

Unique Digital Marketing Tool-Novel Trailers

Successful marketing of any book requires a presence on the internet, including widely-used social media sites. Ideally, authors create a digital brand for themselves by developing a website, writing blogs, and by marketing themselves and their books on a wide variety of social media platforms, such as Instagram or Facebook. The internet is a jungle of content. For those developing digital brands, the challenge is how to stand out in the jungle. The best answer is a book trailer.

What is a book trailer? A book trailer is a visual production used to introduce and market a book to people and companies through the internet. The trailer captures the attention of people that may not otherwise find the author's book in the dense jungle. A well-produced book trailer not only boosts the visibility of the author and book, but strengthens an author's digital brand.

Are there different kinds of book trailers? Yes. You will see everything from a simple power point presentation that describes the book, to a voice-over with images, to our formula, featuring an intriguing full scene from the actual book.

Why would anyone use a scene from a book? Authors cite several reasons for using a 30 - 90 second trailer depicting a scene from their books. The reason is to advertise and sell more books. It is a creative way to build your brand and bring people to your social media accounts. Not to mention a phenomenal "live" visual aid for signings and book tours. Traffic normally increases, and audiences are captured by the scene in your trailer. The curiosity of what happened before or after the scene drives people, not just avid readers, to read the book. The investment is well worth the potential rewards.

What is the proper length of a trailer? A 90 second - 2 minute trailer allows for editing to different lengths that can be used on various social platforms - whether you are looking for a few seconds to post on Facebook, a one minute version for Instagram, or the full length for websites, YouTube and other outlets. The flexibility of a 90 second - 2 minute trailer provides many options.

What about spoilers? Spoilers are controlled by the author. Rather than spoiling an explosive story twist, an engaging scene should be chosen to generate interest, not to give away the story.

What does a trailer look like? Trailers have different looks and feels that help define the author's vision and mood of the book. You will find examples at:

Celebrity (NY Times Best Seller) <https://youtu.be/9t1Qe5aD-7E>

Richie (NY Times Best Seller) <https://youtu.be/qjMOPd625MI>

Takeaways:

1. Stand out in the jungle.
2. Build your brand with a book trailer.
3. Sell more books and reach more readers.
4. Invest in your brand and book.

