



MY Books Marketing Service

Facebook Marketing Service

Facebook

Offering a powerful presence online is essential for any author wishing to find the full sales potential of their books. Online communities like Facebook are proving to be the best way to connect authors with readers from anywhere in the world . Many people have set up their own pages for friends and family but, when it comes down to presenting you and your books professionally to potential customers, then the task can become quite daunting.

With over 10 years in book marketing working with clients such as Barbara Cartland , Developmedica , J Krishnamurti Foundation and many more, M-Y Books has the experience and expertise to make online promotion simple and effective, at a realistic price .

M-Y Books 's new marketing service offers all authors the facility of a created and complete, fully featured Facebook page. This provides many facilities that are not available to normal users and ensure your books and image are presented professionally, in a creative environment that will build your reader base.

FaceBook Page services

A customised Facebook page shows book cover on all pages and we also enable you to select from a list of page types you prefer, all set within the Facebook community including :

About the author – details about you and your book – future titles , ideas and background [Authors biog]

About your Books – detailed descriptions

Buy Links to your books

Photos – Sample pages if illustrated

Sample pages to read – instantly on screen or as downloads for reading later

Sample EBooks to download [Sample Chapters]

Video Content related to the book – Post an authors interview or other related content , people like to know more about books than just the cover .

Audio Book downloads – download samples of your audio book next to buy links for purchase

Share this page – is an easy way to link or share your FB page with other networks like Twitter , so any new books or events can be easily announced across the web to people connected by the same key words and interests .

Full Facebook set up from supplied material is from as little as £280.00 please contact Jonathan@m-ybooks.co.uk

FaceBook Page Follow Up Services

M-Y Books offers a full service for all updates and networking with three tiers of service so you can choose what is right for you .

A/ A full 20 hours per month of expert assistance in developing the page and increasing the number of people who are linked and invites to it £225.00

B/ A full 10 hours per month of expert assistance in developing the page and increasing the number of people who are linked and invites to it £120.00

C/ A number of hours you choose at £15.00 per hour .

During this period our expert will discuss creative marketing ideas, add friends to your profile, thus spreading the word about your books. Post message about new events such as books signings and new titles, join groups and post on their walls to tell people about your books. **Create Fan pages** : Facebook Pages, known as Fan Pages, are designed for businesses, brands, companies, products and celebrities. They enable public figures, organizations and other entities to create an authentic and public presence on Facebook. We will encourage users to become fans of your page and share information with them by uploading pictures, videos, status updates, hosting discussions and displaying wall posts. Unlike Facebook Profiles, Pages are visible to everyone on the internet and are generally better for long-term relationships with your fans, readers or customers.

Create and join relevant Facebook Groups which allow people to come together around a common cause or activity to express their views. One of the best features of groups is the ability to send messages directly to members' Facebook inboxes. It's a great way to form a community and help people to become aware of you and your work

Events: Simply put, Facebook Events can help you connect with your target audience

and invite them to your events, even if they aren't on your friend list or one of your fans. Events can be created individually or even from Profiles, Pages.

We will help you Be Unique and Keep Updating: There's nothing more boring than bland Facebook pages; we will add lots of personality and originality to your profile. **We will find** related links to your book or topic using Facebook Search & start actively commenting on their posts & updates. This is a great way to build relationships in your industry and even adds credibility to your business. If you're willing to offer free advice on communities and discussions, it will encourage people to check your website out.



Marketplace: With Facebook Marketplace, you can buy and sell anything using the listing service. The Marketplace application page displays all the most recent listings in your networks. The difference between normal listings and the Marketplace is that you don't see another boring list of business, but they show up as the site's own updates. For example, a sales listing would show up in news feeds as "John is selling Abstract Art." In this case, John can be a 'friend' of yours or even a friend's friend. You can find out what people want, what they are offering and also how you are connected to these people on Facebook. This is what the page looks like:

It's time we free ourselves of the misconception that Facebook is filled with youngsters. Though Facebook has many youngsters who belong to the age group 16 to 25, we see an increase in the number of people from other age groups who use Facebook regularly. According to Pingdom, 61% of Facebook users are over 35 years old. In fact, the 26 – 34 age group rivals the 18 – 25 age group in both the US and the UK. So, make sure you communicate to your target the right way.

As a marketing tool, Facebook is here to stay. Many people give up as they don't get the desired result immediately, i.e. a huge **increase in sales**. Consider, however, marketing on Facebook as a step by step process: you first build trust, traffic and eventually – sales , with M-Y Books Marketing .

All prices plus vat .

Please contact jonathan@m-ybooks.co.uk