

Build Your Online Book Marketing Plan:

Simple Strategies to Increase Website Traffic, Build Buzz and Sell More Books

Before self-publishing her first book, Stephanie Chandler decided to build an audience online. The success of that effort led to corporate sponsorships, major media coverage, product sales, and a variety of other opportunities. In this content-rich presentation, she shares strategies that authors can use to develop a marketing plan focused on building an audience online.

You will learn how to:

- ◆ Build an effective book marketing plan
- ◆ Identify and attract your ideal audience online
- ◆ Leverage blogging to increase site traffic and sales
- ◆ Conduct interviews with internet media sources
- ◆ Use articles, podcasts, videos, and content marketing tactics to boost traffic
- ◆ Expand revenues with information products
- ◆ Utilize Facebook, Twitter, LinkedIn, and Pinterest—all without a big time commitment (really!)

With so much competition in the publishing field, it is critical that authors build a marketing plan that works. Whether you already have one, two or twenty books to your credit or you are just getting started; a plan that includes effective internet marketing strategies can have a dramatic impact on your publishing success.

Stephanie Chandler is the author of nine books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. Stephanie is also founder and CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers and NonfictionWritersConference.com, an annual event conducted entirely online. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur Magazine*, *BusinessWeek, Inc.com*, and *Wired* magazine. For author and speaker information, visit StephanieChandler.com.

