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What Is Marketing and Why Do You Need It?

mar·ket·ing

/ˈmɑrkədiŋg/

noun

1. the action or business of promoting and selling products or services, including market research and advertising.

This is a dictionary definition to give you a general idea. Marketing can include everything from public relations advertising to social media engagement, and many other aspects.

Why Do You Need Marketing As An Author?

This should be obvious. You need marketing because you want to sell books. Presumably, you want to share your stories with others, and you'd like to make some money doing it. (I'm assuming this is why you pursued a contract with a publishing house. If you just wanted to print a few copies of something for family and friends, you could have done that on Amazon or with a printing service.)

So. You are an author who wants as many people as possible to read your books. That's why you need marketing. Oghma has a robust marketing department that works hard to promote our authors and their work. However, this is a lot easier and more effective when authors are engaged in the process. Today, all authors need to be able to effectively market themselves. That doesn't mean Oghma won't help, of course we will. But we need something to work with. Authors should have a platform, an online presence (blog, social media, website, etc.), and the ability to communicate effectively with the public.

Author Platform

An author platform includes who you are, your personal and professional connections, and any media outlets you can utilize (this can include anything from social media to traditional media like TV or radio). For authors, a website/blog is usually an integral part of the platform. However, it is difficult to build readership for a blog. Writing guest posts for larger websites and including a link to your blog/website is one good idea.

Who should you write for? There are tons of websites that accept guest posts. However, you want to concentrate on ones that have a decent following. Checking a site's Alex ranking [here](#) is a good way to see what kind of following it has. If a website comes up as “no data available,” that means it doesn't even garner enough visits to have a ranking. In other words, people are probably more likely to see *your* blog. Don't waste your time. If it has a number, the lower the ranking, the more views it gets.

Sheer numbers aside, it's equally important to make sure the site's readers are the target market for you and your writing. Which brings us to...

Finding Your Audience

I have a degree in Advertising/Public Relations with a minor in Marketing. One of the first things I learned in school is that any successful marketing campaign should start with using research to define the target market. Otherwise, you are just guessing at everything you do. While a few people get lucky this way, it's generally not a good idea to guess your way through a marketing campaign. You want to define your target market as well as you possibly can, then use that info to formulate the right message or messages, and get that message/messages to them through whatever channels they are most likely to use, at the right frequency.

Market Research

If you write fiction, start by learning as much as you can about who reads your genre. For some genres, more info is available for free than others. Do the best you can. In the appendices, you will find some research Oghma has prepared on our genres, but you're welcome to do more of your own. This is a starting point, and new research becomes available all the time.

Where to start? You can Google, "Who reads science fiction?" and see what you find. You can also try to find a website that serves the interests of people who read your genre. Genre magazines are a good idea—if you can find one that fits your genre, say westerns or mysteries, you can Google "magazine name +rate card." This gives you info about their ad rates, but that isn't the point—we don't recommend new authors spend money on paid advertising. However, the rate card *usually has demographic info about the magazine's audience, which in turn can give you info about your audience*. For example, the rate card for a magazine like *True West* tells you a lot about readers who enjoy westerns.

If you can find a website dedicated to your genre or similar interests, you can see if there is any info available for it on [Quantcast](#). Not all websites have agreed to be listed there, so you may come up empty. If there is data, however, you can get a lot of useful info. For example, at one point they listed data for syfy.com. They don't have permission to share that data anymore, but fortunately I copied it when they did, and I now have a seven-sheet Excel file with info on the demographics and psychographics of syfy.com's visitors. I've combined that with info on Lightspeed Magazine's readers, to give me even more data about the science fiction genre.

Differences in Social Media Platforms

Different audiences use different social media platforms. This [Pew Research article](#) has a lot of good info about who spends the most time where. Once you do demographic research on

your audience, you should be able to figure out which platforms your audience spends the most time on. That doesn't mean you should only use those platforms exclusively, although that may be a viable strategy if you have limited time. However, you should probably focus the most time on the platforms your target market is most likely to use. For example, if your audience is mostly teens and young adults, you might focus more on Instagram and Snapchat.

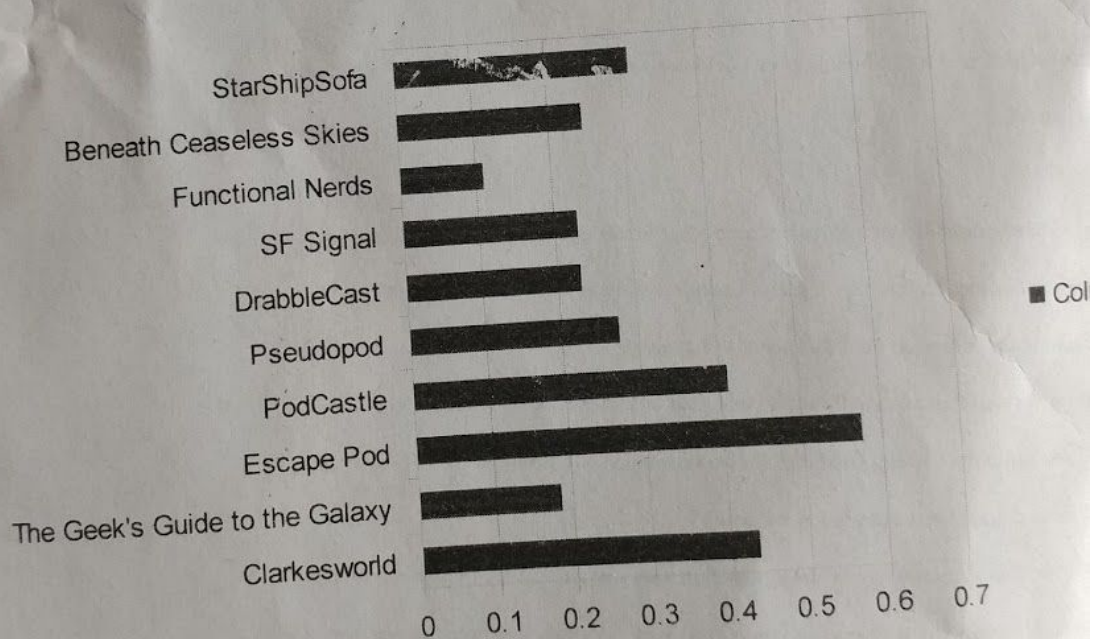
Again, interests in different platforms can change, so it's a good idea to search for new research every so often. Use your target market to find publications for short stories, etc.

Creating Your Marketing Plan

After you define and understand your target market and where to reach them, make a list of things that will interest them. Think about books you've read in your genre. What themes or issues come up a lot? What types of settings are common? What interests do the characters often have?

You can also use any psychographic research you've uncovered during your target market research. (Demographics are things that don't change or don't change easily—age, gender/gender identity, ethnicity, marital status, etc. Psychographics are things that do change easily—also known as AIO, Activities, Interests, Opinions.) Look through any info you have on activities and interests that appeal to your target market. Hopefully, you will have some interest or knowledge about at least a few of these. This can give you an idea of what to blog or post about. For example, here's a list of target market research I have pinned up over my desk. I can look at it and remember what interests my target market might have:

- Bob's Burgers
- American Horror Story
- Independent(Very High)/Democrat (High)
- 18-44 age group
- College educated
- Skews more male than female overall, but can't discount female fans
- Makes less than \$100K, with the heaviest band below \$50K
- Facebook most commonly used social network, followed by Twitter, then Google Plus
- 54.9% of Lightspeed readers own a gaming console
- More than 60 percent have been reading scifi/fantasy regularly for more than 20 years
- Almost 62% like sociological SF, 60 percent soft scifi, 54% dystopian, 56 percent inters
- 56 percent hard scifi, far future and near future both almost 57%
- More than half of Lightspeed readers NEVER ATTEND CONS
- 72 percent interested in non-fiction science



So I can look at this and see that my audience might be interested in a review of the latest season of Bob's Burgers, an article about college loan debt, or an article about a recent scientific discovery. If you can find a theme for your blog based on one of these things, even better. For example, Oghma author Gordon Bonnet has a blog called [Skeptophilia](#), in which he debunks superstitions and *writes about real science*. If not, try to keep writing about things that will interest your audience. You don't have to always write to one of the things on your list, but if you can do so once a month, it will help attract the kind of people who might find your books interesting.

Unique Selling Proposition

Another thing we learned early in the process of studying marketing is how to form a *unique selling proposition*. In finding a USP, you look at all the attributes of your product, in this case, your author persona (which includes your books, blogs, social media presence, etc.) and try to find something unique—some attribute your competitors don't have. For some products, like laundry detergent, this can be close to impossible, because most laundry detergents are about 99 percent the same chemically. They all clean clothes. (That's why you see so many different “new scents”, because it's one of the few ways they can really differentiate themselves.)

Good news, you and your books are not laundry detergent. Better still, every book and author really is unique. No one else has written the same books or blog posts as you. This can make things both harder and easier. You still have to distill what attributes you have that are not readily found in your space. Of course, you can't possibly read every book in your genre, but you can look for things and say, “Can I easily think of another author who does this?” If not, that may be your USP.

For example, I've boiled my USP down to “sarcasm, satire, and scifi.” That's what I write about. My books are sarcastic and often, satirical. Same is true of my blog posts, social media comments, etc. I also write in the genres of science fiction and satire. There are lots of scifi writers. Some of them are also sarcastic and satirical. But probably none of them are sarcastic and satirical in exactly the same way as I am. Of course, to find that out, people have to find me and read my stuff—blogs, books, whatever. Letting people know that I write with a decidedly sarcastic tone helps attract people who enjoy sarcasm—and weeds out the people who will hate the tone of my book.

Setting Objectives

In any media plan, you want to have objectives. These should be concrete, specific, and measurable. “I want to sell a lot of books,” is not a good objective. In general, sales is a bad objective, because sales can be affected by things not in your control (what your competitors are doing, current events, changes in the industry, etc.). Instead, focus on growing your online presence and audience. For example:

1. Reach 1,000 Twitter followers by the end of 2019
2. Get 100 mailing list subscribers by November 1
3. Blog twice a month, every month next year
4. Post on social media every other day and engage with commenters on the off days

You may think of others specific to your situation, but remember they should be measurable and focused on growing and engaging with your audience.

Strategy and Tactics

A strategy is an overarching, broad idea of what you want to accomplish. Tactics, like objectives, are specific ways to carry out a strategy. For example, a strategy might be *reach Millennials who make less than \$50,000 with content about Millennial life and issues*. Tactics might include writing articles for websites/publications who serve this market, joining social media groups for Millennials and interacting there (without shameless self-promotion, which everyone hates), and tweeting relevant content with the hashtag Millennials and related hashtags.

Finding Your Target Market

Finding your target market is the first and most important step in developing an author marketing plan. Without knowing who your customers are, it is very hard to come up with the right message and the right way to reach them with that message. Everything you do will be guesswork. Yes, occasionally some people get very lucky and guess right and something they do goes viral. Some people guess right and buy a winning lottery ticket, too, but that doesn't mean buying lottery tickets is a good career plan.

So we need to find a target market for your book. The best place to start is with research on your genre. At the end of this book, you'll find research we've compiled on the demographics and psychographics of typical readers for each of our genres. This is, of course, general information—you may know people who read a genre and don't fit the typical target market. That's okay. These generalities will help you find the people who are most likely to be your fans. Sell them enough books, and other people who enjoy the genre or who just enjoy a good story will also hear about you and your books.

However, your research doesn't have to and shouldn't end with the genre research presented in the back of this book. I encourage every writer to think of two or three books in the genre you feel are most similar to yours. Then learn everything you can about the author. Make a list of what social media they use, and how often. Do they post more on Twitter than Facebook or Instagram? Are they on Pinterest at all? Where do they have the most followers? What kind of things do they post about? In particular, are there other books or even TV or movies they talk about a lot? Do they share a lot of cat pictures? Do they talk about issues relevant to their book even when not specifically talking about their book? If so, what are those issues?

Once you're done with this, study the book itself. What's its current rank on Amazon? How many reviews does it have? Go through the “most helpful” positive reviews and see if any patterns emerge.

Do many of them talk about a particular aspect of the book? Do 6 out of 10 say they like the main character? Do most focus more on the originality of the plot or premise? Do they all rave about the setting or the background? Do reviewers frequently say the book is funny, or sexy, or fast-paced? Make note of any of these descriptions that come up repeatedly. You can also count the numbers and make a little chart.

Look also at the book description, or synopsis, and any other material, like starred reviews in magazines or blurbs from famous authors. The synopsis is especially important, as you have control over that. How do the synopses for books similar to yours start? Do they all start off with the plot, or with a character? Or maybe by describing the setting or world? This is very important, and to get good data you'll need to look at at least 10 books that are most similar to yours.

Does this sound like a lot of work? Yes, it is. Marketing your book is a lot of work. But this info is important and will inform everything else that you do. Don't skip over it or take the easy way out.

How to Write a Press Release

Press releases are an important way to let local and national media know about news like a book release, launch party, speaking event, or book signing. Press releases may not always get you press, but they're worth a shot. I once got the local TV station to show up for a speaking event I did at the local library by sending them a press release. Only four people actually came for the event, but I got myself and my book on the evening news.

How do I write a press release?

A press release should look like a news story you'd see on a (legitimate) news site or an old-fashioned paper newspaper or magazine. It should have a headline, a dateline, and a first paragraph that makes every effort to answer “who, what, when, why, where, how?”

Headline: No longer than one line in 12-point font, bold. Enough to give people an idea what the story is about and entice people to read more. Leave the details for the article. Run it through [Coschedule Headline Analyzer](#) to see how it does; aim for a score of at least 60. Coschedule will also give you advice about improving your headline (this is a FREE service).

Contact info: How reporters can contact you for more info.

Dateline: Date, location, em dash, then your first paragraph. When I write press releases for Oghma, I use Bentonville, AR because that's where the company is located. You can use your hometown, or, if you have concerns about obsessed fans showing up on your doorstep, you can just use Bentonville too, since that's where the book is being published. It's up to you. For events, use the city where the event is taking place.

First paragraph: Briefly sum up what the story is. One sentence is acceptable, but you can go longer if you want. Here's an example from a recent press release we did to announce Parris Afton Bonds signing with Oghma:

Bentonville, AR, November 12, 2018 – Bestselling romance author and co-founder of the

Romance Writers of America Parris Afton Bonds has signed a five book deal with Lagan Press, Oghma Creative Media's romance imprint, to begin print in late 2019.

Later in the story, you should also include at least one quote, because those are needed in actual news stories. You can quote yourself. (In fact, the article should sound as if it was written by someone else; do not use first person. Use third person as if you went out and interviewed yourself about this exciting story.) A good quote might involve your inspiration for writing the book, how excited you are to be speaking at XYZ Library, how happy you are to meet fans at your book signing, etc. A couple sentences are fine, but you can go a little longer if you're feeling inspired. Mentioning your USP and key selling points in a non-salesy way is ideal here. For example, "I love zombie stories, and always wanted to see one with humor and political satire, so I decided to write one. Obviously, the lifeless, soulless, brain-sucking congresspeople are not inspired by reality."

The last paragraph/s should include details and background information. For example: "Bob Smith is also the author of X, Y, Z book titles, and maintains a blog at blahblah.com. He can also be found on Twitter as @awesomeauthor..." For events, make sure you include how people can get tickets (or if the event is open to the public), if there's any charge, if they need to reserve a seat, etc. I usually end with where they can go for more info (author's website, library phone number, venue contact, etc.)

End with three ###.

Note that the final paragraphs with more info for readers is NOT the same as the "contact info" section you want at the top of your press release. This section is for journalists to contact you directly. Here you can put your phone number/email address. You can also include a PO box or other mailing address, but this isn't necessary. Most reporters are not going to call or email you. Journalists generally won't include this "contact info" section in an article they publish.

Why is it important to write this exactly like an actual news article? So journalists can plagiarize

you. Yes, you read that right. One of the ideal outcomes of a press release is to get someone to publish exactly what you wrote with their byline. Yes, that's lazy journalism. No, you shouldn't be pissed about it. You just got a free space in their publication to promote yourself and your work.

Does this always work? No. Sometimes journalists will call you up for an interview and write their own article, or come to the event. Most of the time they'll just ignore the release entirely. But if they happen to be busy and desperately need something to fill a space or column, you may get lucky. If that happens, you want your press release to be perfectly ready to go, so all they have to do is copy and paste. That's why you make it look exactly like a news article. This will also give them all the info they need if they want to rewrite it themselves and can't reach you in the hour before their deadline.

Two Headlines, One Press Release

Once you've written your press release, make a copy, name it LOCAL, then change "author" to "local author" in the headline. Here's an example from a press release I wrote for Andrew Butters' book, *Bent but Not Broken*:

Author Turns Globally Popular Blog Into Book About Family's Scoliosis Journey

Local Author Turns Globally Popular Blog Into Book About Family's Scoliosis Journey

Why do you need two? For different markets. If you send the second one to local media, like your hometown newspapers, local TV and radio stations, etc., they're *twice as likely to use the story* than if you send them the first one. However, if you are also sending the press release to national news sources, they aren't going to give a crap about a "local" angle and will think the story is too small and discard it. So, when you send out your press releases, figure out who gets which version. (The press release itself is the same. All you're changing is one word in the headline.)

Remember that you're more likely to have luck with local news sources than national ones, unless you happen to already be as wildly successful as Stephen King. That being said, it never hurts to send

stuff to national media. There's always a chance you'll get lucky. You've already written the press release—taking a few more minutes to send it to a few more people won't hurt anything.

However, focusing on local publications should be an important focus. Again, a lot of this depends on luck. If your press release goes out on a day when there is very little local news, you can get very lucky. This is especially true if you live in a small town, where journalists are often desperate to find anything they can pass off as news.

I used to work at a TV station. You know what happens if nothing interesting happens all day? Do you think the anchor can just say, “Well, nothing happened today, so here's a test pattern for the next 29 and a half minutes?” Do you think the TV station would have an sponsors if they did that? Of course not!

So what do reporters do when there really isn't any actual news? They go through that pile of press releases that amasses near the fax machine, or they search the station's email inbox for “press release.” The minute they find anything that looks remotely like news, they grab onto it like a January 1 dieter grabs a box of donuts on January 2. Of course, this only works on slow news days, and there's no way to predict when that will happen, so again, this is a crapshoot. It's worth the effort, though. There's also a possibility that even if it's not a slow news day, a journalist may need to fill an “entertainment news” segment or something like that.

When to Send a Press Release

It's recommended you send a press release 24-48 hours before the event. This gives journalists time to plan to go to an event, without giving them so much time they forget and get distracted by other stories.

Where/How Do I Send a Press Release?

Press releases are mostly sent by email now. Start by looking up local media sources. (You can Google things like, “TV stations, Fayetteville, AR,” “radio stations in NW Arkansas,” etc.) Search for the “contact” section on each news organizations's website; most news sources will have a “newsroom” or “story ideas” or “press releases” section with the email address they want press releases to go to. Put your headline in the subject line, then copy and paste the whole story, including the headline, into the message box.

You can also use a free press release distribution service like prweb.com or prlog.org.

If you have time, you can expand your search to national news sources that might be interested in your story. It's probably best to focus on ones that have a particular interest in entertainment, or, better, the particular genre you write in. Again, if you're not already Stephen King, the *New York Times* probably isn't going to give a crap about your book. On the other hand, Wired.com might be interested in reviewing your non-fiction book about the future of technology. Or maybe they wouldn't. You send out a lot of press releases because most of them are going to be ignored. It's a crapshoot, but a worthwhile one.

Some examples of good press releases are below:

Local Author Turns Globally Popular Blog Into Book About Family's Scoliosis Journey

For more information contact:

Cyndy Miller, Editorial Director

479.879.7226

cyndy@oghmacreative.net

Cambridge, Ontario, January 18, 2018—Oghma Creative Media is pleased to announce the release of Cambridge author Andrew Butters' first book, *Bent But Not Broken*, a non-fiction narrative about his daughter Avery's journey through overcoming scoliosis. Available wherever books are sold, it is co-authored by Avery, as well as Andrew's wife, Jodi Wilks-Butters.

Butters is a project manager who leads a secret double life as a writer. When Avery, now 15, was diagnosed with scoliosis at the age of 11, Andrew used his [blog](#) to share the family's concerns and struggles.

“Our family was shocked when we learned Avery would need spinal fusion surgery,” says Butters.

“We spent a lot of time doing research on the internet, but we were still confused and unsure what to expect, so Jodi came up with the idea of starting a blog. We wanted other families who had questions about this journey to be able to find more information than we had. As it turned out, we received messages from people as far away as Argentina who had similar experiences with scoliosis and surgery. It occurred to me that we could help other families like ours by putting our blog posts and other recollections into book form.”

Oghma Creative Media's marketing director, Cyndy Miller, says the publishing company was excited to bring such an important book to the public. “When we heard how many people were touched by the blog and Avery's journey, we knew this book had the potential to help and connect other families

dealing with similar concerns.”

Andrew is happy to do book signings, or speak about his book and the challenges of living with scoliosis. He can be found on his [blog](#), [Facebook](#), and [Twitter](#).



OGHMA CREATIVE MEDIA

2401 Beth Lane ♦ Bentonville, Arkansas ♦ Phone (479) 879-7226

NEWS RELEASE

For Immediate Release

Contact: Cyndy Miller, Editorial Director

(479)879-7226

November 12, 2018

cyndy@oghmacreative.net

Legendary Bestselling Romance Author Parris Afton Bonds Signs with Lagan Press

A New Five Book Series Coming Soon From the Esteemed Author

Bentonville, AR, November 12, 2018 – Bestselling romance author and co-founder of the Romance Writers of America Parris Afton Bonds has signed a five book deal with Lagan Press, Oghma Creative Media's romance imprint, to begin print in late 2019.

Bonds built a career in historical romance, beginning in the 1970s. She now joins Oghma Creative Media and Lagan Press to release her latest series, *The Texicans*. This historical romance series begins in 1836 with *The Brigands*, telling the story of the Texicans and their struggle for independence from Mexico. The series leads up through 1963 with *The Banshees* and the presidential assassination in Dallas.

"We're very excited to be the publisher for such an esteemed author," says Oghma Creative Media's editorial director, Cyndy Miller. "Parris is such a wonderful woman with a history of written craftsmanship. Readers old and new will love her new series."

For more information about bestselling author Parris Afton Bonds, please visit her website:
<http://parrisaftonbonds.com>. Readers can also get updates on her newest books and events
by following her on social media:

<http://twitter.com/ParrisABonds>

<https://www.facebook.com/ParrisAftonBondsParadise>

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Oghma Creative Media is located in Bentonville, Arkansas. The mission of Oghma Creative Media is to develop and promote quality authors who are overlooked by traditional business models and currently lost among the unfiltered mass media distribution channels. Oghma Creative Media has focused on publishing and creativity since 2013. Learn more at <https://oghmacreative.com>.

Section 1 - Finding Your Audience

Market Research

Differences in Social Media Platforms

There are so many different social media platforms out there and it can get overwhelming very quickly. What is this Tumblr (and why is it missing an 'e')? Should I be SnapChatting (and does this mean I have to go streaking)? What about this book of faces?

All of this can be so confusing that you may have the thought of just giving up. Well don't! In this section, we're going to go over the different social media platforms, their pros and cons, and how best to use them. The good thing is, you don't have to be on all of them. Later on, we'll go over how to effectively make a plan for your chosen social media.

Facebook

About: Facebook was created in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Huges, all students at Harvard, as a way for college students to keep in touch with other college students. In order to start an account you had to have an email address from a college or university. In 2005 the site opened to high schools nationwide, and then in 2006 Facebook opened their doors to anyone and everyone. As of December 31, 2018, there are 2.32 billion active users worldwide and still growing.

Use:

There are three different ways to use Facebook: personal profile, pages, and groups.

Personal A personal account is required for all use of Facebook. To access this page, log in to your account and click on your name in the upper left corner. This is your Timeline where all of your posts and posts added to your profile will show up. It is suggested that you only add people here that you actually know and do NOT use this as your author or business page. Facebook does not like nor allow people to post marketing or sales to their personal pages and can go so far as to suspend your account.

Page A page is where a company can post updates, status', and news, as well as create events to inform their fan base. This is also where people can leave reviews and, depending on the business' page settings, can leave comments and pictures. This is the best place for you to have your Facebook Author Page. An example of a Page is Oghma's Oghma Creative Media or any of the Press Pages.

Group A group is like a fan group or a book club. It is a place that anyone who likes (or occasionally those who dislike) a product, person, or business can go to talk about it, share

memories, and so on. This is not the best place for you to have your Facebook Author Page as your posts can get lost amongst the posts of everyone else. An example of a group is Oghma's Oghma Creative Marketing group.

Why:

With over 2.3 billion active users and counting, there is a very large chance that your audience will be on Facebook. Many people like to find the author's and businesses they like and follow them for updates. It's easier than keeping track of a blog as the updates post directly to their own Facebook Feed. (This does not negate the effectiveness of a blog! Facebook posts are not normally very long) It's also rather easy to update as there are apps for managing your content on the go (the Facebook app, the Facebook Ads Manager app, and the Facebook Page Manager app).

Twitter

About:

Twitter was created in 2006 by Jack Dorsey to be similar to a texting app. The idea was that friends could follow up on each other by checking their status. Similar to texting without having to text all of your friends where you're at. The original concept was to create small updates of a max of 140 characters. In 2017, the company upped the cap to 280 characters. There are about 326 million users on Twitter every month with about 500 million tweets sent every day.

Use:

Twitter still works on it's original idea of being a way to send small messages for friends and others to see. A mass messaging system, in effect. But it's come farther than that now. Twitter is a way to have contact and conversations with your fans. Not only can you update them in real time what your working on, awards, blog posts, relevant information, and so on, but they can send you messages and you can reply in real time. No need to worry about long emails or formal replies. 280 characters means that you can send a sentence to answer a fans question. You can also hold Twitter parties where many people show up at a time you set and have a large chat about whatever reason you're having the party. Twitter is also a great place to connect with others in the field, find new things to like, and new people to enjoy your work.

Why:

The uses for Twitter are almost endless. Conversations with fans makes them feel like they can connect rather than be on the other side of the page from you. Sharing updates can also help you feel less alone in the lonely life of the writer.

Instagram

About:

Instagram began in 2010 and, amazingly, had 25000 users and the title of most used

photography app, all on its first day. They have been implementing updates and new features up to multiple times a year. Today there are over 1 billion active monthly and 500 million daily users.

Use:

To use an analogy, Instagram is modern cave paintings. People use Instagram to share what they feel is important, what they want to remember and be remembered. Food, events, books, activities. Like cave paintings depicting hunting and cooking. The app also allows you to take a photo that may have been mundane and boring and make them fantastical with use of filters and editing features. With the rise in technology, most people are less inclined to read long posts but enjoy looking at pictures and videos posted by others.

Why:

This is your chance to show a different creative side of yourself. You can slip your book into hidden places in your photos, be obvious about it, make videos talking to your fans about your book, your work in progress, your dog refusing to go outside in the snow. This platform allows another chance for your fans to feel close to you and learn more about you. And you can have fun with all the filters!

Tumblr

About:

David Karp, often called the best looking platform founder, launched Tumblr in 2007. It uses a microblogging system created by German high school student Chris Neukirchen. There have been some controversy about the site as of recent, but that hasn't tarnished the site too much. There are currently about 23 million users on Tumblr.

Use:

Tumblr is often seen as a blog host for artists and writers. It combines the pictures of Instagram with the short post length of Twitter (though there is no character cap on Tumblr). It also has the awesome feature of being able to easily reblog (or share) someone's post and still have it link back to them. This means that if you share a snippet of your story, pictures of your book cover, or anything similar, and someone likes it, they can share it to the people that follow them. One of their followers can then share *the same post* to their followers, and so on. This allows for what could potentially be widespread word of mouth.

Why:

Tumblr is a small and less stressful (for the most part) social media platform where there isn't a HUGE emphasis on interaction. It is still a factor, but not as much as other platforms. You can also spend a lot of time looking at other's posts and easily reblogging them, not always having to come up with your own posts.

LinkedIn

About:

LinkedIn started in 2003 and was created by Reid Hoffman, Allen Blue, Konstantin Guericke and Jean-Luc Vaillan. LinkedIn, unlike most other social media platforms, had a very slow start. Also, unlike other platforms, LinkedIn is a social media for businesses and professionals and services business to business model. Most content here revolves around the business world. There are currently over 500 million users.

Use:

The main use of LinkedIn is for businesses and jobs. A large portion of the site is dedicated to creating a resume-like profile and job searches based on your profile. Both users and recruiters can utilize the job search function. The other portion is dedicated to information about the business world. Blog posts, statuses, and articles are posted daily.

Why:

If your audience consists of mainly business professionals, this is a great place for you. You can share knowledge and connect with people in a more formal setting. For the average writer, LinkedIn may not be the best option for you.

YouTube

About:

YouTube was created by Jawed Karim, Steve Chen, and Chad Hurley in 2005. It was created after the Janet Jackson Superbowl incident and the tsunami in December of 2004 brought the realization that there was no easy way to share videos to the masses. YouTube was bought by Google in 2006. YouTube now has its own pay per view channel and has many famous YouTubers creating content daily. There are 1.9 billion logged in users every month and is the second-most visited website in existence.

Use:

YouTube is about videos. There are many people who make many different kinds of content to be shared on YouTube and around the world. This includes playing video games, creating tutorials, opening blind boxes, reading books, and reviewing things like books, movies, ad video games. Many pop stars also use this to premier their music videos, make announcements, and show off interviews.

Why:

This would be a great place to do what is called “vlogging” also known as video blogging. Instead of writing out your thoughts, you talk them out. Each video would be like a blog post about a specific topic. Videos are also very easy to share, so creating a video on YouTube can be posted to your other social media accounts. You can also create interviews with other

authors, review books, read portions of your book, make a popular series about you eating different kinds of peppers from around the world.

Pinterest

About:

Pinterest was created by Ben Silbermann, Evan Sharp, and Paul Sciarra in 2010 and was intended as a way to share ideas and inspirations. There are over 230 million monthly users.

Use:

Pinterest is designed to be like a large bulletin board. You create pins kind of like flyers that are made to draw people in so they follow the link to the original content. Like finding a flyer for a bookstore and then going to that bookstore. It is mostly used by crafters and teachers to share and save resources.

Why:

If your main audience is people looking for ideas or you make tutorials or other online sources, this would be a great place for you. Most people visiting this site are looking for resources in the form of lesson plans, inspiration, and tutorials.

Medium

About:

Evan Williams, former co-founder of Twitter and Blogger, launched Medium in 2012 as a way to post articles that were longer than the Twitter then 140 character (now 280 character) max. Medium has over 60 million daily users on their site.

Use:

Medium started as a way to create and share documents that were longer than 140 characters and has turned into a social journalism site. On this site you can find both amateurs and professionals sharing information on all kinds of topics. The topics range from design to human parts (their words), to politics and startups. Anything you can think of you can find here. And readers can bookmark, share, upvote, and comment on their favorite articles and authors.

Why:

If you're a blogger, you're already writing articles for your website. Here is another place that you can take those same blog posts and share them to more people. Draw attention to yourself on a site that many people visit every day. It also looks really cool when you occasionally link to one of your posts on Medium with a "hey, check out my article on Medium!" Think about it.

Email Newsletter

About:

Email is a lot older than you might think. The first email was sent in 1971 by MIT programmer Ray Tomilson. Email was originally used for researchers to communicate in a quicker fashion than snail mail. The first marketing use for email was in 1978 which went out to only 400 users. As of 2015 there were 2.6 billion email users but half of the email received was spam.

Use:

So many people use email to contact each other. It's a quick and normally easy way to send information from one person to another, or even many people in one click of the mouse. Nowadays, many businesses, entrepreneurs, bloggers, authors, and no on use email to update their followers on what's going on, what's new, any freebies they have, and other pertinent information. There are many sites (such as MailChimp) that help to manage your email list and send out your newsletters. Remember, do not cold call-er, email! No one likes spam and they will be less likely to check you out if you randomly email people. Only email those who sign up for your email list.

Why:

Do you have 10, 50, 100, or more people who follow you on your social media or your blog? Do people come to your author website in order to find updates about you? Email marketing allows you to put your updates straight in their inbox. Many people check their emails multiple times a day but may forget to check your website to see if you have a book signing coming up.

Up and Coming Platforms

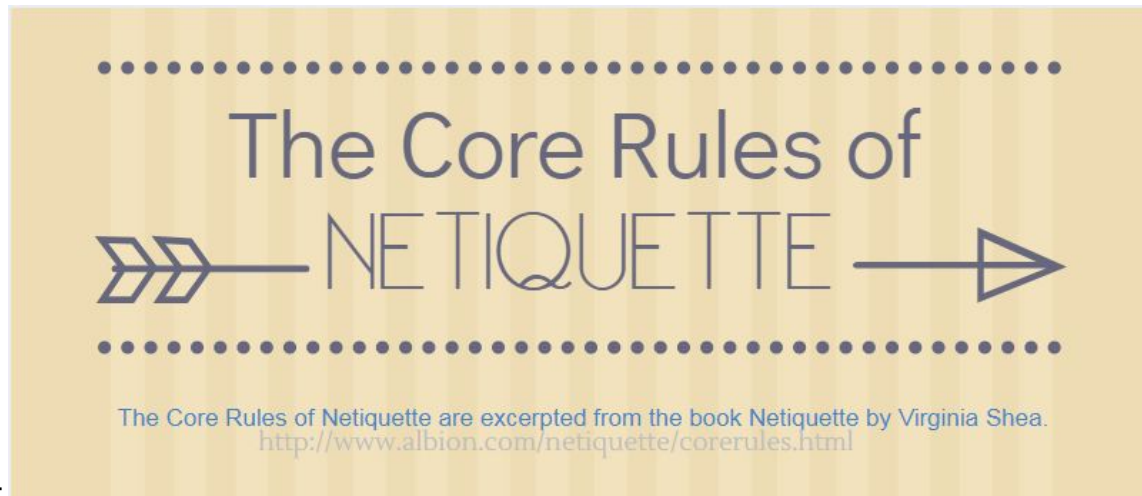
Social media is always in a flux. There are new platforms coming out almost every day. Some make it and some don't. Some end up with only a cult following. Do not be afraid to try new ones that look like they would work for you and your audience, but don't get so stuck on it that if it fails you lose all contact with your fans. Examples would be Google+, YikYak, and Kik.

Section 2 - Social Media Engagement

Netiquette

Before we get into how to make a social media plan, I feel we need to go over how to be a good netizen (internet citizen). As with the real world, there are rules for how we interact with people around us. We know that we should have shirts and shoes on if we go into an establishment, making eye contact when speaking to someone, and not cursing in front of grandmothers, just to name a few. Now, there are always exceptions to some rules, like if you're going to a cafe on the beach they might be more lenient on the shoes and shirt thing and there are some grandmas that know more curse words than there are letters in the alphabet. But in general, we follow some basic rules of etiquette in the real world.

This applies to the internet as well. Here are some basic rules for being online





When you communicate electronically, all you see is a computer screen. You don't have the opportunity to use facial expressions, gestures, and tone of voice to communicate your meaning; words -- lonely written words -- are all you've got. And that goes for your correspondent as well.

#1

Remember the human

Computer networks bring people together who'd otherwise never meet. But the impersonality of the medium changes that meeting to something less -- well, less personal.



Do unto others as you'd have done unto you.

In real life, most people are fairly law-abiding, either by disposition or because we're afraid of getting caught. And, perhaps because people sometimes forget that there's a human being on the other side of the computer, some people think that a lower standard of ethics or personal behavior is acceptable in cyberspace.

Adhere to the same standards of behavior

Be ethical : Don't believe anyone who says, "The only ethics out there are what you can get away with." if you encounter an ethical dilemma in cyberspace, consult the code you follow in real life.

Breaking the law is bad Netiquette : If you're tempted to do something that's illegal in cyberspace, chances are it's also bad Netiquette.



#2



You're taking up other people's time (or hoping to). It's your responsibility to ensure that the time they spend reading your posting isn't wasted.

When you're working hard on a project and deeply involved in it, it's easy to forget that other people have concerns other than yours.



Don't expect instant responses to all your questions.



Don't assume that all readers will agree with, or care about, your passionate arguments.

#3

You are not the center of cyberspace



Don't flame, or post flame-bait. Be courteous!

You may not be judged by the color of your skin, eyes, or hair, your weight, your age, or your clothing. You will, however, be judged by the quality of your writing. Use proper spelling and grammar.

*Make yourself look good
Share expert knowledge*

Pay attention to the content of your writing. Be sure you know what you're talking about; bad information propagates like wildfire on the net. In addition, make sure your writing is clear and logical. It's perfectly possible to write a paragraph that contains no errors in grammar or spelling, but still makes no sense whatsoever.

#4

When someone makes a mistake -- whether it's a spelling error, a silly question or an unnecessarily long answer -- be kind about it. If you feel strongly about it, think twice before reacting.

#5

Be forgiving of other people's mistakes

If you do decide to inform someone of a mistake, point it out politely, and preferably by private email rather than in public. Give people the benefit of the doubt; assume they just don't know any better.



Never be arrogant or self-righteous

You can find a more indepth version of this here: <http://www.mccc.edu/~virtcoll/Netiquette>

Social Media Plan

Now for the meat and potatoes of this section: the Social Media Plan. Dun dun DUN!

Audience

First, the most important part: your audience. Who do you write for? Are your books intended for adults or kids? Children, middle grade, young adult, or new adult? People in their 20s or their 70s? Do they like gushy romance with strong male love interests or strong female leads? Should there even be a romantic subplot? LGBTQ? Westerns? Ghost towns or futuristic cities in the sky?

All of this plays into which social media platform you choose and what you post about. If you write historical fiction your audience isn't really going to care about the new cell phone coming out next year, not from you. If you write children's books, your audience isn't going to want to see graphic war photos—even if your stories are set in war times. Age group also plays into which platform you pick. Twitter is mostly used by those between 25 and 34, while Facebook is mostly 18-29 year olds. If you're writing for people in their 50s, you're probably not going to use Instagram where only 21% of their users are between the age of 50 and 64. This will take some research and a little bit of time, but it can be as easy as Googling "social media platform demographics." Always remember to try and find the most current information (2017 is way too far away to show you current trends) and you want to find websites that are reputable for this information. Don't look at people's personal blogs. Social media sites themselves, business

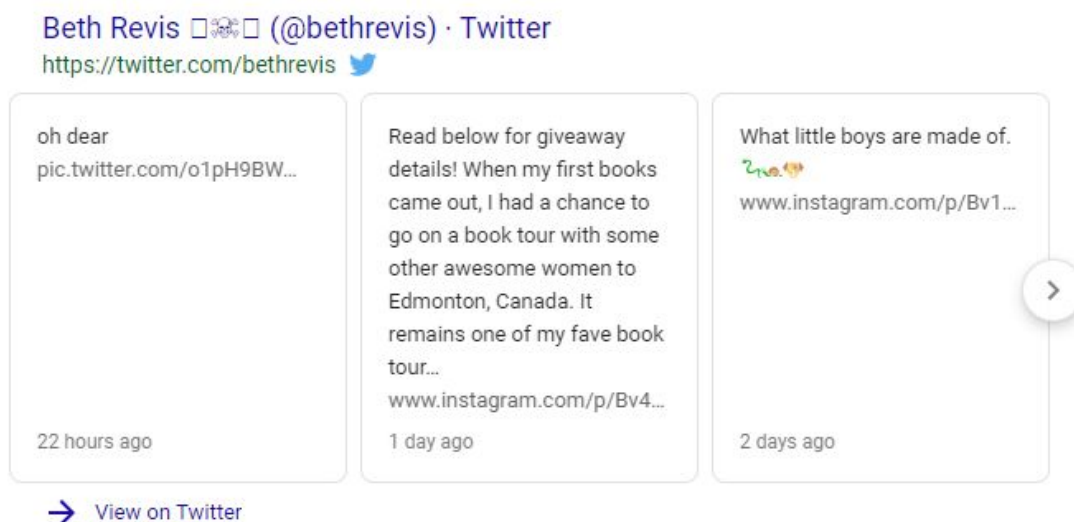
information sites, or sites that offer services for social media (such as HootSuite) are better choices.

Screen Name

A rose by any other name would still smell as sweet, right?

Wrong.

Imagine you're looking up your favorite author on Google. Google will come back to you with their website, their Twitter feed, their Facebook page, Instagram if they have one. Now, when Google gives you their Twitter feed, it comes up like this:



It has what their visible name is (Beth Revis 💀💀💀) then their Twitter handle, aka screen name (@bethrevis), then the fact that it's Twitter and then it shows the last few tweets they made. Now Imagine you're looking for your favorite author Joan Smith. You Google her and here's the Twitter link: **Joan Smith (@starvemeskinny) Twitter**. How are you going to feel about that person? What if you have suffered from or are suffering from an eating disorder? What if you're a teenager who looks up to this author and you see that *they* starve themselves to be pretty? Do you see where I'm going?

Your Twitter handle, and any screen name you have, reflects you. Blogs, newspapers, podcasts, they will all post your social media screen names when they do a spotlight on you. They're not going to want to do that if you have a vulgar or obscene or controversial screen name in relation to what you do. Play it safe and stick to your name. Or a play on your name. Or your name mixed with a word related to writing. Like joansmithwriter or joansmithauthor. Something like that.

Also try to avoid numbers as those are seen as unprofessional. It won't hurt you the way a bad screen name will, but it's kind of frowned upon. And if you have to use a number, don't use the year you made the account. That'll date you (pun intended).

Start With One - There's No Need to Overburden Yourself

If you looked at the list of different social media platforms earlier in the book, you might be thinking that you can't do all that. And that is a very logical conclusion to come to! There's got to be a million platforms up there and more coming out everyday!

But here's the nice part: you only have to start with one. There is absolutely no need to overwhelm yourself by tackling even two or three at once. Go through the list, do your research, find out where your fans are most, and learn that platform. Master it. Make it yours. And once you are feeling good about your handle on that platform, you can make the decision to add another platform. Some people can juggle many platforms at once and some people can't. And that's okay. Everyone is different. Do what you can handle.

As that one guy from that one TV show says:



What to Post

There are very few rules when it comes to what to post:

5. Post wisely. You've heard that a diamond is forever? Well, what goes on the

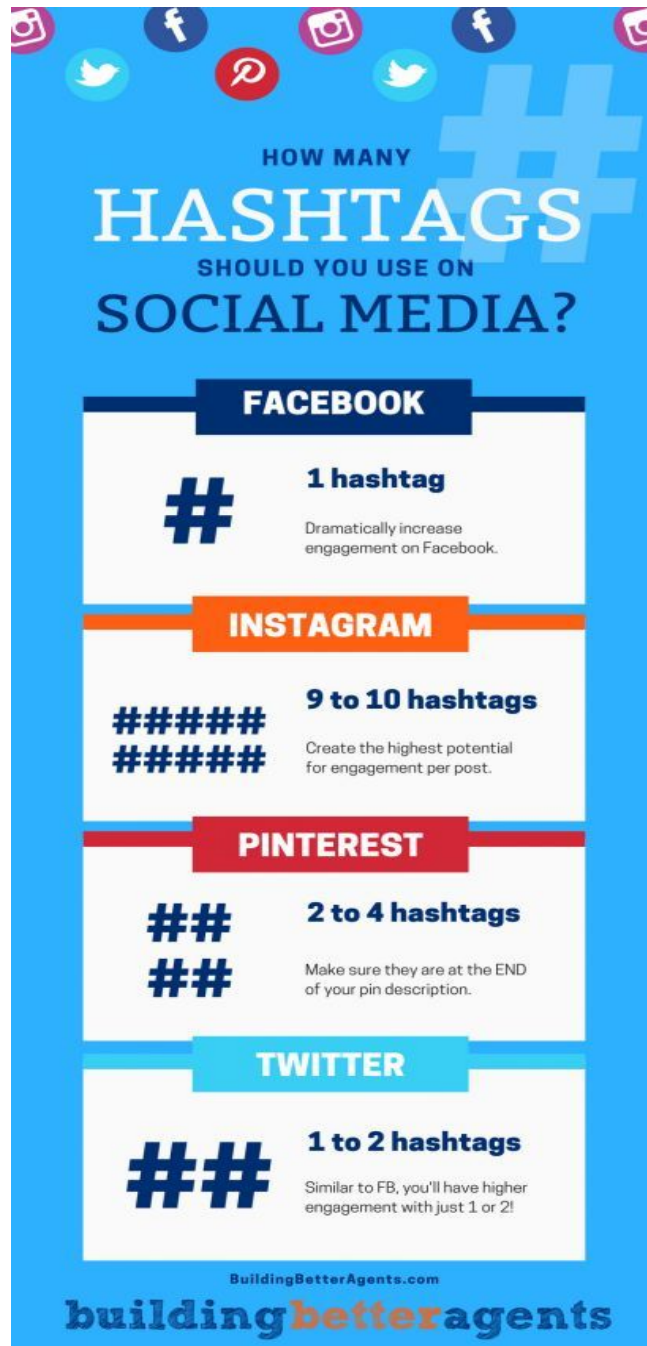
internet lasts longer than that. There will always be someone there to screen cap, save, and repost anything you've shared with the internet. All you have to do is a Google search on social media posts affecting people. There have been movie directors who have been fired for posts made years ago that were derogatory. There have been webcomic creators who have become popular only to have a post that was made years ago about a political view come back to crash their career. **You are free to speak your mind but you are not free from the consequences.** The internet is a harsh place sometimes and someone will come in to share that off color comment or post you made when you were unknown right at the moment your career is really taking off.

6. You are not an Avon salesperson. Do not post sales posts all the time. Infact, you should only post sales posts 20% of the time, the other 80% should be relevant content that isn't pushing your product in their faces. They are more likely to buy from you if you're not pushy. Are you a Sci Fi writer and you want to talk about the first images of a black hole? Do it. Are you a historical writer and you just heard a really funny (and appropriate to your audience) joke or meme you want to share? Are you working on your new WIP and want to share how you're procrastinating? 80% of your posts should be fun posts with the occasional selling post sprinkled in.

That's pretty much it, actually. What to and what not to post comes down to common sense and your judgement. Take the bolded statement from rule 1 to heart and you should be okay.

Other tips for posting:

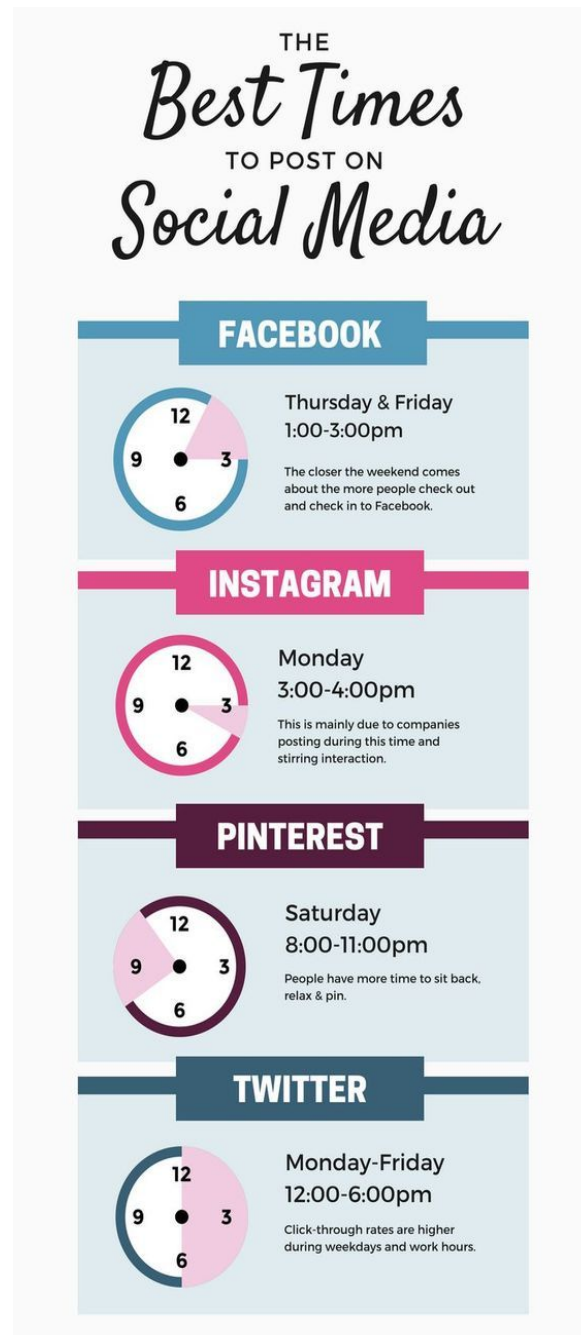
2. Pictures. People are more likely to stop to look at your post if it has an exciting and relevant picture. Walls of text, short paragraphs, essays, even plain ol' Tweets will keep a person scrolling. People like pictures. They catch the attention. Keep this in mind when you think about what to post. Make sure the pictures you use are free to use. Memes are okay but if you're not posting a meme, find a royalty free photo. TheStocks.im is a good site to start finding free royalty free stock photos.
3. Make sure you interact with your followers. People like to feel like they're seen and heard and it makes you look better when you interact. Set aside thirty minutes total in your day (15 am 15 pm perhaps) to get on your social media and just reply to people. You're more likely to get people to continue to follow you if you interact with them.
4. Hashtags. A lot of us know them as the pound symbol or number sign. Maybe even a tic-tac-toe board, but nowadays they're called hashtags. Hashtags help to organize posts and make it easier to search for particular content. If you're wanting to find Tweets about YA contents, you could search on Twitter for #ya #contests #yacontests and you're going to turn up many posts that are marked with that tag. If your posts isn't tagged, it's not going to be found. There are many tags that are used a lot and you can always Google or look them up on Pinterest. There is also a suggested amount of hashtags expected to be used per platform, as shown below. (Image from



When to Post and How to Schedule Them

We will start with When. There are actually times and days that are best to post (more people are using the platform at that time) and worst times to post (not so many people are there).

These times change as do many things. Trends change. Schedules change. So always make sure to check your sources for when it was posted. As of this writing, this is the best posting schedule of when to post for the most popular platforms (image from gardeninglimited.com):

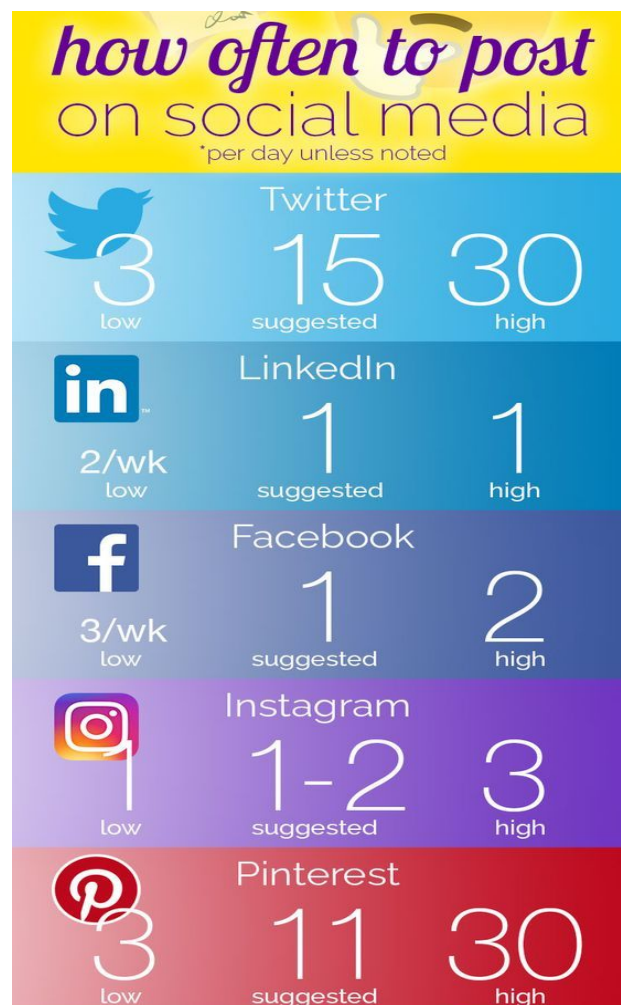


I bet you're thinking that you have to be on your social media of choice at these times all the time, every week, getting ready to post, and now this just feels like the most boring job ever... Well fear not for there are websites that will help you with this! Scheduling sites such as HootSuite allow you to pre-plan and pre-schedule your posts. Best part is that you can use them for free! They allow up to a certain amount of accounts and posts to be made at a time for free.

A lot of them open up to unlimited if you purchase a membership. Do your research and find which one works best for you and your needs. Unfortunately you cannot schedule interaction, so you will have to be online for this part. (Image from hatchbuck.com)



On top of there being better times to post than others, there is also an amount of posts you should make. This chart from LouisM.com shows how many per day (unless otherwise stated) by platform:



Section 3 - Launch Parties

A Facebook event can be created by any Facebook user and set for a specific day/time. Events can be set to private or public. For a book launch, you probably want a public event to attract as many people as possible. The host and/or co-hosts can invite their friends, group members or fans of a page to join. Just because it takes place on Facebook doesn't mean you should only promote it there—you can share links on other social media to attract a wider audience.

If your book is due out in a few months, you can follow these steps to create a Facebook event for launch day (or shortly after):

1. Create from your author page, not your personal profile. Click on the “Events” link on the left-hand side and then click the “Create” button on the top right.
2. Change the event from “private” to “public” so that your event is easy to find, share, and invite people to.
3. You can choose to upload your own banner. *For best results, use a 1920 X 1080 pixel image (16:9 aspect ratio) with little or no text. If you do have text, try to limit it to the book title and maybe a one-line teaser.*
4. Add event details: title, location, date/time, co-hosts, description and category.
5. Click “Create” at the bottom and you’re set up!

Start building buzz by inviting friends and family. *Don't* just invite everyone on your friends' list, unless you personally know all those people and know they want to be invited. Some people hate getting invites from people they barely know to events they don't care about. Do invite people you know who are enthusiastic about your book and happy to help promote your event. Encourage them to invite others who might be interested.

Also keep people engaged with the page by posting new content regularly—book quotes, memes, articles on a related subject, etc. You can also do contests or giveaways.

Another option is to work with other authors to do a half-hour to an hour takeover at your event. This way they will cross-promote the event to their followers as well. During the event, you should focus on engaging with people, not selling books. Post things that will interest people—funny memes, trivia questions, polls. You can combine this with giveaways/Rafflecopter too. Another option is to share funny/interesting stories about yourself. These can relate to the book (for example, a story about your trip to the city the book is set in), but try to focus on entertaining and engaging, rather than selling.

Section 4 - Recommended Reads

The Marketing Book 2019 by Jason McDonald

The Social Media Marketing Workbook by Jason McDonald

[Bad Redhead Media 30-Day Book Marketing Challenge](#)

Show Your Work! 10 Ways to Share Your Creativity and Get Discovered by Austin Kleon

Appendices



OGHMA CREATIVE MEDIA

Fleet Press

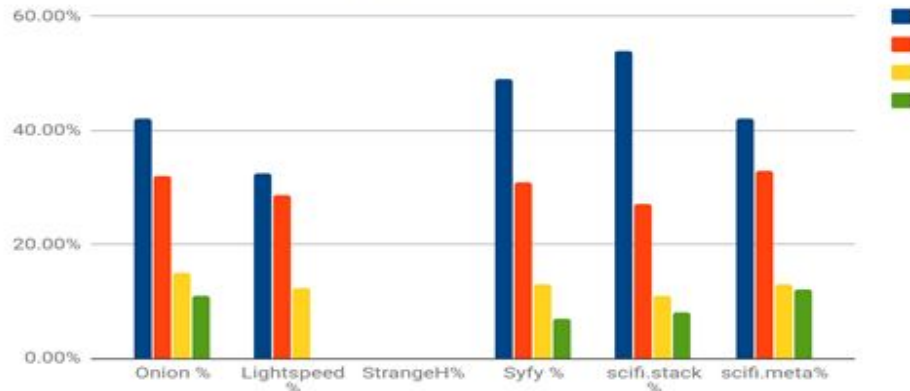
An Imprint of Oghma Creative Media

Search terms used to identify market:

- Science fiction books
- science fiction movies
- science fiction elements
- science fiction authors
- science fiction characteristics
- science fiction books to read
- science fiction books 2018
- science fiction book series
- science fiction books with female protagonists
- science fiction books for teens
- books about the future fiction
- sci fi books about wormholes

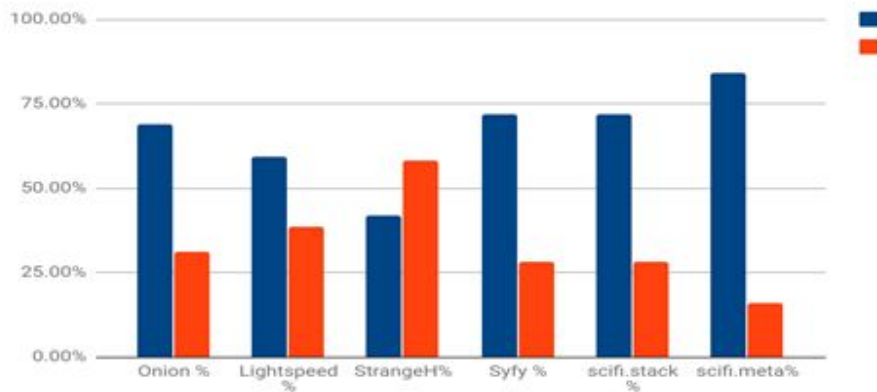
Who Reads Sci-fi by Income

Blue: 0-50K, Red: 51-100K, yellow: 101-150K, green: 500K+

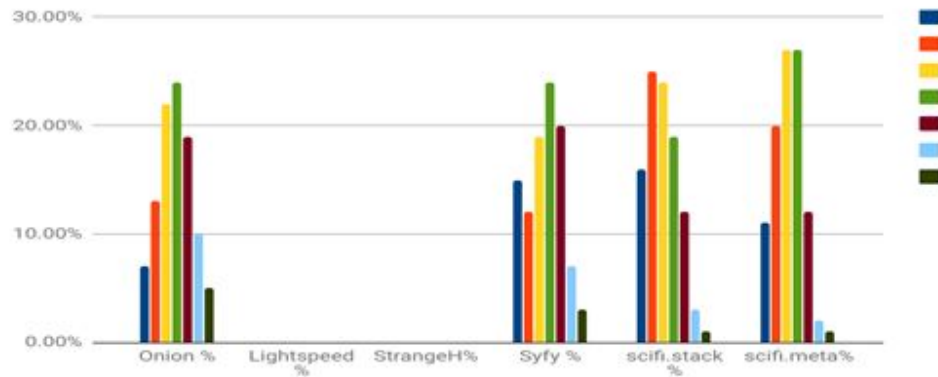


Who Reads Sci-fi: by Gender

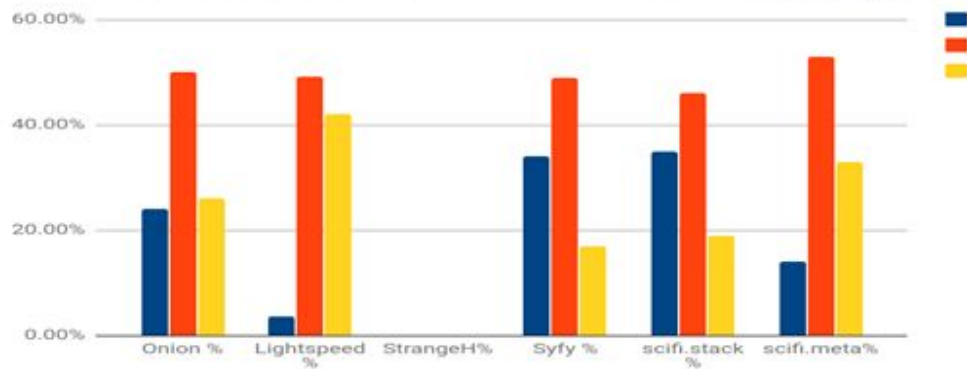
Blue: Male. Red: female



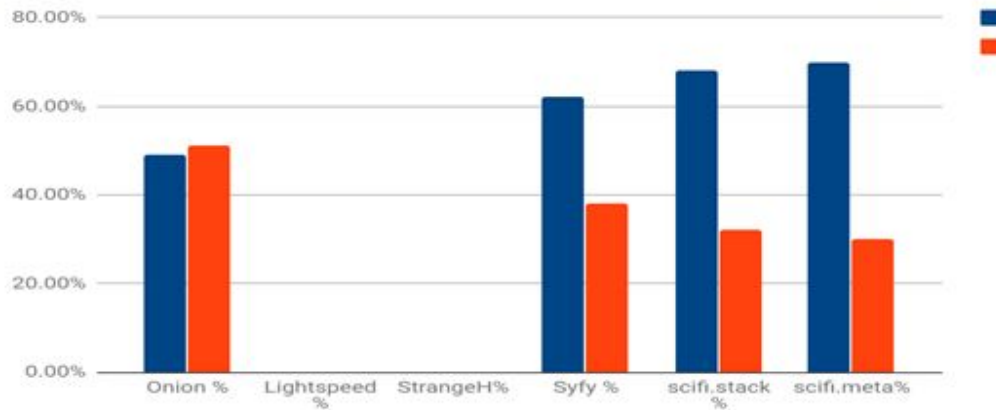
Target Market Based on Age



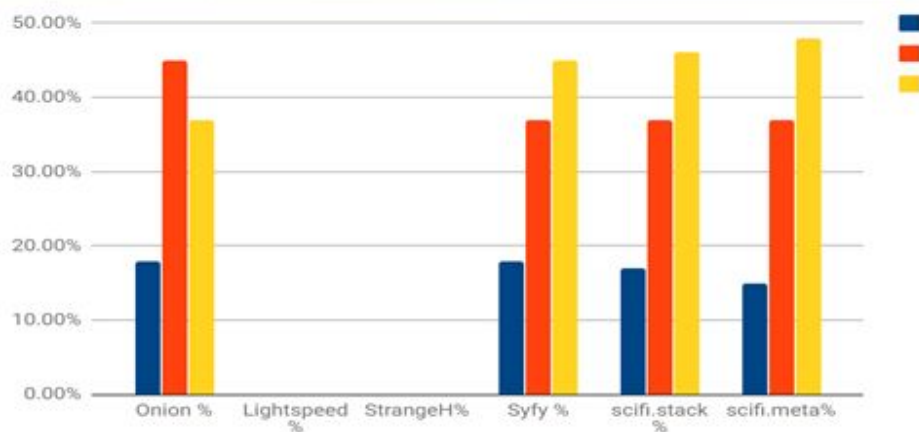
Target market based on education



Target market based on family life style



Target market based on voting





OGHMA CREATIVE MEDIA

Galway Press

An Imprint of Oghma Creative Media

Search terms and subgenres used to identify market:

WESTERNS

WESTERN ROMANCE

HISTORICAL FICTION

LITERARY FICTION

GENERAL FICTION

Christian

Classic

Contemporary

Frontier & Pioneer

Horror

Louis L'Amour

Science Fiction

Short Stories

What Westerns Sale?

According to Amazon.com the top ranking Westerns are considered Romantic and Comedy Westerns that feature both strong female and male leads together.

Who Reads Westerns?

Older males read the majority of adult Western Fiction, with no confirmed statistical reports.

However, females read romance Westerns and Christian Westerns with a specificity toward Historical Westerns.

There is a growing trend of modern Westerns with Strong Female leads for younger adults, but it is a small minority of modern young adult fiction.

Popular Tropes in Western

(1) Suburban Western

Cattle Punk = The Western plus Science Fiction, Steam Punk, or Punk Punk

Space Western or Wagon Train to the Stars = The Western plus Recycled In Space

Weird West = The Western plus Supernatural Fiction

New Old West = The Western plus The Present Day or 20 Minutes into the Future

Samurai Cowboy = The Western plus Feudal Japan

Dawn of the Wild West = The Western plus Dawn of an Era

Twilight of the Old West = The Western plus End of an Age



OGHMA CREATIVE MEDIA

Lagan Press

An Imprint of Oghma Creative Media

Search terms and subgenres used to identify market:

Print Books

romantic suspense (53%);
contemporary romance (41%);
historical romance (34%);
erotic romance (33%);
New Adult (26%);
paranormal romance (19%);
Young Adult romance (18%);
Christian romance (17%).

E-book:

romantic suspense (48%);
contemporary romance (44%);
erotic romance (42%);
historical romance (33%);
paranormal romance (30%);
New Adult (26%);
Young Adult romance (18%); and
Christian romance (14%).

Who Reads Romance?

Mostly female (84%)
Most commonly 30-54 years old
Highly represented in the south
Commonly have an income of \$55,000 or more

Romance Fiction has one of the biggest reader loyalty followings

64% read romance more than once a month;
35% buy romance more than once a month
Slightly more than 35% have been reading the genre for 20 years or more (speaks to reader loyalty)
Another 20% have been reading it for 5-10 years
Another 20% have been reading it 10-20 years

Popular Tropes in Romance

- (1) friends to lovers;
- (2) soulmate/fate;
- (3) second chance at love;
- (4) secret romance;
- (5) first love;
- (6) strong hero/heroine;
- (7) reunited lovers;
- (8) love triangle;
- (9) sexy billionaire/millionaire;
- (10) sassy heroine

What else romance buyers read:

mystery,
general fiction,
cooking/food books,
young adult,
erotic fiction.

When broken down by age, a majority of older readers buy mysteries, and younger readers buy YA and erotic fiction.

The most important factors in deciding to buy a book

- 1) The story
- (2) The author
- (3) Price
- (4) Review
- (5) Part of a series
- (6) Back cover copy
- (7) Cover art
- (8) Recommendations on a social media site
- (9) Deal/bundle/bargain/special offer
- (10) An endorsement by another leading author

Top 10 ways romance buyers are most likely to discover new romance authors or titles to read (ranked from most likely to least):

- (1) Browsing in a bookstore
- (2) In person recommendation from people you know
- (3) Browsing online book sites
- (4) Best-seller lists
- (5) From books I've sampled
- (6) Following favorite authors on social media
- (7) From book recommendation lists
- (8) Library or library staff recommendations
- (9) Book review blogs and sites
- (10) From online retail sites that recommend based on what I've bought/read before

Social Media Use

DEVICES USED TO READ ROMANCE EBOOKS



ROMANCE SHARE OF FICTION 2015 (ALL FORMATS)



Source: Nielsen BookScan, Publisher Digital, Books & Consumer

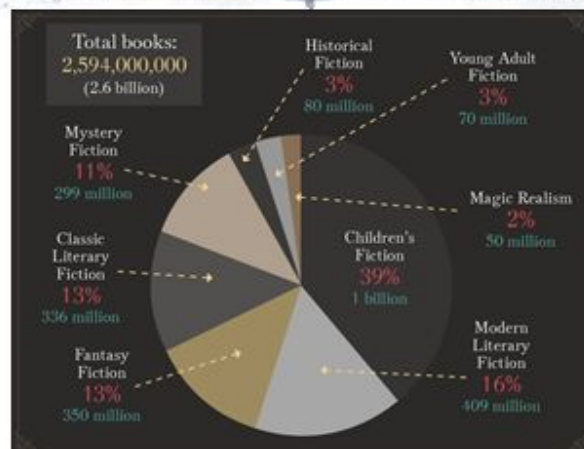


OGHMA CREATIVE MEDIA

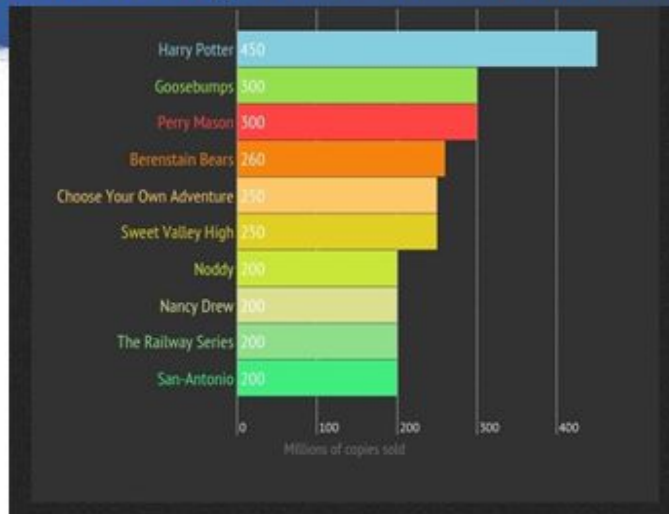
Lee Press

An Imprint of Oghma Creative Media

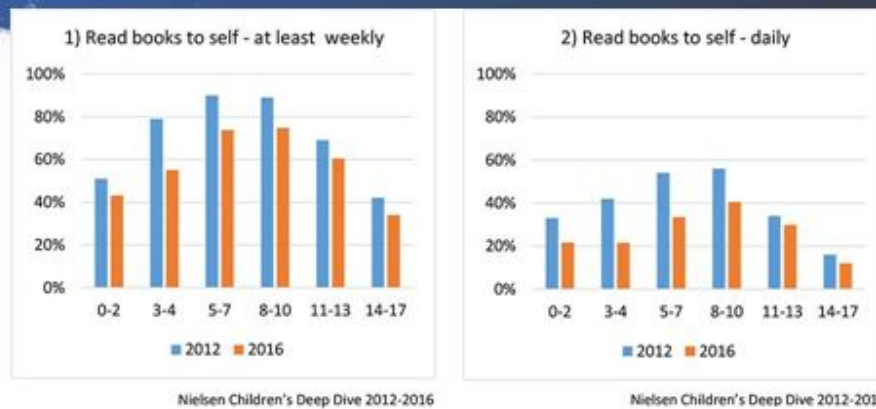
Bestselling Fiction of All Time



Best Selling Children's Book of all time

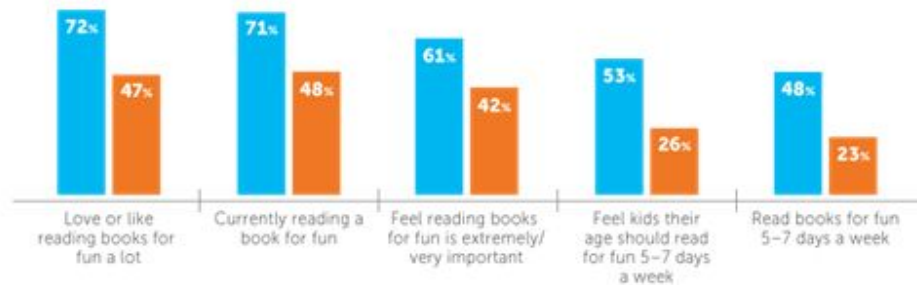


Within Historical Fiction, What Type of Story Appeals to You



Children Who Read In Class Vs Children who do not.

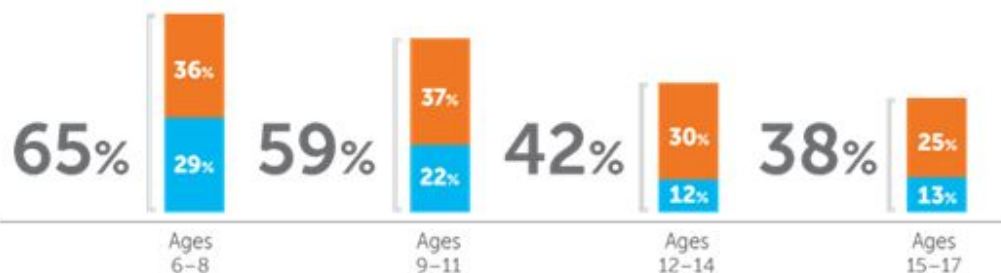
Children who read as a class or school Children who do not read as a class or school



NOTE: Data shown are from multiple questions and highlight select differences between children who do and do not read as a class or school.

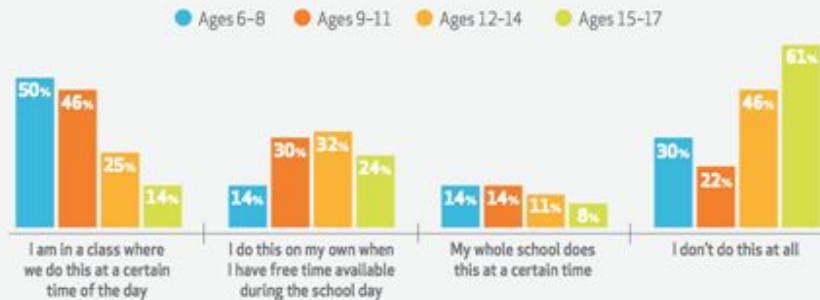
Do children think reading is important?

Extremely important Very important



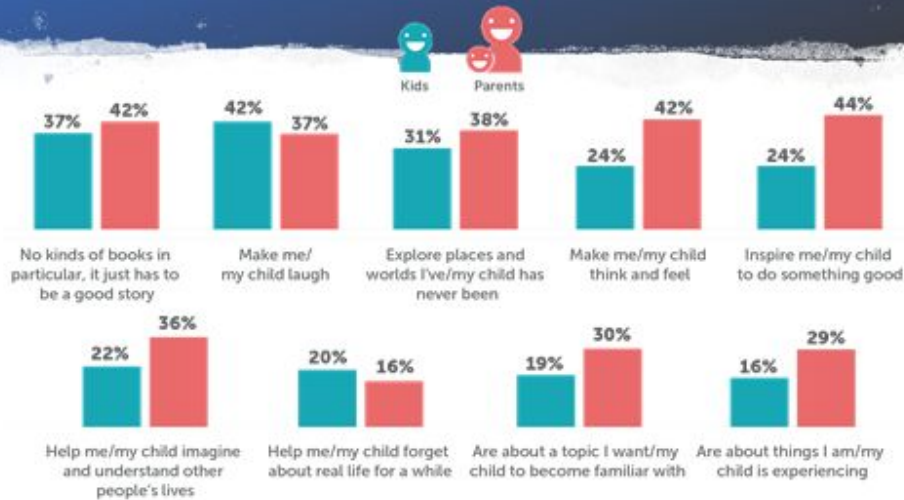
QK4. How important is it to you to read [ADDED FOR AGES 6-8: or look at] books for fun? This means reading books that are not part of your schoolwork or homework [ADDED FOR AGES 6-8: and could mean reading by yourself or with someone else].

When do Kids Read?



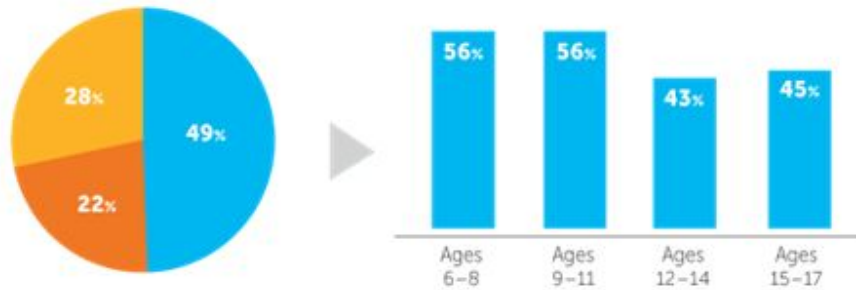
QK33b. Please select the response or responses below that best describe(s) when you read a book of your choice independently at school.

What do Kids like to read, What do Parents Prefer?



Print book, Ebook or No Preference

● Prefer print books ● Prefer ebooks ● No preference



QK29b. In general, would you rather read...

NOTE: Data in these charts are among the 43% of children who have read an ebook.

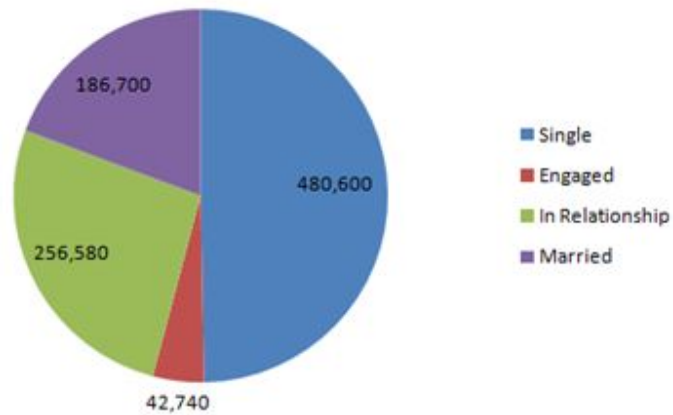


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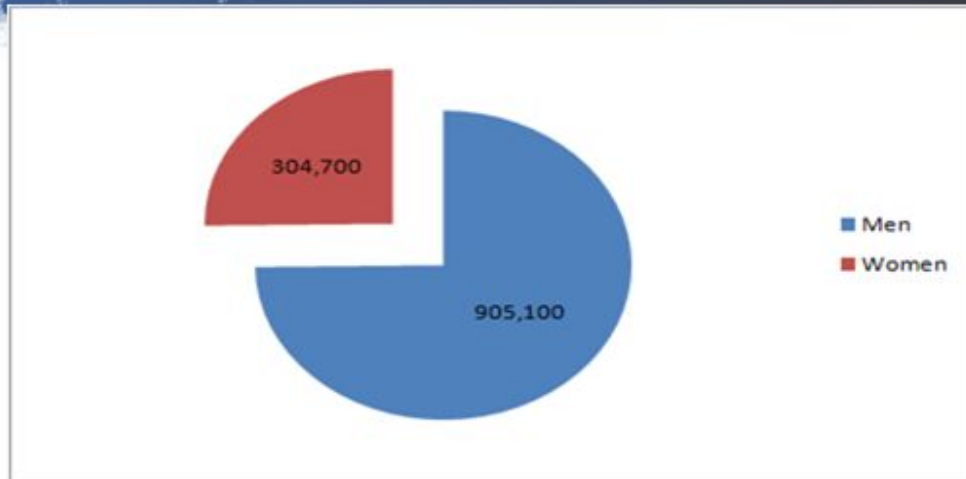
Skye Press

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Who Reads Comic Books By Relationship Status



Who Reads Comic by Gender



Who Reads Comic Books By Age

TABLE 1. Schenker's Findings on Ages of Comic Book Fans

Age	Total	Men	Women
17 and under	168,280	118,920	49,020
18-30	771,340	558,340	208,900
31-45	233,240	195,200	36,720
46+	43,080	32,600	10,060



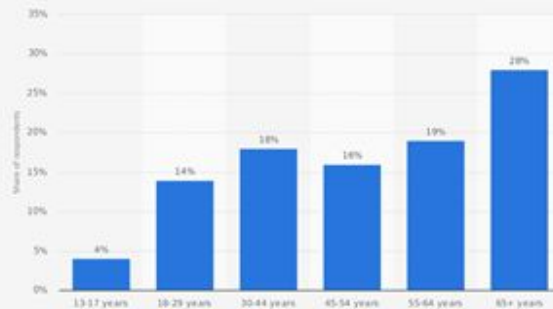
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Stirling Press

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Who Reads Thriller/Mysteries?

Distribution of mystery/crime book readers in the United States as of 1st quarter 2014, by age

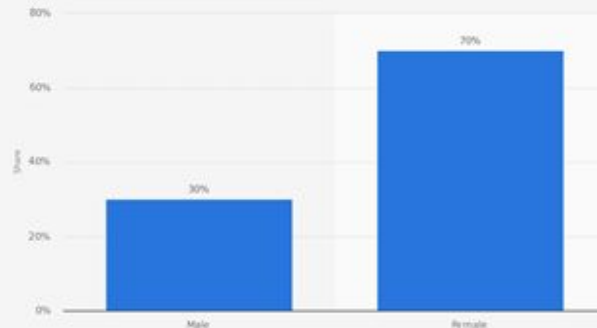


Source:
Nielsen
© Nielsen 2014

Additional information:
United States, early 2014

Who Reads Mystery?

Distribution of mystery/crime book readers in the United States as of 1st quarter 2014, by gender



Source:
NPD Group
© Statista 2014

Additional Information:
United States, early 2014

What are the types of mysteries?

Cozies

Traditional cozies are light, sometimes humorous, slow paced (as compared to the other categories), the murder (usually quite civilized) and sex happen off scene, and the solving of the crime is a battle of wits between the reluctant amateur sleuth and the villain. The setting is most often in a small town or community and the subcharacters are quirky and fun. The sleuth falls into the mystery by accident or circumstance and uses common sense/gray cells to solve the crime. Usually first person.

Hard Boiled

The hardboiled mystery is a detective story with attitude and action. It's a tough mystery that takes place in a city or urban setting. It's gritty. It's violent. The blood and violence (and sex) takes place on screen. Usually the detective is a professional who's been hired to investigate. Usually first person with a bare-bones or abrupt narrative style. This is not your emotional mystery. Think Raymond Chandler or Michael Connelly.

Soft Boiled

The soft boiled mystery falls somewhere between the hard boiled and the cozy. It's not as violent as the hard boiled, but can have more on scene than the cozy. Many soft boiled mysteries have humorous elements. The detective can be a professional or amateur. Misa's Lola Cruz Mystery Series is an example of soft boiled. Janet Evanovich is also soft boiled (with some caper thrown in).

Police Procedural

The detective/sleuth in a police procedural is almost always a law enforcement agent of some sort. The details of the mystery plot are the focus, as opposed to the heavier character development of the other categories. The term police procedural is used because the procedures are detailed and accurate. Rules must be followed and crime details are key. PD James and Tony Hillerman write police procedurals.

What Mystery Fiction Sell?

Currently Cozy fiction is the most popular, especially among women. However, fiction with a focus on serial killers has recently been on the rise.



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Historical Fiction By Gender

▼	Almost exclusively historical fiction ▼	50 to 75% historical fiction ▼	25 to 50% historical fiction ▼	Less than 25% historical fiction ▼	I almost never read historical fiction ▼	Total ▼
▼ Q1: Male	13.07% 52	29.15% 116	29.90% 119	24.87% 99	3.02% 12	398
▼ Q1: Female	11.86% 233	38.44% 755	34.37% 675	14.00% 275	1.32% 26	1,964
▼ Total Respondents	285	871	794	374	38	2362

Reasons for Reading

- to learn about real people behind the legends: men 26%, women 31%
- to bring the past to life: men 72%, women 80%
- because it's a great story: men 69%, women 60%
- because it's a form of time travel: men 33%, women 39%

Within Historical Fiction, What Type of Story Appeals to You

Top three for men: fictional characters within a backdrop of great historical events 74%; adventure 66%, stories with a military/naval angle 51%

Top three for women: fictional characters within a backdrop of great historical events 71%; romance 44%; the life of a significant historical figure 40%. For women, two other reasons come close to the 40% figure suggesting that preferences are more varied.

What Historical Time Period Do You Read

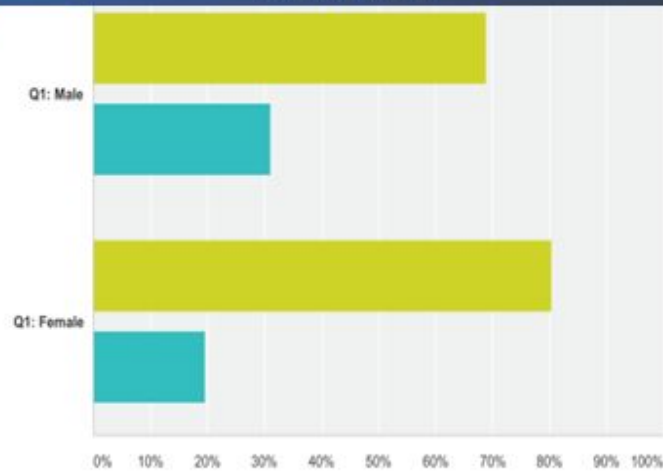
Top three for men: 3000 BC to 1000 AD 42%; 6th to 12th centuries 40%; 13th to 16th centuries 36%

Top three for women: 13th to 16th centuries 50%; 18th century 41%; choose widely from all periods 39%

Sources of Recommendation

	From friends	From a few favourite websites and/or blogs	From Amazon and other online retailers	From Facebook, Goodreads or other social media	From my local library	I browse the bookstore	From the Books section of my newspaper	I subscribe to a book review publication	From sites offered by publishers or their imprints
Q1: Male	55.59% 204	49.86% 183	46.59% 171	38.96% 143	12.53% 46	49.05% 180	22.34% 82	6.81% 25	2.72% 10
Q1: Female	65.26% 1,223	47.07% 882	42.37% 794	53.15% 996	19.05% 357	42.42% 795	13.13% 246	8.43% 158	5.12% 96
Total Respondents	1427	1065	965	1139	403	975	328	183	106

Use of Blogs, Social Media and Other Online Sources



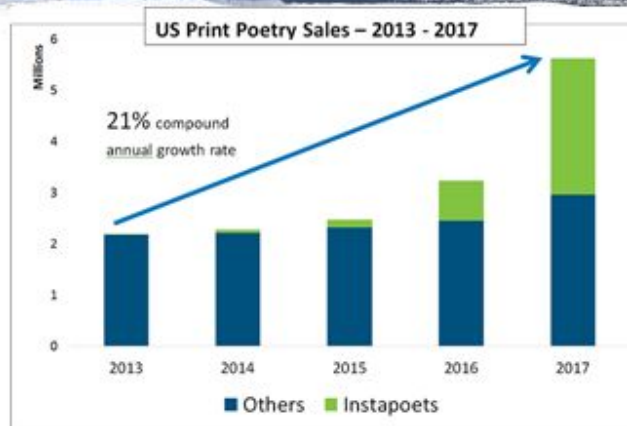


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Tweed Press

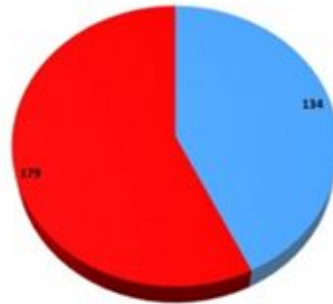
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U.S. Print Poetry Books are On The Rise



Source: The NPD Group | NPD BookScan, 2017

Who Writes Poetry by Gender



POETRY
Overall 2011

■ Female: 134

■ Male: 179

videweb.org