

TikTok and BookTok Just Won't Stop

by Desirée Duffy

Chances are you've heard all about BookTok on TikTok by now. The social media platform has taken over the bookish world because of its powerful impact on readers. The tricky part is understanding how authors, publishers, and the literary world can use this creative platform to promote books.



Desirée Duffy

You may be wondering how you can get involved or whether TikTok is just a fad you should avoid. The answer is not simple, so let's take a look at your options together.

What Is BookTok and How Is It Integrated Into TikTok?

Let's start by answering the obvious question. Just what is BookTok and how does it function within TikTok? More than just a social media platform, TikTok is a community for creatives to express themselves through videos and collaborative tools not found on other social media platforms. BookTok is one of many communities within TikTok. By using hashtags such as #BookTok, people can curate content within TikTok.

**7 pm, August 10
via Zoom**

How Can Authors and Publishers Get Involved?

There are three ways to get involved. One is by utilizing influencer marketing, which means finding influencers or book reviewers to help you promote your book. The second is jumping in and becoming a creator on TikTok by making your own video content. This can be a lot of fun if you enjoy being part of the community there. It can also be a lot of work, as building followers is not easy to do on any social media platform. The third is old-fashioned advertising. Like all other social media platforms, TikTok has advertising available to reach its audience.

Black Château, The BookFest, and a BookTok Strategy

In October of last year, Black Château launched a BookTok promotion for the fourth biannual BookFest—a free online event which brings the writing community

Join us during our August 10 monthly meeting for “TikTok and BookTok that Won't Stop: The Hot Social Media Influencer Platform Taking the Bookish World by Storm,” featuring Desirée Duffy.

Desirée Duffy is the founder of Black Château, a marketing and public relations agency; Books That Make You, a Webby Award-winning multi-media brand; and The BookFest® Adventure, a biannual livestream event for booklovers around the world.

Visit blackchateauenterprises.com.

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ZOOM INSTRUCTIONS:

Sign-up is free. You can join from your smartphone, computer or tablet. If it's your first time, follow the prompts and allow it to access your camera and microphone. Click on this link for the meeting: <https://zoom.us/j/86782144399>. Meeting ID is 867 8214 4399. Password is 668448.

How to Utilize Your Networks to Sell Books

Presented by SLPA Board Member Kevin Desrosiers

Join the St. Louis Publishers Association on September 14 and learn “How to Utilize Your Networks to Sell Books,” presented by Author, Public Speaking Coach, and SLPA Board Member Kevin Desrosiers.



Kevin Desrosiers

We all have networks of friends and acquaintances. Are you effectively utilizing them, without being pushy, to sell your upcoming or existing book? As self-published authors, we are responsible for marketing our own books. You can't do that all on your own. Your networks are a

tremendous source for support. They can reach people and open many doors that you do not have direct access to.

It isn't as simple as just asking your network of friends to promote or sell your book though. It takes time to build interest and

not make them feel like you are just another person marketing their product.

In this presentation you will learn:

- How to identify your existing networks that can help
- How to find and develop new networks
- What your networks can do for you
- How to start generating interest from your networks and when to use them
 - One sentence pitch
 - Positioning Statement
 - Elevator Pitch
- When to start the book networking process
- How networking has benefited Kevin's book sales

Kevin Desrosiers is a Speaker, Author, and Public Speaking Coach. In addition to talking to audiences about his book, Bridge Over Adversity, he speaks to organizations about the art of public speaking and coaches business leaders on how to become more effective presenters. Visit bridgeoveradversity.com.

UPCOMING EVENTS

via ZOOM

August 10, 7– 8:30pm
TikTok and BookTok that Won't Stop
with [Desirée Duffy](#)
<https://zoom.us/j/86782144399>

September 14, 7– 8:30pm
How to Utilize Your Networks
to Sell Books
with [Kevin Desrosiers](#)
<https://zoom.us/j/86782144399>

October 12, 7– 8:30pm
Author Resources
Right at Your Fingertips
with [Andrew Doty, Kevin Ericson, & Peggy Nehmen](#)
<https://zoom.us/j/86782144399>

TikTok and BookTok continued from page 1.

and book lovers together—to bring in BookTok influencers to promote the event as well as to educate the bookish community about TikTok and BookTok. This resulted in naming one BookTok influencer The BookFest BookTok Brand Ambassador to help promote the Big Bundle of Books Giveaway.

The Black Château team discovered many amazing influencers on the platform. Working with them was a great experience which led to more influencer relationships on the ever-evolving platform. We also “stuck our pinky toe in the BookTok community” and launched Books That Make You, which is a sponsor of The BookFest and also under the Black Château family of brands, at tiktok.com/@books_that_make_you.

Key Takeaways for a Successful BookTok Strategy

As you consider using TikTok and engaging in the BookTok community, here are some takeaways to consider:

1. As a publisher, you should look at the genres you publish and compare them to the ones that do well on BookTok.
2. Build a dream list of influencers to reach out to.
3. Budget for how much you will pay your influencers and don't forget to factor the cost of shipping and handling as well as the cost of goods.
4. When coming to an agreement with your influencers, be specific in your deliverables. How many posts or videos will they create? How will their post follow TikTok's terms of service?
5. Decide if being on BookTok is right for you. Using influencer marketing is one thing, but jumping in and creating an account is a whole different undertaking.
6. Be engaging. Follow #BookTok and other hashtags within your niche to stay on top of trends.

For more suggestions on BookTok and TikTok, check out “TikTok and BookTok That Won't Stop: The Hot Social Media Influencer Platform Taking the Bookish World by Storm” on August 10th. In the meantime, watch BookTok Talk with Jessica McLennan, The BookFest BookTok Brand Ambassador, for practical advice about the world of BookTok during two special BookFest segments: thebookfest.com/keynote-panel-discussions-fall-2021.

EVENT HIGHLIGHTS

How to Sell Books by the Truckload

Our virtual workshop on July 16 featuring Penny Sansevieri, Best-Selling Author and Book Marketing Expert, was jam-packed with insider tips and action steps. Registered attendees received private access to the live recording, plus the presentation slides and extensive Q&A with Penny. Visit amarketingexpert.com.



Penny Sansevieri

Make it easy for readers to find you. Amazon loves targeted metadata. For categories, narrow is best to increase your ranking. Use keywords in your title/subtitle, book description, author central, backend, and ads.

Pay attention to details on your author page. The cover, description, reviews, bio, and enhancements via Author Central should focus on what inspires your reader to buy your book. Get rid of what doesn't inspire!

“Write what disturbs you, what you fear, what you have not been willing to speak about. Be willing to be split open.”

— Natalie Goldberg

LAST MONTH'S RECAP

Wherever Books are Sold:

A Guide to Forming Lasting Partnerships with Independent Bookstores

by Emily Hall Schroen

Special thanks to **Emily Hall Schroen, owner of Main Street Books in St. Charles, Missouri**, for excellent insider tips on how to partner with indie bookstores and establish a mutually beneficial relationship for the author and the bookstore. Visit mainstreetbooks.indielite.org.

Step 1 – Research the Bookstore

Visit the website and read the consignment terms. Visit the physical store to see if your book would fit in with their selections and get the owner's contact information.

Step 2 – Approach the Owners

Use their preferred method of contact but avoid busy times (first/last 30 minutes of business hours, weekends, holiday season). Bring and/or send a description pitch sheet along with 1-3 copies of your books. Quality matters! Bookstores want professionally published books that will sell. Distribution

Matters! Independent bookstores will not carry books that are only available through Amazon.

Step 3 – Event Set-up

You are your #1 advocate. No one can sell your book better than you. Spread the word to everyone you know and meet (share on social media, email newsletter, press releases). Highlight the bookstore in a prominent location on your website. **Note:** have physical copies of your books in-hand before publicizing the event.

Step 4 – Day of the Event

Bring decorations (tablecloth, balloons, posters), brand-specific swag and goodies (bookmarks, pens, treats). Take plenty of pictures then share on social media before, during, and after the event. Resolve sales detail with the bookstore owner before you leave.



Emily Hall Schroen



Meetings on the second Wednesday of every month

In-person gatherings are suspended due to COVID-19 restrictions.
All meetings will be held online until further notice.

Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year.](https://stlouispublishers.org/membership)

Visit: stlouispublishers.org/join
stlouispublishers.org/benefits

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