

## 15 Minute Promotions: Newsletters and Social Media

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### Social Media in 15 Minutes a Day

Posting: What you're reading, What they're reading, Book meme, Signature humor – Tom Hiddleston, knitting, etc., Food, Pets, Coffee/tea, Bookcasting, snippets

Scheduling: 8 a.m., 1 p.m., 5 p.m are the peak times

### Book Promotion Planning

1. Excel chart with social media columns (FB, twitter, Instagram, Pinterest), number 1-5 for graphics on rows, mark dates in grid for when each posts where
2. Make at least 5 several graphics – 10 word quotes at most, alternate where posted (Canva is easy)
3. Schedule a graphic every couple days on each social media channel beginning 4 weeks before the book is released, continuing until 2 weeks after release. Different graphics should appear on different channels

New Book	FB	twitter	Instagram	Pinterest
Quote graphic 1				
Quote graphic 2				

### Newsletter Steps

1. PO box
2. Header design (optional)
3. Mailerlite or mailchimp (new services now too)
4. Freebie content for signups
  - a. Birthday content
5. Sign ups – FB, website, cards, Instafreebie
6. 15 minutes of content:
  - a. What's new?
  - b. Special – pet photo, recipe, trivia
  - c. Exclusive content – preview of chapter
  - d. Upcoming events
7. Swaps – or mention other books ([www.bookboast.com](http://www.bookboast.com))
8. Separate new release list vs. regular newsletter