



The **ULTIMATE** guide to *Marketing Resources*

A guide to all the resources you need
to up your online marketing game.



Marketing Resources

THE TOOLS YOU'LL NEED

1. Create content

SOCIAL MEDIA

The backbone of your marketing strategy will be your social media marketing. The basics to use here are **Facebook**, **Instagram**, **Twitter**, and **LinkedIn**.

The rule is to post regularly, keep your audience engaged, and provide value rather than just shouting 'Buy my book' in every post.

This can easily turn into a full time job! Enter automation tools like **Later.com** and **Hootsuite**. Both allow you to schedule and edit posts for weeks, or even months, ahead.

DESIGN

Canva is by far my favorite tool for creating content to post on social media. The free version is more than good enough to create beautiful designs with a ton of free images and templates.

It's easy to use and will make your life so much easier!

VIDEO

Online content is shifting more and more towards video, and it's not going away. Including videos in your marketing content is necessary and a great way to engage.

Luckily, most smart phones have amazing cameras these days that can shoot high-quality video. At most, you will need a light and a microphone; but only if you are going for a very professional look; creating a video course or webinar.

In that case, you will need video editing software like **Screenflow**, **iMovie**, **Camtasia**, or **Windows Movie Maker**. Any of these will enable you to create beautiful, professional videos in a flash (after a brief learning curve, of course).

You will also need a hosting provider to host your videos. The most popular options are **YouTube** and **Vimeo**. Both have free versions and are really easy to use and customize.

2. Set up your author website

DOMAIN AND HOSTING

In addition to your basic social media presence, your author website will be your base of operations.

DOMAIN: First, you need a domain. This is the name of your website. Then, you need a **HOST**. This is where your website content will be stored and managed.

GoDaddy.com and **Bluehost.com** are two of the most affordable options for both domain and hosting.

BUILD YOUR WEBSITE

Worpress.com and **Squarespace.com** are two of the most popular website builders out there. Both have thousands of themes available to get just the right look for your author brand, and their simple platforms make it super easy to set up and manage your site.

If you want to sell books directly from your site, you can also easily install e-commerce and digital download plugins to build your store. Easy peasy!

Wordpress.com
Squarespace.com

PAYMENT GATEWAYS

If you are going to sell your book on your website, you will need a payment gateway to accept payments.

We recommend **Paypal** and **Stripe** for a super easy, user friendly experience. You simply need to set up your account with either service and then install the corresponding plugin on your website.

2. Build your email list

MAILCHIMP

Building an email list is a very important task for an author hoping to build a long-term, loyal audience base. There are myriad ways and tools to build your email list, but we recommend **Mailchimp**.

With **Mailchimp**, you can create landing pages, send out newsletters, and create a pop-up form for your website to gather email addresses. There are many other similar services out there, but Mailchimp is tried and tested and their free version includes everything you'll need.

LANDING PAGES

A landing page is simply a one-page website that is designed to lure readers in and secure a transaction (e.g. entering an email address). It works because there are no distractions, unlike a regular website. You can use landing pages to give away freebies, organize events (book launch, anyone?), or just gather email addresses. Setting up a landing page is quick and easy with **Mailchimp**.

Need help with your marketing plan? Book a free consultation today:

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