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Complex Book Marketing Ideas are Better left for the Professional Book Marketers

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Book marketing has come a long way from the old world of mouth publicity and recommendations to the latest online promotion techniques. While earlier books used to sell on the name and reputation of the authors, new promotional book marketing ideas and concepts are used these days to narrowcast on the desired audience. Though, traditional means of book marketing are mostly trusted by the authors even to this date. The websites such as Kindle, Amazon are very popular among the readers which make it compulsory for the authors to make their books readily available on these online platforms.

There are many ways in which the sale of the books can be increased so that it reaches the larger audience. Most of the time books donâ€™t get sold just because readers neither get to hear about them nor they have any proper marketing strategy to reach readers. Some traditional book marketing tools such as postcards, bookmarks, business cards, posters and leaflets can be useful but these tricks might not be as effective as new book marketing ideas. such as PR activity which generates enough curiosity about the author and the book.

A personal website of the author can be a great medium for direct interaction between the author and the readers. The websites are easier to promote across the various online book stores. Do not shy away from making your book available through portals such as Kindle in the form of ebooks. These ebooks sold over these portals give handsome returns and royalty. According to figures, 60% of books sold in America over Christmas were Kindle books. Authors often shy away from kindle version of their books in the fear of illegal copying but the share of ebooks in book market is growing rapidly by every passing year.

A better way can be of availing services of professional book marketing people who are well aware of the latest trends in the market and can help you better if you are a busy author. These people assist you in increasing the sales of your book by various means. Apart from the traditional means such as leaflets, posters, bookmarks, post cards etc. these guys are very professional in their approach and have professional copywriters that can write blurbs for your book. These people help your book get reviewed by known reviewers, make sure that it gets top shelf placing at book stores or libraries and have link ups with book fair organizers that helps immensely in increasing sales. The book marketing ideas of these professionals are out of box and generate enough curiosity that your book gets attention and talked over among large readersâ€™ circles.

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