Barnes and Noble Author Support Group

Thursday, October 17, 2019

1. Holiday Sales Ideas
   1. Plan a sale for Black Friday or Cyber Monday, buy ads now.
   2. Lower the price or create a bundle or boxed set
   3. Offer signed books with personalized note
   4. Giveaways to get buzz
      1. Goodreads Giveaway $119
      2. Giveaway your books for those who share your social media posts. Random winner each day.
   5. Work with other authors to promote or combine offers
   6. Offer free shipping or gift with purchase.
   7. BOGO if they show the receipt from Amazon you send the gift book to whoever they want
   8. Offer gift with purchase (buy my book and get this free bookmark)
   9. Offer gift wrapping
   10. Donate a portion to charity
   11. Creative promotions like 12 days of Christmas offering a different item each day. Can be related to your books, can be a contest, or holiday item. Could be 12 behind the scenes look at the characters, settings, etc. Nonfiction 12 tips on your topic.
   12. Post-holiday sales tactics. Sale after Christmas, use New Years Resolutions for nonfiction sales.
   13. Advertising on other sites for your sale or bundle.
2. Increase advertising for your sales, don’t rely on social media alone, especially if you don’t have a large following. <https://www.writtenwordmedia.com/the-best-book-promotion-sites-to-promote-your-ebook/>; <https://kindlepreneur.com/list-sites-promote-free-amazon-books/>
   * 1. Authors Cross Promotion: <https://authorsxp.com/?atid=48>
     2. Book Bub: <https://www.bookbub.com/partners/pricing>
     3. Freebooksy: <https://www.freebooksy.com/freebooksy-feature-pricing/>
     4. Bargain booksy: <https://www.bargainbooksy.com/sell-more-books-2/>
     5. Red Feather Romance: <https://www.redfeatherromance.com/for-authors/>
     6. New in Books: <https://www.newinbooks.com/advertise-new-book/>
   1. Hire someone to submit your book to sites.
      1. James Mayfield will promte your free book: <https://jameshmayfield.com/book-promotions/>
      2. Book Kitty will promote your kindle book [https://www.fiverr.com//bookkitty/promote-your-book-on-my-facebook-page](https://www.fiverr.com//bookkitty/promote-your-book-on-my-facebook-page?utm_source=3789&utm_medium=cx_affiliate&utm_campaign=85386&cxd_token=3789_1749521_|afp0:k1uzzslflh0128pr029m1|afp1:6288_1571334507_3737fecaee6fafeeee35b81f7a8b725d&show_join=true)
      3. Book Nights promotes free and discounted books: <https://www.fiverr.com/bknights>
3. Other Ideas
   1. Update your website, blog, social media sites with holiday themed banners reminding readers that your books make a great gift and include your sales info.
   2. Update your Amazon central page with your sale info and new graphics.
   3. Increase holiday themed engagement on social media sites. Share holiday memories, festive photos, holiday traditions, ugly sweaters, ask followers to join in.
   4. Create a gift recommendation for your readers. For example, a sci-fi space opera author create a buying guide with unique Star Trek items, spaced themed gifts, etc.
4. Holiday Hash Tags:

Here are some evergreen hashtags that have stood the test of time in recent years. Remember to insert the current year to make your hashtags timely:

#ChristmasCountDown, #ChristmasInJuly, #ChristmasPresents, #ChristmasTraditions, #ChristmasTree, #ChristmasFail, #ChristmasDecorating, #Christmas, #ChristmasMood, #ChristmasReading, #HolidayRomance, #ChristmasBreak, #TisTheSeason, #SeasonsGreetings, #ChristmasShopping, #HolidaySavings, #BlackFriday, #CyberMonday, #ChristmasGiftIdeas, #StockingStuffer, #WishList

Most popular Instagram hashtags for picture books:

#storytime #blackgirlmagic #childrensillustration #bookworm #illustrationartists #childrensbookstagram #drawing #learning #blackgirlsrock #bookreviews #teachers #picturebooksofinstagram #homelibrary #browngirls #naturalhair #raisingareader #bethkaradawkins #teachersofinstagram #parents #naturalhairstyles #naturalhairrocks #africanamericanbooks #holiday #selfesteem #kidlitillustration #childrenbookauthor #yeskidsbookstagram #christmasbooks #multiculturalliterature #multiculturalbooks