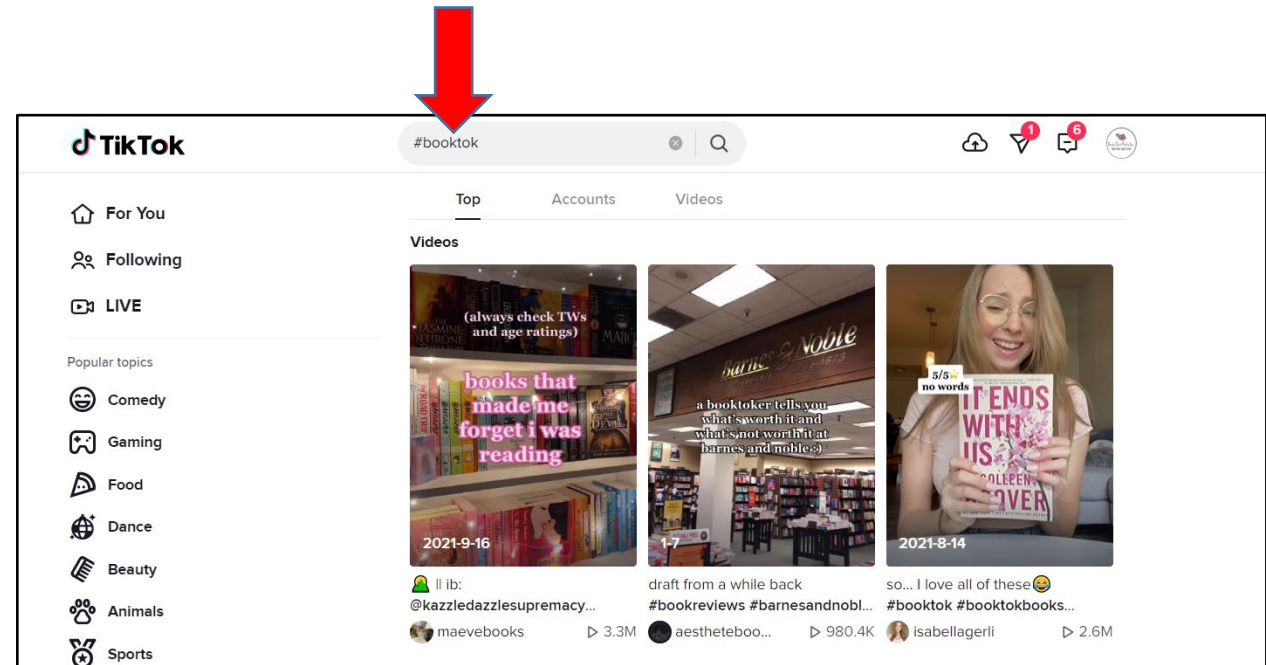
#nutsaboutnuts



<https://www.tiktok.com/@akorzen>

Knowing the BookTok Community

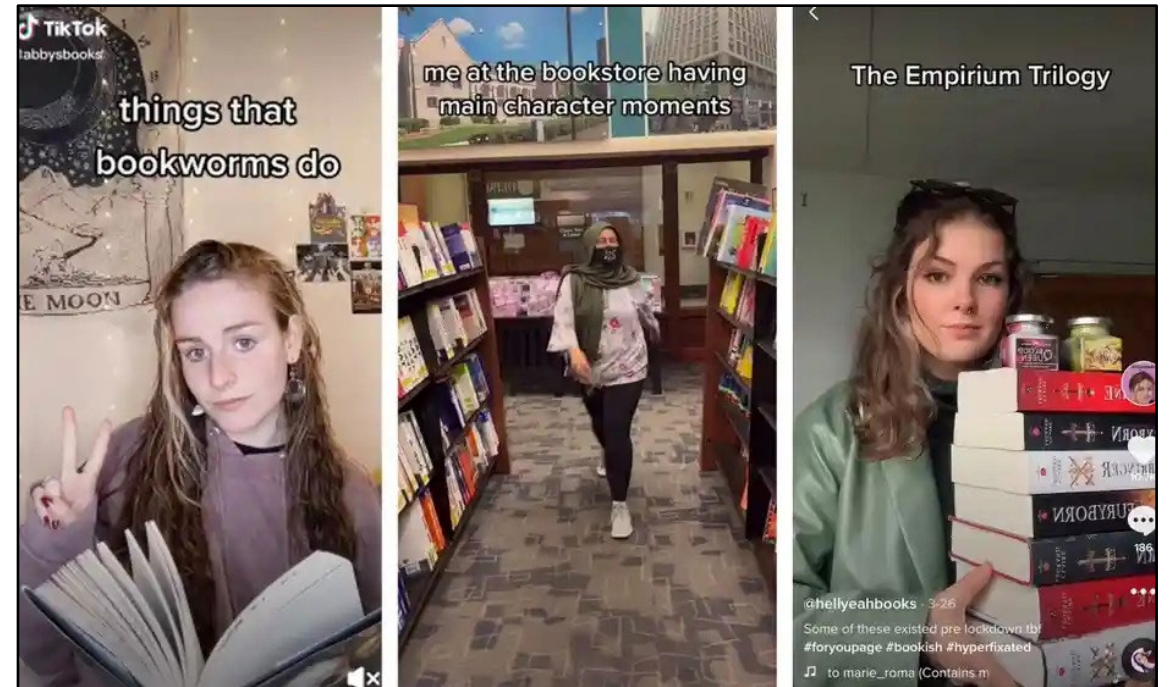
- BookTok, or #BookTok, is a community within TikTok. Like Insta or Twitter or many other social media sites, the hashtag creates curated content
- It also creates a community, especially on TikTok
- Use the #BookTok hashtag to find BookTokers
- Whether you use TikTok for influencer marketing or to create your own account, understanding the community is critical



Finding Creators that Align with Your Brand

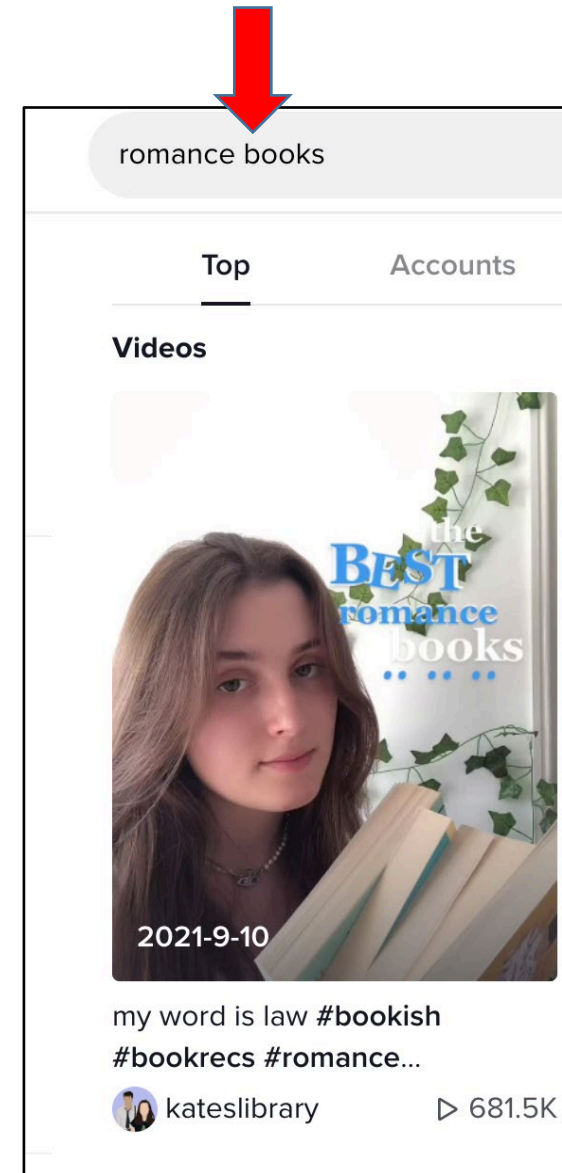
In the book marketing world, we've seen how many titles have been made popular by #BookTok. From "The Love Hypothesis" by Ali Hazelwood to "It Ends with Us" by Colleen Hoover, BookTok is becoming ever-so-popular. We see that BookTok is a movement run by creators who feature book recommendations, reviews, and memes. From "books that will make you sob" to "books I couldn't put down," you'll find a variety of book lists and meet many creators. For those who can't decide what to read next, #BookTok is the place to go.

But how do you find BookTokers that align with your brand?



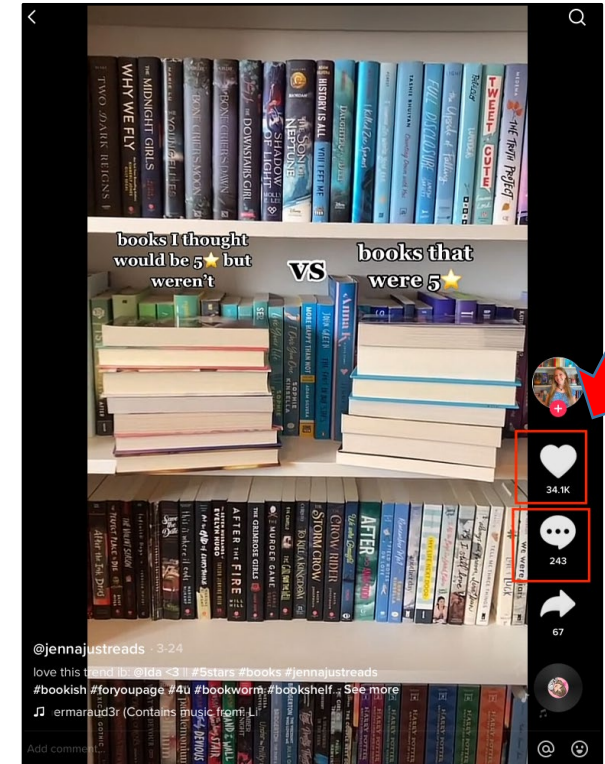
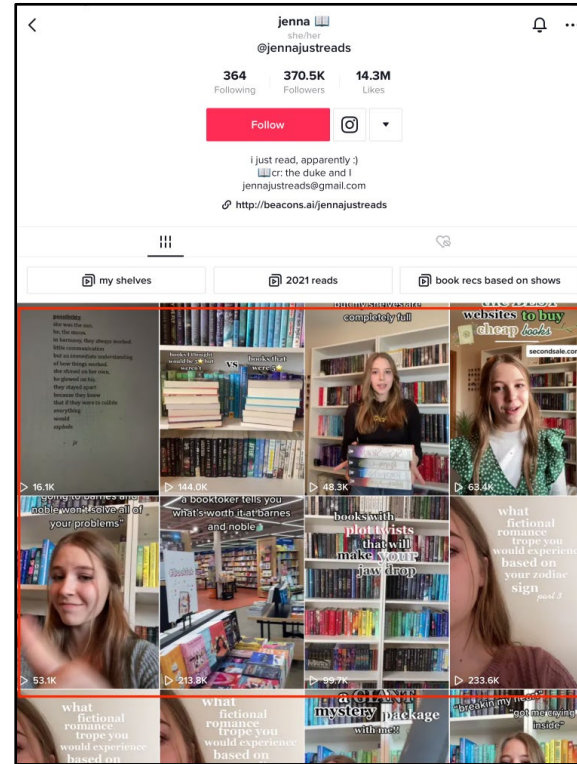
Finding Creators that Align with Your Brand

- Hashtags: One way to find a perfect creator for your brand is to look by hashtag. There are plenty of hashtags one can look up: #thrillers, #romancenovels, #YA, as well as the obvious, #booktok
- Another is looking at similar authors and books that are featured on BookTok
- Do some research off-site, too. There are plenty of articles online that name the most influential BookTokers



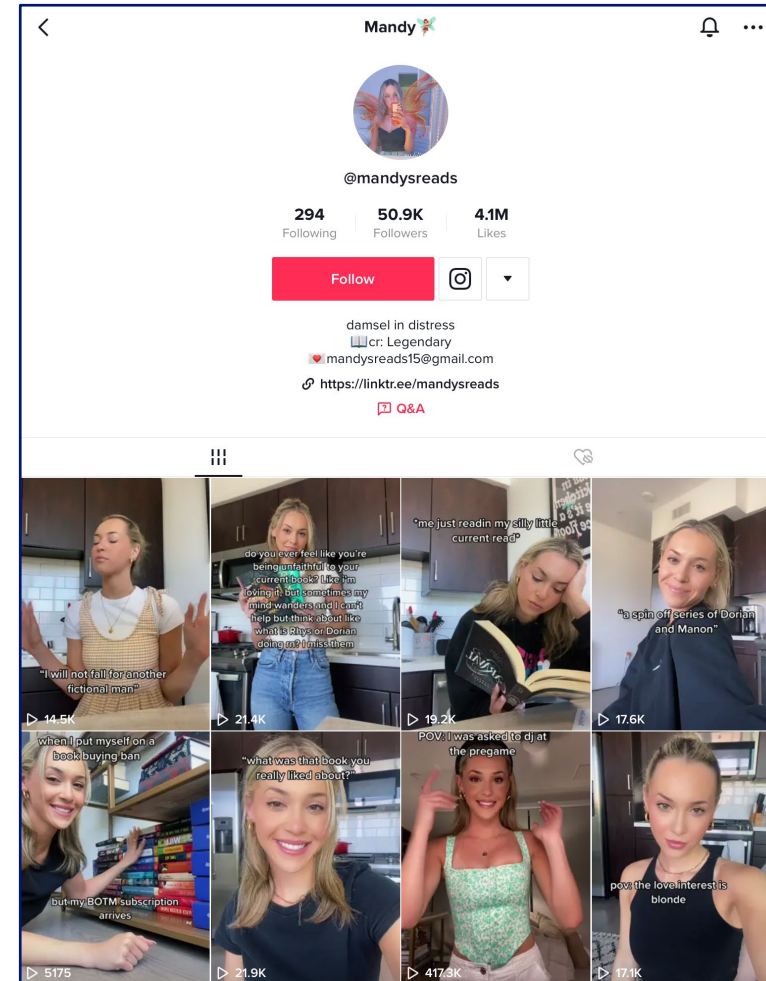
After You Find Creators

- Watch their BookTok videos to see if their videos align with your brand
- Make sure they have a high engagement. That means that most of their videos have a high watch, comments, and likes



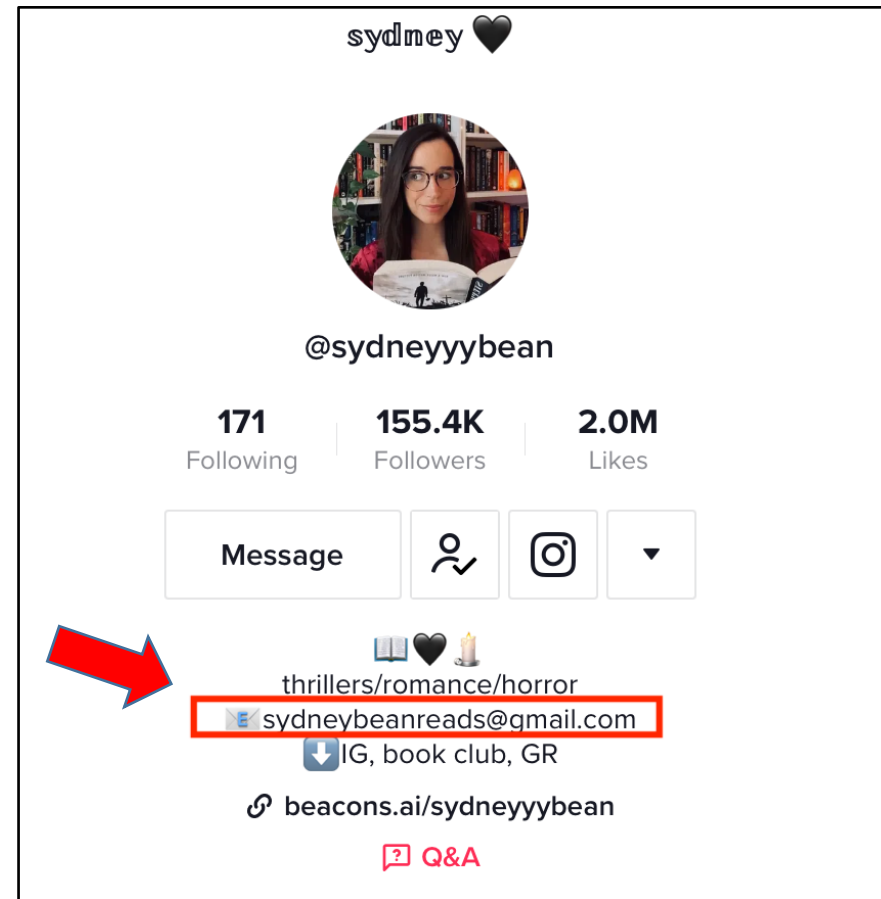
Make a Hotlist of BookTokers

- Contacting BookTokers by email is your best bet in getting them to work with you
- You can also DM them, however that can be difficult as the more popular they are, the more difficult it can be to get their attention



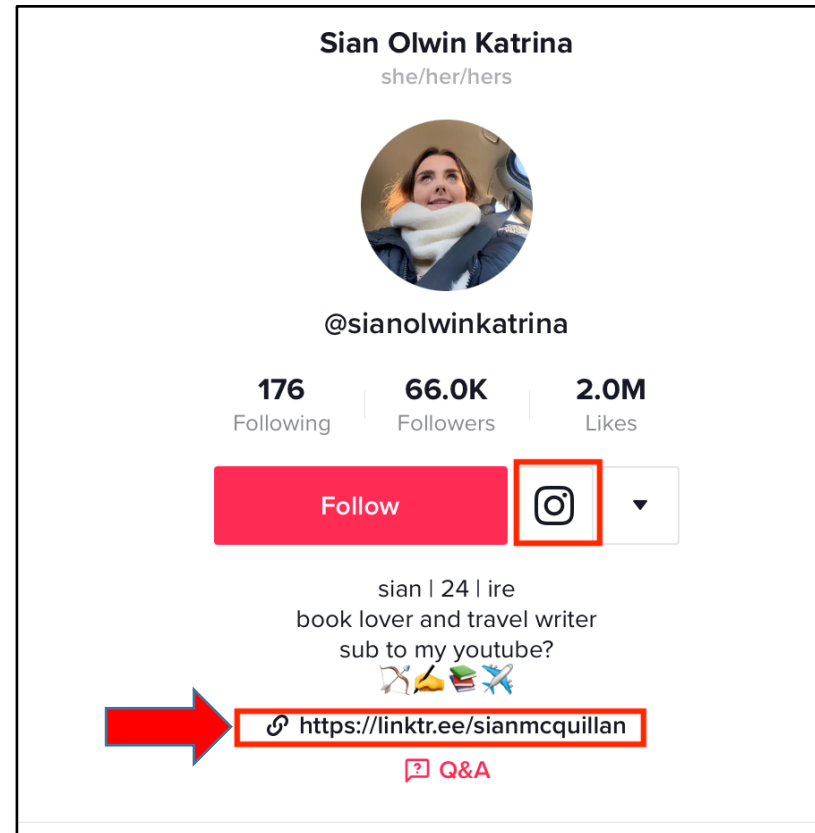
Make a Hotlist of BookTokers

- To find an email address, you may have to dig a little
- Look at their profile and see if it is listed there
- This is the simplest step because they are more likely open to collaborations



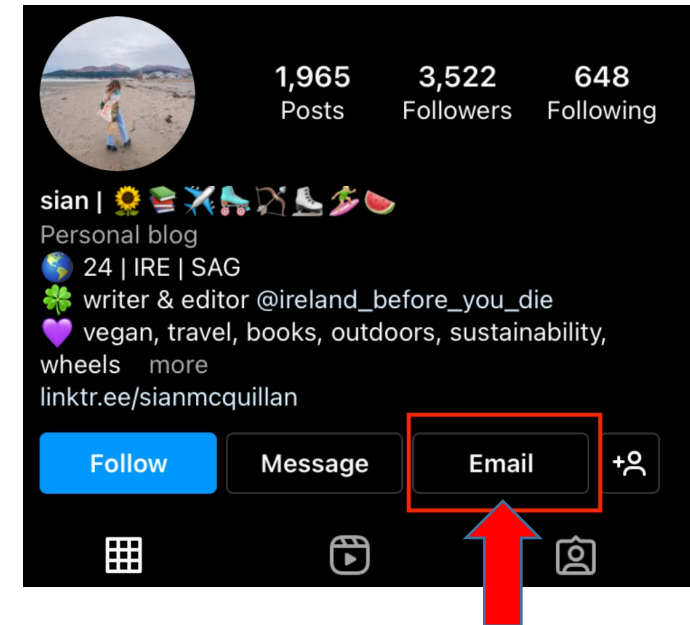
Make a Hotlist of BookTokers

- If there is no email on their profile, have no fear, there are ways to get it
- One of the ways to get their email is by clicking on their link (Linktree) or Instagram button



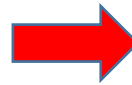
Make a Hotlist of BookTokers

- Their Linktree or Instagram can help you find their email address
- You may also find an email address or contact form on their website if they have one



Make a Hotlist of BookTokers

- The last step is to make a list of your favorite BookTokers. Include their username, link, number of followers, and email address
- Order them or highlight them by which ones you feel would best represent your book/brand/genre
- Establish goals and budget in advance. Do you want just a few, high-profile influencers? Or do you want to focus on mid-range or up and coming “micro influencers” to start? Are you building an army, or a precision team?



CAMPAIGN Name: Booktokers			
CAMPAIGN DATES:			
INFLUENCERS SHEET/ Content Creators			
Account	URL	Follower Count	Email Address
Locations to target: USA, Canada, Australia, Europe			
@bethsallbooked	https://www.tiktok.com/@bethsallbooked?lang=en	27.0k	bethjune327@gmail.com
@sydneyyybean	https://www.tiktok.com/@sydneyyybean?lang=en	142.5k	sydneybeanreads@gmail.com
@bumblebeezus	https://www.tiktok.com/@bumblebeezus?lang=en	336.5k	swordandpenname@gmail.com
@booktoktaylor	https://www.tiktok.com/@booktoktaylor	22.8k	booktoktaylor@gmail.com
@americanbacon	https://www.tiktok.com/@americanbaron	1.8mil	jberney@mosaicla.com
@jennajustreads	https://www.tiktok.com/@jennajustreads	351.6k	jennajustreads@gmail.com
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@amyjord	https://www.tiktok.com/@amyjordanj	222.6k	amyjordanjennings@gmail.com
@abbysbooks	https://www.tiktok.com/@abbysbooks?lang=en	428k	abbysbooks@gmail.com

Conducting Your Outreach

- We recommend starting with batches of 3 to 5 at a time and send them an email
- Give your emails 3 to 7 days and give a courtesy follow up if you don't hear back
- If you really want to pursue someone who is not responding, try DM-ing them to let them know you are trying to reach them for a paid influencer opportunity
- Track your progress, responses, and follow ups on your spreadsheet
- Use your spreadsheet to monitor results, tally the numbers and refine as you conduct future campaigns

Hello,

We are looking for BookTokers and influencers interested in partnering with us in some creative and fun promotions.

We have several bookish brands, including the Webby-Award nominated BookFest, Books That Make You, and our agency, Black Chateau, represents many authors.

One of our authors, XXXX, who writes legal thrillers, might be a good fit. We are thinking that a review, or a giveaway, or another type of TikTok video might be fun to collaborate on with you.

Please let me know if you are interested in discussing. Yes, this is a paid opportunity, meaning we do have a budget to pay you.

Looking forward to discussing,

Desireé Duffy

Founder, Black Chateau, Books That Make You and The BookFest



Conducting Your Outreach

- If they are interested, ask if they have a rate card or price range – it is nice to get a number from them first
- Suggest a Zoom call if they feel like a fit if you'd like to get to know them better and discuss the process
- Ask for their KPIs or metrics – the data on their followers including location of their followers
- Discuss the creative, any specifics you need, and develop an outline of expectations for both sides
- Send book description, ARC/digital copies for them to evaluate
- We suggest putting it in writing with an independent contractor agreement
- Determine an approval process, deadlines and proof of performance
- If you pay over \$600 you will likely want to 1099 them – send a W9 (or use a form FW8 BEN for out of the country)
- Consider an NDA as well
- Provide them with physical copies of the book(s) – presentation is important – include bookmarks, pretty packaging, and hardcovers when possible
- Send talking points, book descriptions, hashtags to help them create their video

Pros and Cons of Starting Your Own TikTok

Pros

- You are engaging with the BookTok community – and they love authors and publishers – you will have a stronger connection with them if you join in the fun
- You will learn a lot about the platform, gain consumer insights, and make connections
- It will be a lot of fun and can be a great creative outlet

Cons

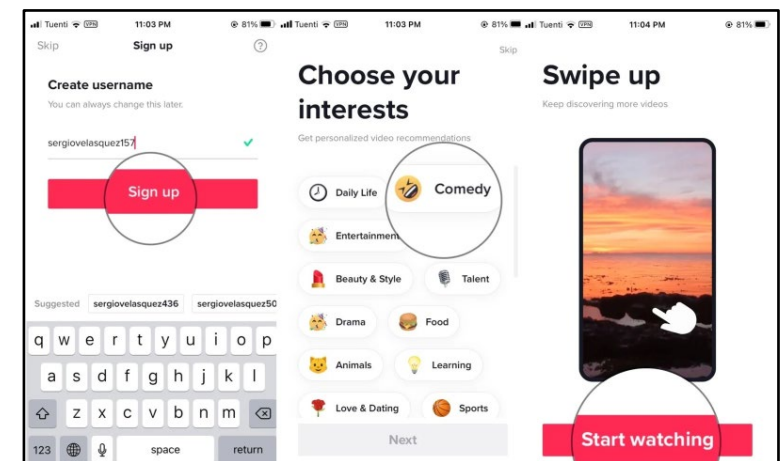
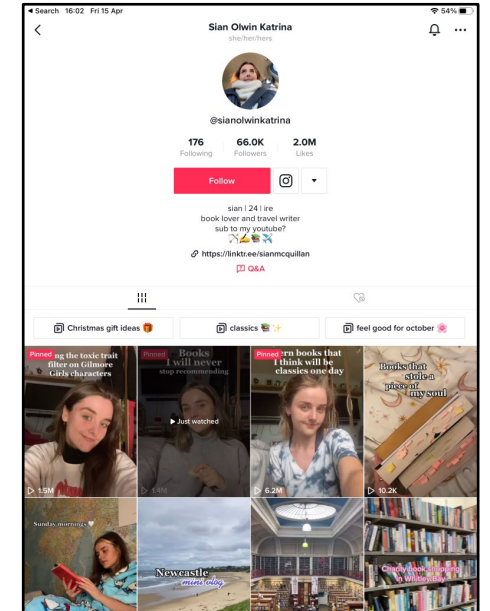
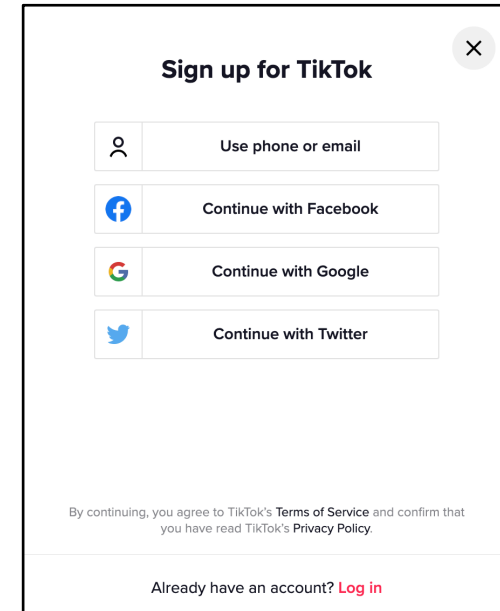
- Can be slow when starting out – hard to be an “overnight success”
- In order to make an impact you will need to build up followers – weigh building followers against utilizing influencers who have a fanbase already
- You will need to be consistent to gain momentum – it will be time-consuming



Either way, create an account so you can watch and follow accounts. Plenty of people have accounts with no posts at first. If you are new to TikTok, start by creating a profile to see if it is for you/your company.

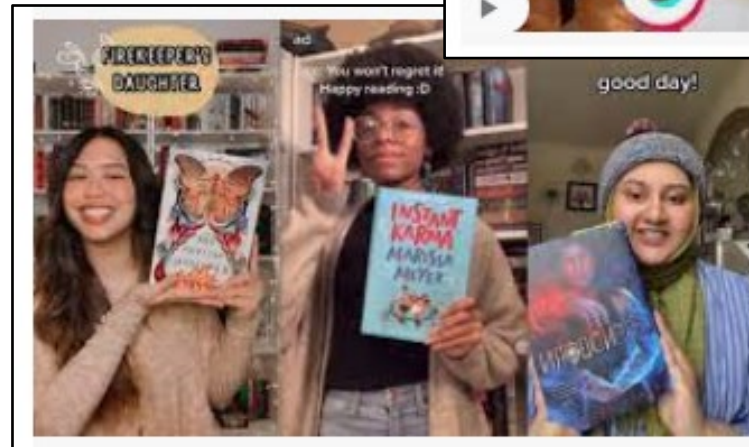
How to Sign up for a TikTok Account

1. Download TikTok from Google Play or the App Store
2. Open the app
3. Tap Profile in the bottom right
4. Choose a method to sign up. You can sign up with Facebook, Google or Twitter. It will get rid of the need to create a whole new TikTok password
5. If you don't mind creating a new password for TikTok, tap “use phone” or “email” to create a login password now
6. Enter your birthday. Enter the year, month, and day of your birthday when prompted, and then tap Next to move forward. Nobody on TikTok will see your age or birthday—this is just for account creation
7. If you signed up with a phone number or email address, verify the confirmation code. You may have to tap Send code first to receive the code. Once the code is confirmed, you're almost done...
8. Create a TikTok username, picture and interests
9. Boom! You are on TikTok



Letting Go and Being Creative on TikTok

- Will you dance? Dress up? Read poetry? Decorate a bookshelf, create bookish hacks, or follow the latest TikTok trends and start stitching into others' videos?
- Will your profile have a face? Your internal brand ambassador? Will you include other authors?
- How can your TikTok integrate into your existing social media and marketing flow?
- Do what feels authentic and right for your brand – don't try to be someone you are not





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Edit profile

260 Following 220 Followers 170 Likes

Celebrating all the books that make you who you are.

www.booksthatmakeyou.com

Videos

Liked

<p>28 Beth Pickell</p>	<p>2 Becky Parker Geist</p>	<p>79 Lesley Michaels</p>	<p>202 E. A. Smiroldo</p>	<p>42 Marci Hopkins</p>	<p>1111 Natalia Lazarus</p>	<p>170 Chester L. Richards</p>	<p>320 Junyi Zhang</p>
<p>11.2K Barbara Eden</p>	<p>22 Gannal and Gabriel Williams</p>	<p>1589 Ross Brand</p>	<p>211 Beatrice Adenodi</p>	<p>405 Andy Case</p>	<p>335 Steven Joseph</p>	<p>379 Suzie Newell</p>	<p>51 Antino Mantir Chol</p>

[https://www.tiktok.com/@books that make you](https://www.tiktok.com/@books_that_make_you)

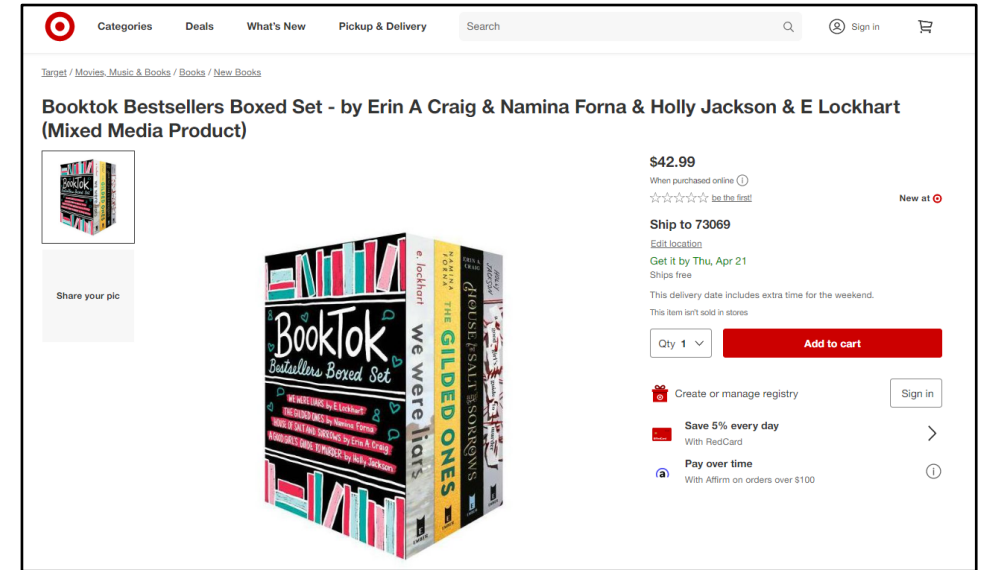


BookTok Marketing

Use your BookTok exposure to promote your books that break through. Let retailers and bookstore buyers know when you have a BookTok hit in your marketing materials.

Ideas:

- Promote books on your ecommerce website which have been seen on BookTok
- Share on other social media. TikTok is a very shareable platform and translates/shares well on YouTube, Twitter, Facebook and Instagram
- Write blog posts about your BookTok hits
- Spotlight BookTok Bestsellers in your newsletter
- At an event or book fair? Highlight your BookTok Books with special signage or stickers
- TikTok offers advertising – promote titles directly



Resources and More Info

Take a deeper dive and explore more options with these resources. Watch short videos with Bookstagrammer and BookTok Experts on the right.

Advertising on TikTok:

<https://www.tiktok.com/business/en-US>

List of BookTok Influencers:

<https://www.distractify.com/p/best-booktok-accounts>

Sign up for The BookFest:

<https://www.thebookfest.com/signup/>



https://youtu.be/op21uAbF1_0



https://youtu.be/kj0ofZb_2zc



THANK YOU

Desireé Duffy

Desiree@BlackChateauEnterprises.com

213.444.1958



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