

# BOOK MARKETING MENTORS

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## **BOOK MARKETING: Why the Right Social Media Platform is the Key to Success Interview with David Pride**

Susan Friedmann: Welcome to Book Marketing Mentors, the weekly podcast where you learn proven strategies, tools, ideas, and tips from the masters. Every week I introduce you to a marketing master who will share their expertise to help you market and sell more books. Today my guest is a social media marketing expert. David Pride is the owner and Chief Relations Officer of Social Impressions, a social media marketing agency that specializes in running their client's social media for them. He's a professional speaker and presenter on the subjects of social media marketing, social media strategy, and using the internet to connect better with prospects and clients. His speaking career has taken him around the world.

David serves on the board of Sloth Institute of Costa Rica, BioQuest Solutions, and Jewels of the North Atlantic. He has a passion for connecting good causes and movements to large audiences and frequently leads seminars around the world about this subject. He's a regular Huffington Post contributor and other publications. David, welcome to the show and thank you for being this week's guest expert and mentor.

David Pride: Yeah, thanks for having me.

Susan Friedmann: Social media is freaking people out. They know they need to use it but all those different platforms out there, they don't know which one to use, which one's right for them. Enlighten us oh great one. Which is the best social media platforms for authors to use to build their author platform?

David Pride: Great question and it's one that I get asked all the time. My answer is always a little bit different depending on what industry folks are in and what they're looking to do. There are a couple of platforms that make the most sense for authors to be on. One, I think everybody needs to own their page on Facebook and I don't mean their personal page but their business page. Even if it's a first time author who says, "Oh,

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nobody's going to want to friend or fan my page or follow it because I haven't even published my first book yet. I get more interaction on my personal page so there's no point in me even having a business page," which I hear over, and over, and over again from clients in the past.

I would say wrong, mainly because Facebook is the largest social network in the United States. Also, when you think of ... If somebody's googling your name and they're trying to find information about you or even a subject that you frequently write about, you're an expert on, owning that page on Facebook is going to help you a lot with getting found. Facebook ranks in Google so it can help you in that way. Also, in the future as your platform grows and as you have more followers you aren't necessarily going to want to have all these people being your personal friend, seeing what you're doing on Christmas Eve.

Whereas if you had a business page then you could interact with them on a much more professional level and on a level where they can still feel connected to you but they don't have to see everything that's going on in your life that you don't necessarily want them to know about. The other big advantage that people don't think about when they're thinking about I have a personal page or a business page, lots of times they don't realize about all the analytics behind a business page. If you just have a personal page which everybody has nowadays just about you can't run ads and you can't see where your fans are located. You can't target people the way you want to.

There's so many advantages for authors especially to be owning that business page. They can create a page on their own and just make it about their book. For instance, I have The David Pride as a business page about me that covers my business but also my speaking and other aspects just so that I own it and so it gives me a formal way to communicate with people. The other, and it's a controversial social network right now kind of because it's always in the news about it not growing as fast as people wanted it to, is Twitter. I say Twitter not so much because there's all these millions and millions of users but because Twitter provides users an opportunity to listen for opportunities to interact with other people.

What I mean by that is if you're an author and say you're writing a book about hikes in New England since I'm from New England. You have a book that's coming out and it's a guide to hikes in the White Mountains. Well imagine if you had the ability to turn on your computer in the morning or look on your phone in the morning and see a list of

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everybody who's recently tweeted about hiking in New England or going for a hike this morning or all these key phrases. That type of monitoring you can do on Twitter but you can't do on Facebook. It provides you an opportunity to see, "Hey wow, here's somebody who's going for a hike or talking about hiking. I could re-tweet back to them and say boy, have a safe hike."

If they're headed for an area where you have expertise maybe you send them a link to one of your blogs. You just look for ways to start a conversation that isn't too salesy and say, "Hey I'm great, buy my book," but it just shows that, "I see what you're talking about. Looks like a great time and, boy, we'd love to talk more about it."

Susan Friedmann: That transitions very nicely into how many times should you be posting? I mean, I'm always like should I be doing once a week, should I be doing multiple times a week. Is there a formula?

David Pride: Yeah. It depends on the social network. A general rule of thumb is every day, in my opinion. If it's Facebook for instance, what's nice about Facebook is Facebook has the analytics behind their business page, which again tells you the importance of that business page, where you can see what time people are online and looking at your page. If you go into what Facebook calls their insights you can see, "Okay, I have 300 fans," or maybe you have 30,000 fans. 75% of them are on Facebook at 7 pm and only 10% of them are on Facebook at 5 am, it probable makes sense for me to be posting at 7 pm. Doing it daily helps, a, with consistency obviously so people get used to seeing your name, seeing your brand, and having an opportunity to interact with it.

Also, because with Facebook's algorithm the way it is now and the way Facebook determines what is seen by who, if you're only posting a few times a month then your odds of reaching everyone who follows your page are diminished quite a bit. The average Facebook page if it's not advertised then it's only going to reach about 3-4% of its entire following with each post. You know, we have a client right now who has a little over 35,000 Facebook fans. We know that if they just do a regular post today at 3 pm, of their 35,000 Facebook fans on average they're only going to reach about two to three, maybe 4,000 of those fans with each post. For us to post multiple times a day makes a lot of sense because we know the odds are we're not going to be clogging up people's news feeds. If we're posting good content they're going to like it anyhow.

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When it comes to Twitter and Instagram it's a little bit different. For myself, I post to Twitter a few times a day, probably three or four times a day I'll tweet out content that I'll find or original content that I've written in the past. Lots of times people get all up in arms when I say, "Oh, tweet three or four times a day." They'll say, "Well, how on earth am I going to think up that many pieces of content every day? That's 30 or 40 pieces of content every week, how am I going to come up with all that?" I think people sometimes misinterpret content where they think it has to be original content every time, something I've never talked about ever before ever.

My process that I go through is if I see somebody interacting with a tweet that I sent out yesterday and it got re-tweeted or commented or somebody responded to it, well then it's perfectly fine for me to say, "Boy, I should schedule this to go out again tomorrow at 4 pm, and have it go out again in a week." Then I'll have it go out again two weeks from now because clearly this is content people are interacting with. That major window you're looking at of three or four tweets where one or two of them may be something you've talked about in the past or links to a blog you've written in the past. That's evergreen content, that makes perfect sense to drive traffic to still because it's still great information. Every time it doesn't have to be something brand new, especially on Twitter.

With Instagram I recommend that people post three to five times a week. If they can every day, great. In general, the more the better and so with Instagram looking at three to five times a week. Again now, Instagram, if people make sure that they've converted their personal Instagram into a business Instagram account now, which they can do just by clicking on the settings. Then they'll see down at the bottom of that list it'll say convert to business page. They can do that, convert their page to a business page and then they can see insights. Again, now they can see not only do I want to post three or four times a week but on Wednesdays I have a much higher spike of interaction with my page at 8 pm versus 1 pm when I just posted randomly because I remembered I hadn't posted in a while.

Susan Friedmann: You talk about good content. What do you see as being good content?

David Pride: Good content is content that adds value and isn't overly salesy. For every three or four pieces of content in my opinion you earn the right to go ahead and pitch something or having a special offer or something like that. Good content, depending on the social network, is content

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that in general is helpful, that people can get value from that isn't just a spammy type of comment. If it's a Facebook post a good piece of content is one with a beautiful image or a great image that somebody has either made or a photo they took or a video. With Facebook specifically you never want to do just the text post. It's been proven over and over again that posts that are just text on Facebook have a much smaller organic reach, meaning ... Organic reach is the amount of people you reach without paying to advertise that post.

If it's just a text post you're going to have a very small reach but if you include a great photo you took or maybe a link that has a great photo that auto-generates then that is really nice content. If you're wondering how do I create these images or if I want to create a great image on Instagram how do I do that. If I'm just at my house there's nothing to take pictures of that's inspirational you can easy tool like Canva that's totally free. In there you can design images that are already sized for the social network that you're going to choose and so it already knows the dimensions of a good Instagram image.

Then they have stock images within there that you can customize with text and their images are only a dollar. I highly recommend a tool like Canva if you're looking to create great content and you're looking to create custom images or custom video or anything like that. Canva is a really awesome tool to help you create content that will catch people's eye.

Susan Friedmann: David, what do you think about memes? If you could let us know and share with our listeners what exactly a meme is and then whether you're an advocate of using them.

David Pride: A meme is, you've probably seen them before on the internet. Lots of times they're a silly photo. They may be a pop culture icon or something and usually has a large font across the front of it or it could be a silly video. Lots of times they're very tongue in cheek type images that people easily recognize the focus of the image and then the text is usually pretty humorous. I think they're great. If it's working for people then awesome, and if it's well times. I think when memes get off track is sometimes companies or brands try to be too cutesy or they're trying to jump on top of a trend without thinking about how could this be misinterpreted or how could this reflect poorly on us as we see fairly often, especially with large companies.

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If people are using memes and having fun with them and they're getting an interaction I think it's great. You want a percentage of your content to be fun anyhow, doesn't always have to be the top button buttoned with social media.

Susan Friedmann: Managing all the social media, I'm already like I've got a full-time job doing all the things that I do. Now to fit this all in, how does one handle doing all of this social media?

David Pride: Well, there's a few keys and one of which is having a good content management system. By that I mean a tool that will allow you to access and post to multiple social networks all from one dashboard or one website. The best social media system that I know, a content management system that I use is called Sprout Social. Sprout Social is great because a, it provides really awesome reporting so you can see if what you're doing is working. You can track how many people are clicking on links. You can see where the people are, all the demographics and all that. Also what's nice with a content management system is instead of having to worry about tweeting three or four times every day during that moment, if you use a content management system then you can schedule those out.

We manage content for multiple clients here and if we had to post on the hour for each client live time that would be a real challenge. With a content management system like Sprout Social or Hoot Suite or Buffer, there's all kinds of them out there, I recommend Sprout Social. I am part of their Sprout All Star Program so there's my disclaimer. Using a content management system makes life so much easier. You can schedule things out so you don't have to remember, "Oh, I should say something nice about Christmas or Hanukah today because it's Christmas or Hanukah where you can schedule that out a week so you don't have to be thinking about it and then make it very easy.

The other advantage of a content management system is the majority of them will allow you to create alerts and separate lists of people who are saying key phrases and key words. If you wanted to monitor and looking for somebody who is looking to hire a speaker you could quite literally monitor that phrase on Twitter. Whenever somebody tweets out call for speaker it would show up in your dashboard so you could easily respond to somebody on Twitter. A good content management system is key. As far as costs of those there's free ones like Buffer will allow you to do it for free. Hoot Suite has a couple free options. Sprout Social, I believe their beginner package starts at \$45 a month and goes up from there. I



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highly recommend anybody who's thinking about getting serious with social media don't try to post to these things by logging into Twitter and then into Facebook and then into Instagram then over to Pinterest, then out and over to something else. It just gets too much, you need a good content management system, that's going to make your life so much easier.

Susan Friedmann: You do this for a living. You've created this company, Social Impressions, where you do social media marketing for your clients. At what point does somebody like myself say, "Okay, I need to hire somebody to do this for me."

David Pride: I think a good time to start thinking about it is if your project is taking off and you're saying, "Okay, I just don't have time for this and I need somebody to really start building an audience for me and helping me get more exposure." That's a great time to begin thinking about it. Another great time to be thinking about it is if you're not interested in it then don't try to learn it. If you don't like social media, if you don't have any interest in it then odds are forcing yourself to learn about it is not going to be fun. The results of that is going to be content that isn't very fun or interesting. The results of that is going to be the eventual phrase of I tried it and it didn't work for me.

I encourage people if it's something you're not into and you're not excited about don't try to force something. Just like when I started my company I didn't try to learn bookkeeping and I didn't try to learn how to be a corporate lawyer. I knew I need somebody to do this for me, I have no interest in it. I have no interest in building websites, I need somebody to do that for me. I think it's important to start thinking about it. The other thing that I'll run into before I've helped launch a few different book campaigns for clients, the most common theme with them is them waiting too long to get started at all. Lots of times what will happen is I've had a couple clients now call me and say, "Hey, I have a book, it's coming out in six months. I need to grow a large following, I need to be famous on Facebook. I need to get 10,000 followers on Instagram and 100,000 followers on Twitter. How can I do it? I have six months."

You can't. Unless you have a massive budget you're just not going to be able to. Sure, you can go out there and buy followers and all this stuff, which is never a good thing and never works well for people. It's important to start. I would tell somebody if you're even thinking about writing your book now or you're just writing the first page get on social

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media and slowly begin to get yourself familiar with it so that you're not the person calling an agency six months out from your book being published and hoping to have a platform. Or you have your book finished and now you say, "Boy, I really want to attract some big publishing house, how am I going to do that? I need to grow a big social media following." Now you're going to say, "Oh darn, I wish I'd started this two years ago when I started writing this book. Get started immediately on your own. If things get too busy start looking for ways to connect with somebody who could run it for you.

Susan Friedmann: Then that begs the question, how long does it take to build a platform?

David Pride: It's going to depend again on the consistency of the user and what tools they're using, if they have any budget. If they don't have any budget things can take a lot longer than they used to. Back in the day, meaning four or five years ago before everything became pay-to-play it was significantly easier to grow an organic following because there just wasn't as much noise. Nowadays I can tell you, you may as well just plan on having some sort of budget for social media advertising. The social networks have figured out that, "Hey, we've allowed you to create these communities and create this following. Now in order for you to reach them you're going to pay us." That's just the way it's going to be. It's not fun, it's just the way it is. People need to know that.

Social media budget, meaning it doesn't have to be a ton of money. Maybe it's \$20 or \$30 or \$40 a month that you're willing to spend on your Facebook page to promote, post or run an ad, gather email addresses or something. If people get started and they have realistic views on it, I don't think they're going to have a ton of trouble. As far as how quickly you can grow your Twitter following or Facebook following, it's going to be completely about consistency and how much time you're putting into it. There's tools out there that can help you grow your Twitter following quickly. I've had a lot of success with a tool called Tweepi, T-W-E-E-P-I. It's a free tool that is meant for Twitter. What's kind of neat about it is you can put in somebody's Twitter name that you know is similar to your industry or that people who follow them may be interested in what you do and this tool will show you every single one of their followers.

You're easily able to go either go in and follow these people and see if they follow you back. You're also able to go in and sort by tweets of specific phrases to say, "Hey, might make sense for me to follow this person." Back in the day we used to be able to say, "Just produce great



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content and you're going to get followers." Nowadays I think it's significantly tougher to be open to saying, 'Okay. I'm going to go out and I'm going to follow 10, 15 people a day, that it'd make sense for me to be following just so they see my name. If they follow me back then great, it's going to help me grow my following.' I've found that to be helpful.

I would plan on though, if you're going to hope to grow even a small following, I would plan on it taking six months, maybe a year of generating and producing decent content and more importantly looking for opportunities to interact with people. Comment on their tweets or re-tweet them or comment on their photos on Facebook or like their photos on Instagram. Just be consistent, don't get discouraged. People always quit when it's the darkest and little did they know they were almost to their destination.

Susan Friedmann: Isn't that the truth. Let's talk about common mistakes that you see people make. I know you've implied several of them as you've been talking. Let's hone in on some major ones that people make.

David Pride: The most common mistakes that I see on social media and often it's a request that I'll get from folks coming through our website, is people looking to buy followers. Usually it's coming from a genuinely good spot as far as mentally they think they're doing themselves a favor because it sounds like a great idea to go from having 100 followers to 1100 followers overnight. What they don't realize is most of the time when you're buying followers from some service off of Fiver or some other internet program, bought followers are almost always fake accounts.

They affect you in multiple ways but one of which is just your analytics. If you're ever curious, where are my followers living or what are their ages or what are their interests. If you have a bunch of fake followers that you've recently purchased or that you've ever purchased it's going to always throw off your analytics. That's a super common mistake that I see people making. The other is they worry so much about posting too frequently. By this I mean people who normally post once a day are afraid to post twice or maybe three times because people are going to get sick of seeing it or they're afraid to tweet five times today because, "Oh my gosh, everybody's going to get tired of seeing my content."

Well, 80-85% of tweets are never seen and so you don't have to worry about tweeting too often or tweeting content that's similar to what you've said in the past. You're more likely not going to reach the same

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people. Even if you do they're probably not going to care enough to go ahead and un-follow your account because they saw you tweet twice in the past hour. It's not uncommon for me to be involved with a Twitter chat where I might tweet 30 times that hour. I don't recommend tweeting that many times in a day but worrying so much about tweeting too often or posting too often is not as big of an issue as it once was.

The two biggest mistakes I see, people buying followers because they're looking for a quick fix to hit a goal or a number. The second I would say is definitely worrying about posting too often. Today with the organic reach being so low I don't think posting too often is really going to be much of an issue.

Susan Friedmann: That begs the question, is there sort of like a rule of thumb with regard to the time interval between one post and another or one tweet and another?

David Pride: Yeah, I try to go by whatever my analytics say. Twitter offers insights now too so you can see when your Twitter followers are most interactive with you. Facebook does a great job showing you that now, Instagram does the same thing hour by hour literally it will show you. The other thing you can do is if you do use a content management tool like Sprout Social for instance, Sprout Social has an option where it will begin to track your tweets. Then if you decide to turn on what's called the cue then the cue will post the tweets for you when it's been proven that they're likely to get the most exposure.

Instead of you trying to say, "Okay, I want to tweet this at 1 pm because that feels like a good time." In the case of using a tool like Sprout Social you can just click cue and it drops it into your cue and it will tweet that out for you that day at the best time for that day.

Susan Friedmann: That sounds like an amazing function.

David Pride: Yes, it is, it's a great ... You can even program it so that if you want to tweet only three times a day if you found six pieces of content then it will cue up that content for the next two days. It'll still only tweet three times but it will tweet at the three best times that your followers are most likely online.

Susan Friedmann: Now I think our listeners would love to hear how they could get a hold of you and find out more about your services. Whatever you can share would be valuable.

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- David Pride: The easiest way to find me is through my website, [socialimpressions.net](http://socialimpressions.net). You can also find me on Twitter, David A. Pride. I'm David A. Pride on every social network. If it's Twitter, David A. Pride. If you're on Facebook you can do [facebook.com/davidapride](http://facebook.com/davidapride) or The David Pride to find me. Instagram same thing, David A. Pride. If you're somebody who reads names all at once then feel free to call me David A. Some people lots of times think my name is, since I include my middle initial which is A. Like I said, easiest way, you can go through the website, fill out our contact form, [socialimpressions.net](http://socialimpressions.net) or @davidapride on any social network and you will find me.
- Susan Friedmann: Excellent. If you could leave our listeners with a golden nugget what would that be, David?
- David Pride: Have fun and be authentic. Think to yourself, "What can I do today that's going to add value to the people following me?" Look for those things that are happening around you that to you are so every day but to the people following you aren't. For instance, if you're editing your book or doing a third draft of your book. You're saying, "Boy, this is so frustrating, blah, blah, blah ..." You have all these scratches and your paper or on your screen or however you're doing it, take a photo of it and say, "Whoa, working on the third copy of my latest book coming out blah, blah, blah, blah, blah. [Click here to read my blog about the three lessons I've learned while working on my third draft.](#)"
- Always be looking for those content opportunities that are around you organically. There's so much stuff happening around us on a daily basis that if it's your industry and it's your life it's totally normal because that happens all the time. For your followers who don't write books full-time or don't edit essays or edit dissertations, that whole process is interesting. If you learn something new post it. If you're doing something new, post it. Have fun with it and just be human. People are much more forgiving of people being human and sharing things and maybe spelling something wrong than they are of just somebody who's trying to sell their stuff non-stop. Be human and have fun and be consistent.
- Susan Friedmann: What great advice, thank you. Thank you for being our guest and thank you all for taking time out of your precious day to listen to this interview. I sincerely hope that it sparked some ideas you can use to sell more books. Here's wishing you much book marketing success.