

# *20 Free Ways to Promote Your Book on Social Media for free!*

You have the  
book, you have  
the social media  
– *now let's make  
some magic!*



Meet Cute Creative



# Welcome

Congratulations on finishing your book! Now you just need to market it. No big deal, right? If you are a new author or one who has released before, we hope you will find this guide helpful. You can sink a lot of money and resources into advertising, but what if I could tell you there are so many opportunities to market your book **for free**? Below we have 20 ways to market your book for free to get you inspired and ready to rock your new release!

If you are overwhelmed by all the work that goes into advertising and want a partner, we would love to work with you! We have years of experience in promoting authors and we love working with everyone from debut authors to authors with fifty books in their backlist! If you're considering working with a PR agency, send us a note and we can share with you what we do and how we can work together to elevate your author career.



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IF OPPORTUNITY  
DOESN'T KNOCK,  
BUILD A DOOR



# 1. Host a Cover Reveal



Drum up excitement with a cover reveal. This is also a great time to remind your readers to preorder your book and add it to their Goodreads TBR.





## 2. Play a game!

There are so many fun games to play to help promote your book and generate excitement with your readers.

WIP TAG

Give me a word  
and I'll search for  
it in my WIP.

Pick a page number  
between 1 and 300  
and I will give you a  
teaser from that  
page!

# 3. Create a book aesthetic



A fun and easy way to capture the essence of your book in a beautiful, creative way. Use images of your characters, mood board colors and small elements from your book (for example, does one of your MC's play an instrument -include that, or if they are a lawyer, maybe put in a briefcase or a gavel).





# 4. Swap Around!

Find some authors in your genre that write books similar to yours and ask them to swap newsletters or see if you can pop into their reader group to share your release.

## 5 groups to find authors for newsletter swaps:

1. Alessandra Torre Inkers
2. Level Up Romance Writers
3. Newsletter Swap Haven
4. Romance Writers Support League
5. Romance Authors Newsletter Swap



# 5. Share teasers

Post fun graphic teasers with short quotes to entice your readers!





# 6. Share excerpts

Post an excerpt online- make sure you are including release dates and links at the end of your excerpt!



## 7. Host a Q&A

Invite readers to ask questions and either answer as they come in, host a Facebook live and answer or use the feature in Instagram stories to invite questions!





# 8. Take a book selfie

Take a selfie with your book and share it!





# 9. Update Your Social Media

Update your social media with new graphics for your release to get some excitement and buzz!





# 10. Share Early Reviews

Share early reviews to  
drum up excitement!





# 11. Offer a free chapter

A close-up photograph of a young woman with voluminous, dark brown curly hair. She is smiling warmly at the camera while holding an open book with a blue cover. The background is softly blurred, showing hints of a bright, indoor setting with a plant and some colorful objects.

Offer your readers a free look at your first chapter. Make it fun by having them drop an emoji or a GIF of their reaction after reading.



# 12, Take Your Book Out

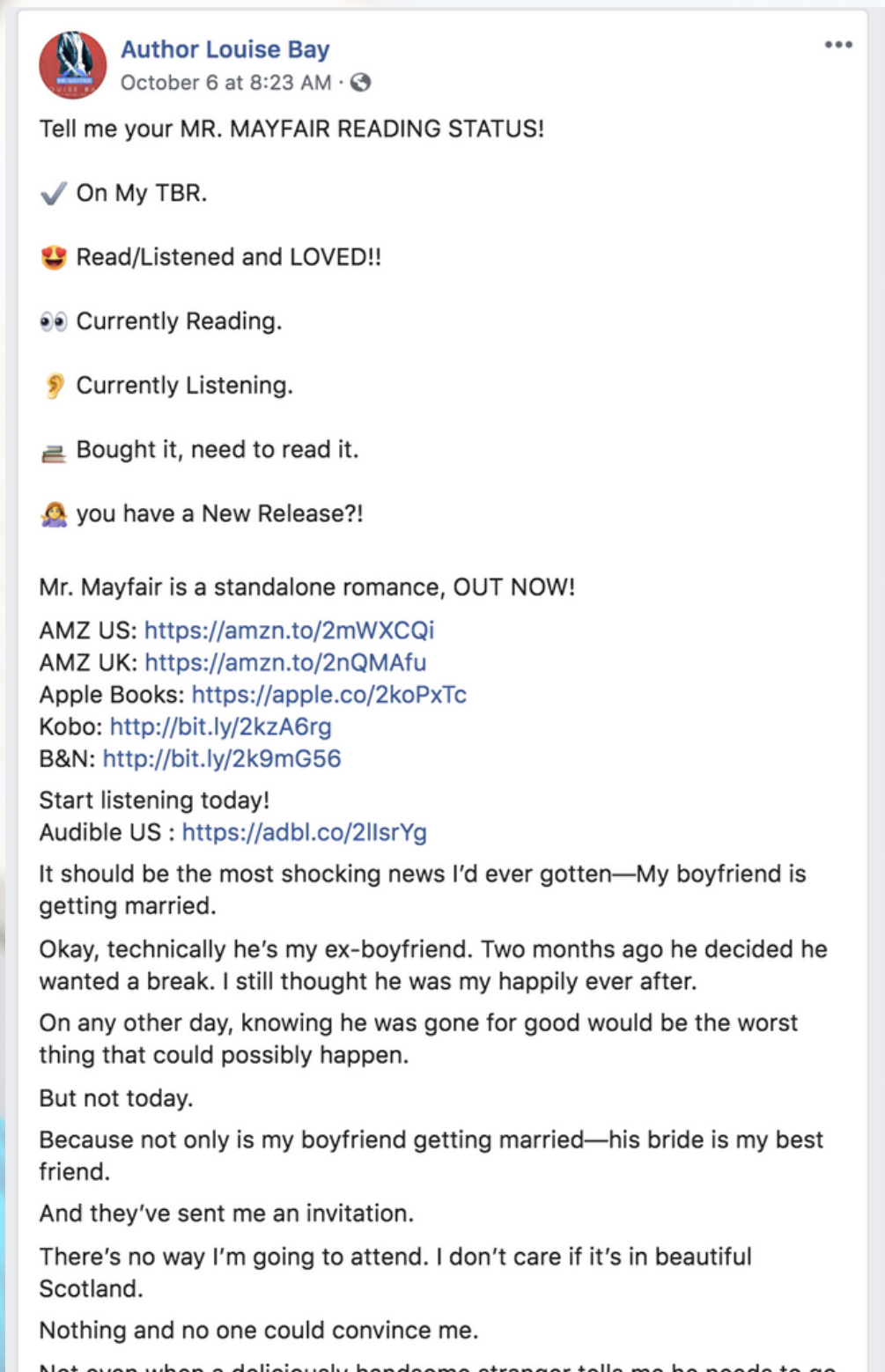
Did a certain restaurant in town inspire a scene in your book? Or did you write the whole first draft in a local coffee shop? Take your book out into the wild and take pictures – with your book – at those locations and share the story behind the photo!





# 13. Ask Who's Reading

Do a fun check-in and ask who is reading your book. Thank those that have your book and playfully nudge others that need to still grab it!





# 14. Do a Live Reading

Hop on to Facebook or Instagram Live and host a book reading. Share excerpts and take requests from readers.





# 15. Create a Countdown

Start a countdown – and make some graphics – to drum up excitement.

**Carly Phillips (Official)**  
10 hrs · 🌐

A Billionaire.  
A Dare.  
And a curvy heroine in distress.  
Who needs more?  
**PREORDER NOW!**  
Read in 5 days:  
<http://www.carlyphillips.com/books/sexy-dare/>

**FIVE DAYS**

*Carly PHILLIPS*  
New York Times Bestselling Author

👍❤️ 20      1 Comment 2 Shares

👍 Like    💬 Comment    ➦ Share    📁 Buffer    👤





# 16. Interview Your Characters

interview your  
characters- and help your  
readers get to know your  
characters!



**Shelly Sullivan**

**Description:**

- New automechanic at the Winston Brothers auto shop
- Sister to Quinn Sullivan
- Quiet

**Relationships:**

- Brothers- Quinn Sullivan, Desmond Sullivan (deceased)
- Sister-in-law- Janie Sullivan

**Quotes:**

- "I don't need to know who you are to comprehend you're a waste of blood and organs. If you were any more inbred, you'd be pastrami."
- "Car engines are cleaner than people."



**Penny Reid**  
• 12 hrs •

Winston Brother's month CONTINUES with the heroine of Beard in Mind, Shelly Sullivan! I love Shelly and Beau ❤️ You'll be seeing them in Beard Necessities. How many of you are re-reading ALL of the Winston Brothers books before Beard Necessities releases? I hope you're all okay with the fact that there's still practically an entire MONTH of Winston Brothers shenanigans coming your way!

**\*\*Pre-Order Beard Necessities Everywhere\*\***  
<https://pennyreid.ninja/book/beard-necessities/>

354 93 Comments 2 Shares

Like Comment Share

**Most Relevant**

**Top Fan**  
**Emily Neilsen** Love her and of course I am re reading these because I am so excited for Billy and Claire and a HEA 🙌  
Like · Reply · 12h

**Top Fan**  
**Sarah Jane Cooper** Shelly is such a unique, wonderful character! I've never encountered a character quite like her before!  
Like · Reply · 11h

**Top Fan**  
**Rachel Denton** I love love love Shelly and Beau! ❤️ I love all of the Winstons and their significant others but these 2 are still my favorites. But, Billy and Claire are gonna give them a run for their money. I can't wait for Billy's story!!! 😊  
Write a comment...



# 17. Create a Book Trailer

Book trailers are a fun way to share your book in a different medium. Plus, Facebook loves promoting video content and people love sharing them!





# 18. Hashtag # Your Book



Create a custom hashtag for your book and encourage your readers to tag you and your book using this custom hashtag. And at the end of the week, you can pick a special reader who used your hashtag to win a special prize!



# 19. Ask Your Friends to Share

Put together a quick pitch for your book and ask your friends to share!

Try to keep your pitch to 3-5 sentences that they can use and if needed, provide them with some fun graphics they can use, too!



## 20. Connect with Book Bloggers

Book bloggers are a great resource for authors. Not only do they review your books, but they can also share them with their audiences, widening your exposure! If you're feeling intimidated by reaching out, check out our guide ["How to Work with Bloggers and Reviewers"](#)





# *Ready to Rock Your Social Media?*



We are hoping you are feeling more confident using social media to promote your latest release! We love seeing authors promote their books and we love helping authors promote their books, too!

If you're considering bringing on a partner to help with your marketing needs, we have services to meet every budget: from pre-built content calendars with hundreds of prompts and free graphics to a personalized author assistant who will take over all your social media so you can focus on writing! Contact us today to get started.

See all we have to offer at  
[meetcutecreative.com](https://meetcutecreative.com)