

## Digital Advertising for Writers and Speakers

Michelle Rayburn – Write-to-Publish 2019

The slides and handouts for this class are available at [www.michellerayburn.com/WTP](http://www.michellerayburn.com/WTP)

### Establish a Goal

Write down one outcome that you would like to achieve as a result of taking this class today.

---

---

### The question: How can advertising help me sell more books or get more speaking?

Advertising: paying a fee to have your product placed in front of potential customers.

#### Types of advertising available to authors and writers:

- Print ads are served through print media (newspapers, magazines, catalogs, etc.).
- Digital ads can be served on any digital platform, and have an advantage in terms of tracking capabilities. With digital advertising, you can easily track results and determine cost per click, cost per conversion (sign-up or sale), ROI (return on investment), etc.
- Sponsorships. Donating product, having a sponsorship ad, etc.
  
- **Digital Platforms**
- Facebook advertising:
  - Only works on a public page, not a personal profile.
  - Allows you to target very specific categories of people: fans of other authors, precise demographics (age, employer, work title, etc.) or even locations.
  - The other advantage is that it is easy to test and scale: you can start with a budget as low as \$1 per day, and gradually increase your monetary commitment if your return on investment is positive.
- Instagram
  - Can be stand-alone ads, or linked to Facebook account.
  - Your account needs to be a business account to place ads.
  - Can get your ad into their IG stories.
- Amazon Marketing Services (AMS): Amazon allows you to show ads about your book directly on other book pages and search result pages.
  - Work for authors who have published with KDP (Amazon's indie publishing)
- Twitter - great for targeting hashtags
- LinkedIn - excellent for targeting professional networks.
- YouTube – Several ad options
- Pinterest
  - Has become a search engine.
- People are genuinely searching for a topic there.
- Discount/promotion advertising: If you're running a discount or free promotion on one of your books, you can apply to have it advertised in the newsletters of platforms such as Bookbub, Freebooksy and Bargainbooksy, Book Gorilla, The Fussy Librarian, Pixel of Ink, BookSends, etc.
- Search advertising (Google Adwords)
- Goodreads advertising
- Bookbub CPM ads, banner ads on websites, display network advertising, etc.
- Dynamic ads – when you shop somewhere and then the ad shows up in your feed. Through a pixel.

### **Facebook ad ideas for writers and speakers:**

- Boost a post about speaking at an event and target only that zip code.
- Boost a post about book signing or launch party.
- Holiday promotion – Black Friday
- Free download opportunity
- Mother’s Day or Father’s Day
- Free sample chapter (could include an opt-in)
- Pre-order campaign
- Contests or giveaway
- Boost a post that has a relevant and current topic
- Boost a post to your followers

### **How much should I spend?**

- Be cautious of big spends. What ROI will you get?
- Start small and see how it goes.
- Target well, so your money is more effective.

### **Objectives**

- Boosting your Facebook posts
- Promoting your Facebook page
- Sending people to your website
- Increasing conversions on your website (sign up for mailing list, make a purchase)
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Get more page likes
- Grow awareness

### **Placements**

- Feeds - Your ad will appear to people scrolling through their inbox, desktop or mobile news-feed.
  - Facebook Feed: Your ads appear in the desktop News Feed (for people accessing the Facebook website on their laptops or desktop computers) and/or the mobile News Feed (for people using the Facebook app on mobile devices or accessing the Facebook website through a mobile browser).
  - Instagram Feed: Your ads appear in the desktop Feed (for people accessing the Instagram website on their laptops or desktop computers) as well as your Feed on mobile (for people using the Instagram app on mobile devices or accessing the Instagram website through a mobile browser).
  - Facebook Marketplace: Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app on their phone.
  - Facebook Suggested Video: Your ads appear in the video feed on Facebook, specifically, the Suggested Videos feed and the Facebook Watch feed.
  - Facebook Right Column: Your ads appear in the right-side columns across Facebook. Right column ads only appear to people browsing Facebook on their computer.
- Messenger Inbox: Your ads appears in the Home tab of Messenger.
- Stories - Your full screen vertical ad will appear in people's stories.
  - Facebook Stories: Your ads appear in people's stories on Facebook.
  - Instagram Stories: Your ads appear in people's stories on Instagram. Ads in stories only appear to people browsing stories on Instagram.

- Messenger Stories: Your ads appear in people's stories in Messenger.
- In-Stream
  - Your ads will appear before, during or after video content.
  - Facebook In-stream Videos: Your ads appear as short videos in Video on Demand and select Gaming Creator livestreams on Facebook.
- Messenger Sponsored Messages: Your ads appear as messages that are delivered directly to a person when they have an existing conversation with you in Messenger.
- Contextual Spaces
  - Facebook Instant Articles: Your ads appear in Instant Articles within the Facebook mobile app and Messenger.

### Targeting Your Audience

- By region – live there or visiting.
- By age
- By interests
- Friends of your followers
- Education level
- Income
- Behaviors – what they like, events, what they share
- Occupation
- Life events – married, expecting a child, engaged
- Retargeting – to people who have interacted with you once and you try to reach them again.
- Lookalike audience – upload your mailing list and target people who are similar.

### What to say in an ad:

- Your ads need to speak to your customer’s need.

#### Early example (\$10, got 2 clicks)

It's time to order materials for your fall women's small group Bible study! Low prep for the leader and little homework for participants. Get special pricing on "The Repurposed and Upcycled Life" book and group workbooks when you send me a DM or an email. More than 28% off cover price!

Humor, coloring doodles, heartfelt discussion, friendly to those who are exploring faith.

Free download of sample chapter: [michellerayburn.com/writing/](http://michellerayburn.com/writing/)

#### More recent example. (\$20 and 62 clicks)

If you haven't washed your hair since Tuesday and dry shampoo is the best thing ever, find a connection here. If the couch is covered in several loads of laundry and you can't find two socks that match, or if there are petrified French fries in the back seat of your SUV, I think we could be best friends. I wrote "The Repurposed and Upcycled Life" for busy women who want to know that imperfection is what makes us human!

Free sample chapter download available!

You do have to be careful in wording Facebook ads. Rules:

- No forbidden products
- Only 20% text on the image you use.

- You cannot target physical attributes. Personal attributes include “race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name,” according to Facebook.
- As a general guideline, avoid using words like “other”, “you”, “yours” in your copy. You can’t imply that you actually know anything about the users you’re targeting.
  - Can’t say: Are You Tired of Being Overweight?
  - Can say: Weight Loss Tips
- When in doubt check <https://www.facebook.com/policies/ads/>

**Images and videos:**

- Make them eye-catching
- Make sure they pertain to your audience
- Use something like Adobe Spark to create a mini video (You can also do something like this within Facebook ads.)
- Make sure photos are yours to use
  - If they say model released, you may use the images of people for advertising.

**Advertising Metrics**

- A Facebook ad allows you to see how many people you reach, how many clicked to your website, etc.
- See what ads another business running under the Page Transparency on the right side.

**A sample Facebook ad**

- Walk through live example

**Challenge:** What one step will you implement in the next 30 days related to digital advertising?

State your action here:

---



---

Recommended Resources:

**Facebook Marketing for Dummies** by Stephanie Diamond and John Haydon

**Social Media Marketing All-in-One for Dummies** by Jan Zimmerman and Deborah NG

**Likable Social Media**, Third Edition by Dave Kerpen

**How to Market a Book** by Joanna Penn

Recommended Podcast

**The Art of Paid Traffic** with Rick Mulready - **Website:** [www.RickMulready.com](http://www.RickMulready.com)