

Marketing

*When You Don't Have a
Marketing Degree*

Part 1: What is Marketing?

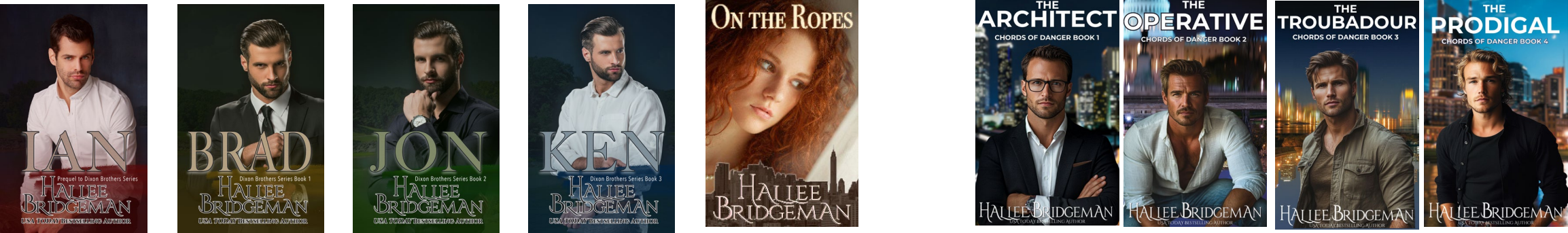
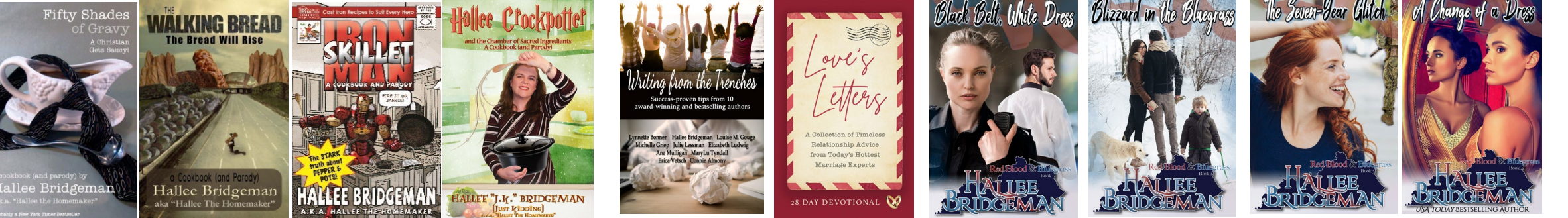
HALLEE
BRIDGEMAN



About Me

- Started publishing in 2012
- Published 39 books with over 900,000 sales
- *USA TODAY* bestselling author
- Have taught all over the world





What is Marketing?

mar·ket·ing

/ˈmɑrkətiŋ/ 

noun

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



Creating a Marketing Plan

- We are in a seriously dynamic industry
- Nothing that worked yesterday will work tomorrow
- Digital marketing is a try and see what will work for you
- Some things will stay true regardless of how online marketing changes



“How to Create a Marketing Plan”

1. Determine your why.
2. Who is your audience?
3. Create a mission statement.



Mission Statement

To prayerfully craft stories as modern day parables to uplift fellow believers and minister to seekers in our fallen world.



“How to Create a Marketing Plan”

1. Write a mission statement (Set goals)
2. List or describe niche markets
3. Describe your services
4. Spell out marketing and promotional strategies
5. Create a budget – time and money
6. Identify the competition. (What are other authors doing?)
7. Monitor results



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**Part 2: Building Part of Your
Platform Using Social Media**

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Types of Marketing



What does Platform mean to me as a writer?

Writer's public visibility and reputation

Basically, it's made up of the people who will hear you when you have something to say



Build a Platform

So that you are heard as a known author.



Social Media



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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USER IDENTITIES



5.24
BILLION



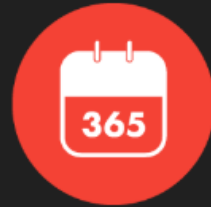
QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



+0.5%
+24 MILLION



YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



+4.1%
+206 MILLION



AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 21M
YOY: -1.3% (-2 MINS)



AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



6.8
YOY: +2.3% (+0.2)

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



63.9%



SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



86.6%



SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



94.2%



FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



45.4%



MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



54.6%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2024). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THESE TABLES



GLOBAL OVERVIEW

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
INSTAGRAM	24.8%	20.8%	16.0%	13.9%	10.2%
WHATSAPP	12.7%	14.3%	15.4%	17.3%	21.1%
FACEBOOK	5.9%	10.6%	13.2%	14.9%	17.1%
WECHAT	8.2%	11.7%	15.5%	13.6%	12.0%
TIKTOK	15.5%	11.3%	7.8%	6.9%	5.0%
DOUYIN	6.6%	8.1%	9.8%	6.4%	5.4%
X	3.1%	2.1%	1.8%	1.6%	1.7%
TELEGRAM	2.6%	2.1%	2.0%	2.1%	2.2%
MESSENGER	1.7%	2.5%	2.5%	2.7%	3.0%
LINE	0.5%	0.8%	1.2%	2.6%	3.5%

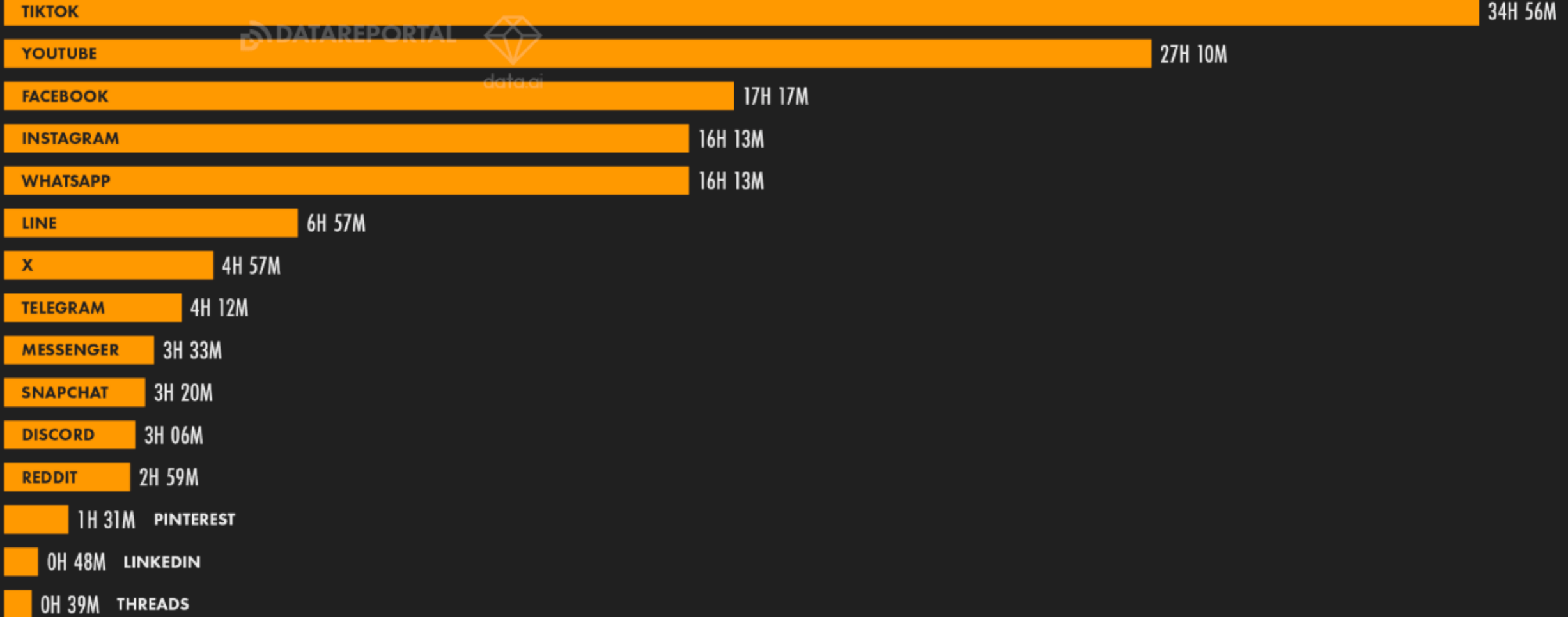
FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
INSTAGRAM	26.6%	18.4%	11.7%	9.4%	6.1%
WHATSAPP	14.1%	14.7%	17.3%	19.5%	21.9%
FACEBOOK	7.8%	13.5%	14.7%	16.4%	17.5%
WECHAT	8.2%	11.8%	16.0%	14.4%	14.4%
TIKTOK	9.6%	7.1%	5.7%	5.3%	4.3%
DOUYIN	6.5%	8.5%	8.2%	6.8%	6.6%
X	4.2%	4.6%	4.0%	3.8%	3.3%
TELEGRAM	4.0%	3.2%	3.2%	2.6%	2.5%
MESSENGER	1.8%	2.4%	2.2%	2.4%	2.3%
LINE	0.7%	1.0%	1.2%	2.4%	2.9%

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SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



FACEBOOK

- Make it a place where people can interact with you
- This is your chance to be a real person
- Branding (coffee posts)
- Sharing personal stories
- Finding a niche discussion point (cooking, autism, Christianity)
- Live videos: Coffee Chats



FACEBOOK

It's a place where people can interact with

- This is a place where people can interact with

- Branding (company, etc.)

- Sharing personal stories

- Finding a niche discussion group (e.g. autism, Christianity)

- Live videos: Coffee Chats

This is not about Facebook advertising

This is about platform, not marketing



Facebook

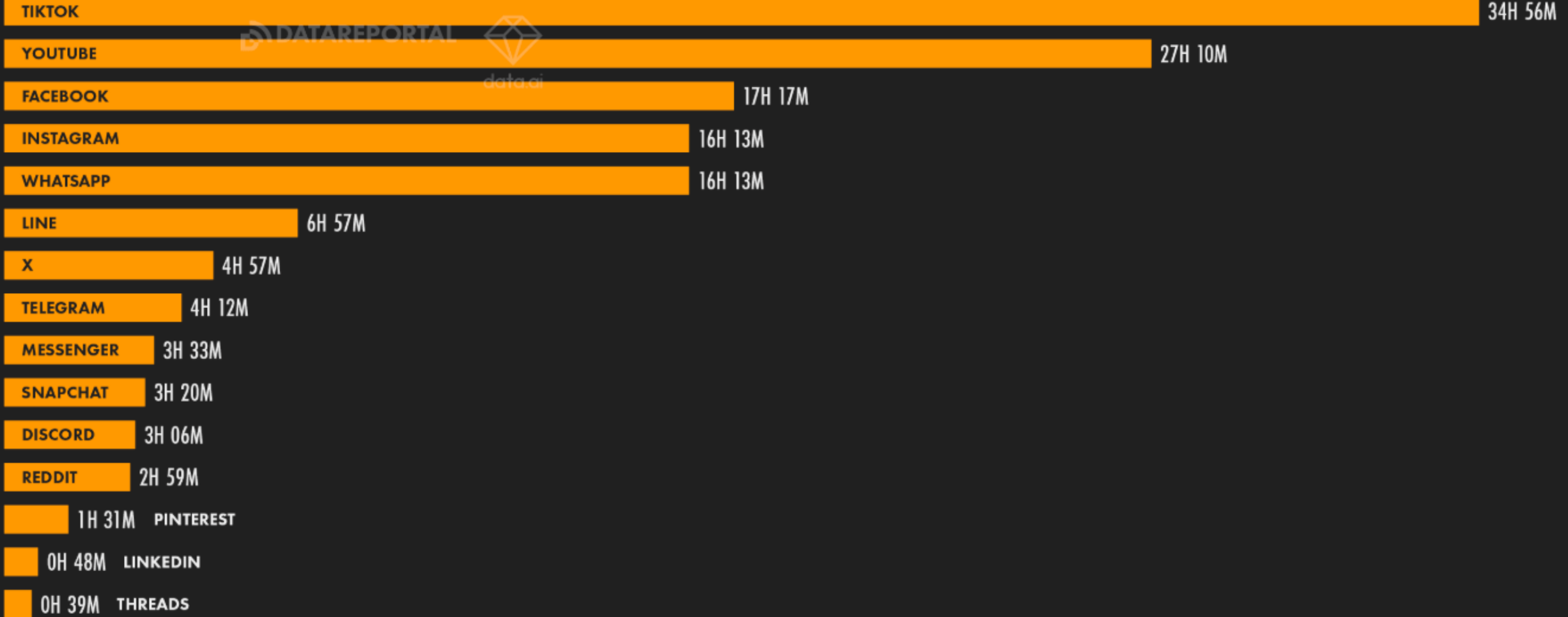
Don't let Facebook become your end all and be all.



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SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



Short Form Video

In 2025, platforms like TikTok, Instagram Reels, and YouTube Shorts dominate discovery. You don't need fancy equipment—just a smartphone. Share 15-60 second clips: a quick writing tip, a behind-the-scenes moment (e.g., “This is where I wrote my first book”), or a teaser of your book's vibe.

Data shows video posts get 3x more engagement than static ones, and it's low-cost to start.

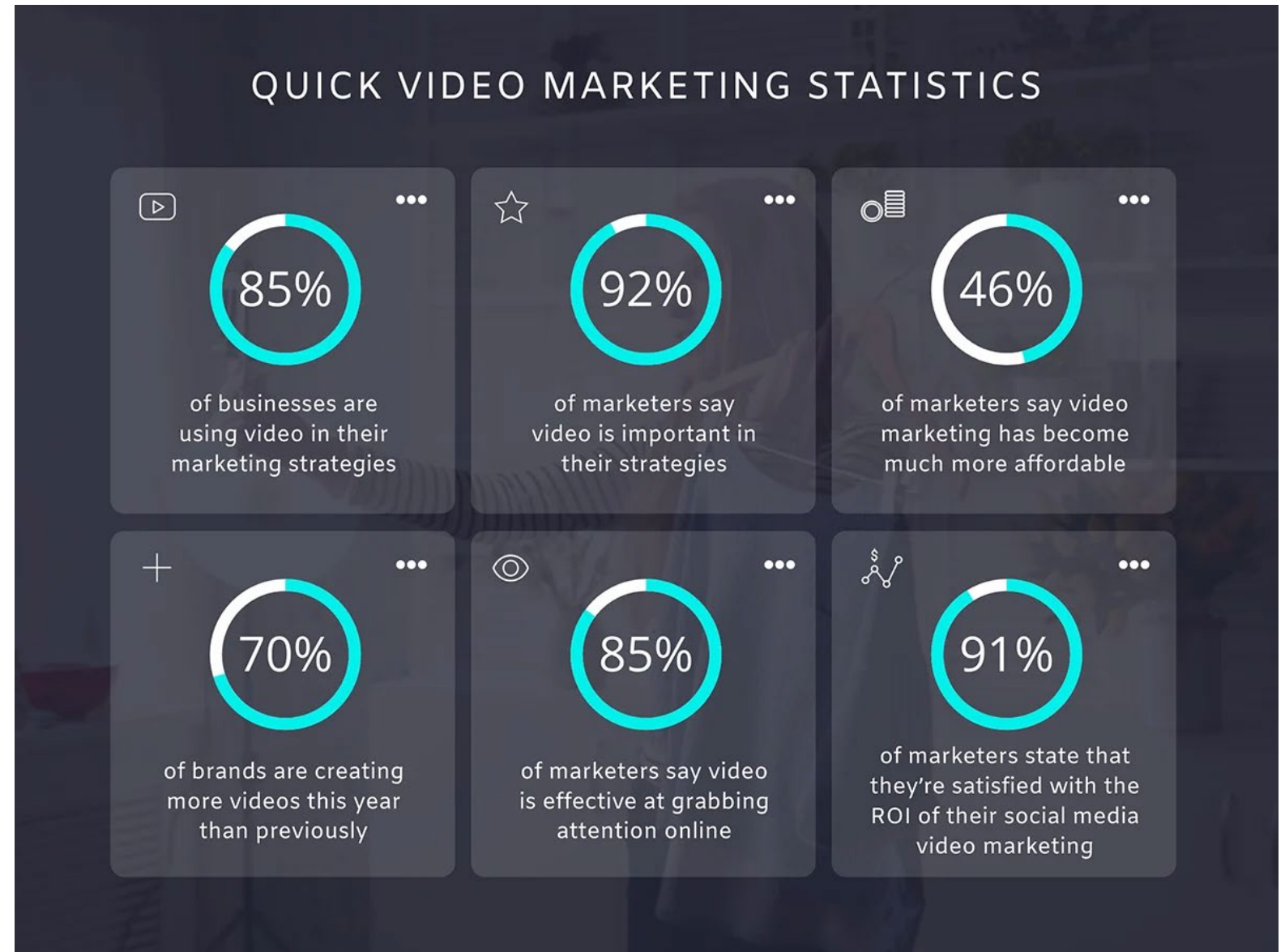


Youtube

- 2nd largest search engine in the world after Google.
 - This is important
 - Make sure you fill your videos with metadata and keywords
- The more followers you have on Youtube, the more you can customize your site



YouTube



Video Marketing in 2025: The Ultimate Guide

<https://visme.co/blog/video-marketing/>



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**Part 3: Building Part of Your
Platform Using a Web Presence**

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Bookbub

- 15 million users
 - The users are readers
- Grow Bookbub followers the same as the newsletter
 - Advertise everywhere
 - Use list building services like Ryan Zee, etc.



Goodreads

- 150 million users
 - The users are readers
- Drive readers to your Goodreads
- Goodreads is owned by Amazon, so the metadata inside of Goodreads will fuel Amazon
- There are ways you can leverage Goodreads to market books



Pages

- Amazon Author Page
- Bookbub Author Page
- Goodreads Author Page



Website/Blog

- You need a website
 - Make sure your newsletter signup is prominent
 - Make sure there is an easy way to contact you
 - Make sure your social media links are easy to find
 - Have a page for a press kit
 - If you are already published, list books by series
- You might want to blog
 - Refreshes your SEO
 - Connect it to your website
 - Drive traffic to your blog
 - Looking for ideas?
 - Interviews with other authors
 - <https://www.google.com/search?client=firefox-b-1-d&q=blog+ideas+for+writers>



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**Part 4: Building Part of Your
Platform Using Your Newsletter**

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Newsletter



Newsletter

- The most important part of your marketing plan.
 - No algorithm involved – it's a direct line to your readers
- The people who sign up for your newsletter want information from you
- Choose how you want to send it out
 - Weekly/Bi-weekly/Monthly
 - Quarterly
 - Only on release days
- Use a service to manage your newsletter



- My list is 7200
 - Mailchimp: \$114/month
 - Mailerlite: \$72/month
 - Constant Contact: \$160/month
 - Sendfox – lifetime use for 1 purchase. (I paid \$196 for 20K subscribers)
 - I use Sendy - \$69 1 time price no limits

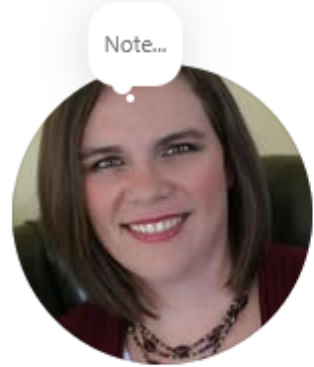
Newsletter services



- Offer an incentive
 - I offer a free ebook
 - One subscriber wins \$25 Amazon gift card every month

Ways to Grow List





Note...

5,981 posts

2,192 followers

680 following

Hallee Bridgeman

halleebridgeman

Writer

USA TODAY bestseller real food cook

follower of Yeshua Milspouse homeschooling mom autism mom

Get a Free Book!

P.O. Box 4452, Winchester, Kentucky 40392

www.halleebridgeman.com/links

HALLEE BRIDGEMAN
USA TODAY BESTSELLING AUTHOR

SUSPENSE HEART-WRENCHING EMOTION HEART-WARMING ROMANCE

Links



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Hallee Bridgeman
@hallee

USA TODAY bestseller 📖 real food cook 🍳
👉 follower of Yeshua 🇺🇸 Milspouse ☕ coffee connoisseur 🍷
👉 homeschooling mom 🌟 autism mom
👉 Want a Free Book? 📖

📖 Author 📍 Winchester, KY 🌐 halleebridgeman.com
📅 Born March 2, 1972 📅 Joined November 2009

446 Following 3,496 Followers

Posts Replies Highlights Articles Media Likes

Pinned
Hallee Bridgeman @hallee · Nov 8, 2024 Promote ...
Subscribers to my newsletter get the [#romanticsuspense](#) prequel to the Love and Honor series - LOVE IN ANY LANGUAGE - for free!
halleebridgeman.com/newsletter
[#loveandhonor](#) [#specialforces](#)

Jorge Pena:
Intelligence
Officer
Emma Selah:
Translator

Does their love
have any chance to
survive?

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CHASING PEARL
Hallee Bridgeman

HONOR BOUND
Hallee Bridgeman

Hallee Bridgeman's Post

Hallee Bridgeman
November 8, 2024 · 🌐

Subscribers to my newsletter get the [#romanticsuspense](#) prequel to the Love and Honor series - LOVE IN ANY LANGUAGE - for free!

Jorge Pena:
Intelligence
Officer
Emma Selah:
Translator

Does their love
have any chance
to survive?

Love in Any Language FREE!

- Pinned
 - Pinned
 - Promoted
 - In the
- Way**

Join Hallee's
newsletter
and get *Love
in Any
Language*
for free!

Get your free book!

Note...

Hallee Bridgeman
@halleebridgeman

5,981 posts 2,192 followers 680 following

Writer
📖 USA TODAY bestseller 📖 real food cook
👉 follower of Yeshua 🇺🇸 Milspouse ☕ homeschooling mom 🌟 autism mom
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🌐 www.halleebridgeman.com/links

HALLEE BRIDGEMAN
USA TODAY BESTSELLING AUTHOR

SUSPENSE ♥ HEART-WRENCHING EMOTION ♥ HEART-WARMING ROMANCE

List

Links

 <p>Join Hallee's newsletter and get <i>Love in Any Language</i> for free!</p> <p>Get your free book!</p>	<p>Get your free book!</p>
 <p>HALLEE BRIDGEMAN'S BOOKSTORE</p>	<p>Hallee's Store</p>

- Offer an incentive
 - I offer a free ebook
 - One subscriber wins \$25 Amazon gift card every month
- List your newsletter signup in the front of everything
 - Pinned tweet
 - Pinned Facebook post
 - Prominent on website
 - In the back of every book
- Use a list growing promotion company
 - Ryan Zee, Bookfunnel, Litring, etc.

Ways to Grow List



Onboarding Process

- Automatically send a series of newsletters giving your readers a chance to get to know you.
- Don't make them sales pitches – make them personal.

<http://www.successfulchristianselfpublishing.com>



Newsletter Interaction

- You want people to open your newsletter. It looks good for the mail service, and it means your word is getting out
 - Chance to win \$25 Amazon gift card
 - Ask a question that encourages a response
 - Run a giveaway that requires a response





HALLEE'S HAPPENINGS

the official newsletter of Hallee Bridgeman

true romance, gripping suspense
real heroes, genuine faith

LIVE A LIFE OF LOVE. EPHESIANS 5:2



Happy December!

Happy holidays to you! This is a busy month for our family for celebrations. We celebrate a Messianic Hanukkah, my husband has a birthday, and we have Christmas! It's a joyous month filled with all sorts of

opportunities for family time and fellowship time. I pray that you have a wonderful holiday season.

Last month, I asked about your favorite holiday dish. The person who wins the paperback of her choice is Dee at de--vis@alphadata.net! (fill in the -'s). Email me with your paperback choice and your mailing address and I'll get it to you!

This month I'd love to see a picture of your Christmas tree or your favorite decoration. My favorite decoration is my Town of Bethlehem. I recorded a video of it a couple of years ago. You can see it on my channel on YouTube [at this link](#). Reply to this email or email me at hallee@halleebridgeman. I'll pick a random winner to win your choice of a paperback from my books.



Newsletter Exclusives

- **Birthday Club**
 - Currently have almost 1500 members
 - Receive a signed birthday card from me
 - 50% off one ebook coupon
 - Bookmark for upcoming series
 - ***Captive marketing audience***
- **Short Stories**
- **Early Release**



Word on the Street



Street Team

- A group of your biggest fans
- WANT to share information about
- Will leave reviews



Street Team

- A group of your biggest fans
- WANT to share information about you
- Will leave reviews



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THE PLAN

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The Plan

- Write it out
 - What is your why?
 - Who is your audience?
 - Where are they?
 - How can you bring them to you?
 - What do you do with them once you have them there?
 - What tactics do you want to implement?
 - What tools are at your disposal?



AI – the new shiny

AI's everywhere in 2025

Writers can use it without being tech wizards. Don't be afraid to play with it.

- Canva's AI features, Midjourney, etc., can help with promo graphics
- ChatGPT-style platforms can brainstorm taglines or social media captions.
- THE CATCH:

Readers spot robotic content a mile away. Use AI as a springboard, then tweak it with your voice.



Analyze and React

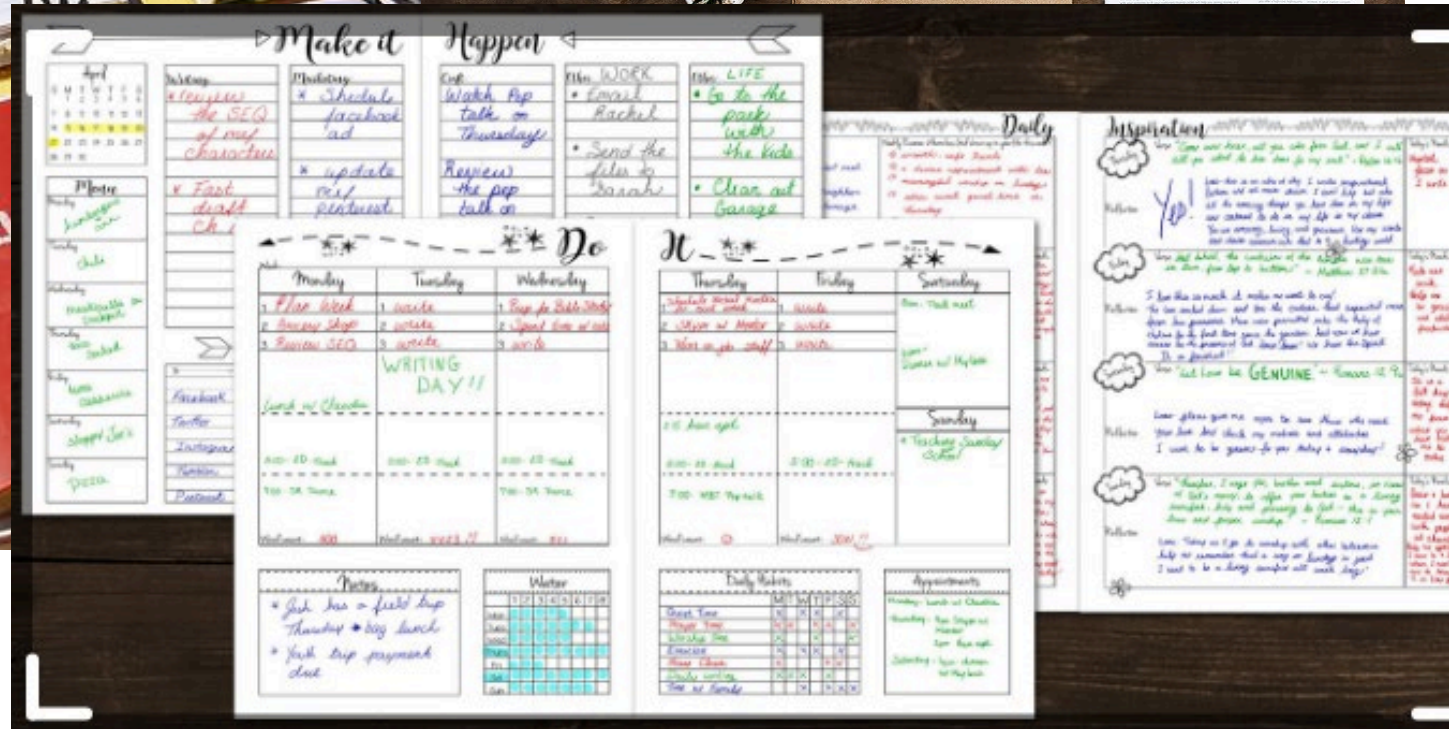
- What worked?
- How can I take what worked and keep doing it?
- Is the squeeze worth the juice?
- What do I observe other people doing
 - “new shiny”



Marketing Time

- Determine your writing time or production goals
 - i.e. 3,000 words a day or 4 hours
- Never let marketing/social media interfere with those goals. Nothing sells a good book better than the next good book
- Be disciplined in your time online
- Planning is key
- Create calendars/logs:
 - Social media (PromoRepublic)
 - Blogging
 - Marketing ads





Questions



PDF of Powerpoint can be found here:
<http://successfulchristianselfpublishing.com/marketing/>