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## ESSENTIAL DIGITAL MARKETING ELEMENTS FOR AUTHORS

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### BEST TYPES OF SOCIAL CONTENT

- ENTERTAINING
- ENGAGING
- ENLIGHTENING

### 5 ESSENTIAL ELEMENTS

- **Your website:** Professional bio, book cover images, your blog, brief and long descriptions of your works, links to all sources, clean social integration, your best testimonials from *readers*, enews opt-in, calls to action, personality and transparency.
- **Your social media:** Start with where your readers are. Be generous. Be accessible. Think slow and steady. Reach out to others. Show your value. Marry it to your offline efforts.
- **Your blog:** Set a schedule. Repurpose. Distribute. Be generous. Think creatively: blog as characters, blog from a viewpoint, blog personally, blog about your ideas/style/process/purpose.
- **Your promotions:** Promotions are an essential part of engaging your readers and prospective readers. Make your author profiles pop. Host virtual events. Create videos and podcasts. Create scavenger hunts. Offer chapter readings.
- **Your eNews:** Email is still valid and a great way to build and mine your database.

### 4 TIPS TO KEEP IN MIND FOR MAXIMUM VALUE

- **Video:** Video rules, whether on YouTube, Facebook, Twitter, Pinterest or Instagram. **Tip:** Make a weekly or monthly video of “Top Five” lists. For example: My top 5 favorite sci-fi universes of all time.
- **Graphics:** Quality graphics that are creative and compelling make a big difference in reaching the right people and gaining attention.
- **Authentic Photos:** A pic on Instagram or Twitter really is worth a thousand words or a few thousand dollars. Clear, unusual photos will elevate your presence. Use tools on your phone to get it right.
- **People follow people, especially authors.**

**BONUS TIP: You must encourage, ask and respond.**