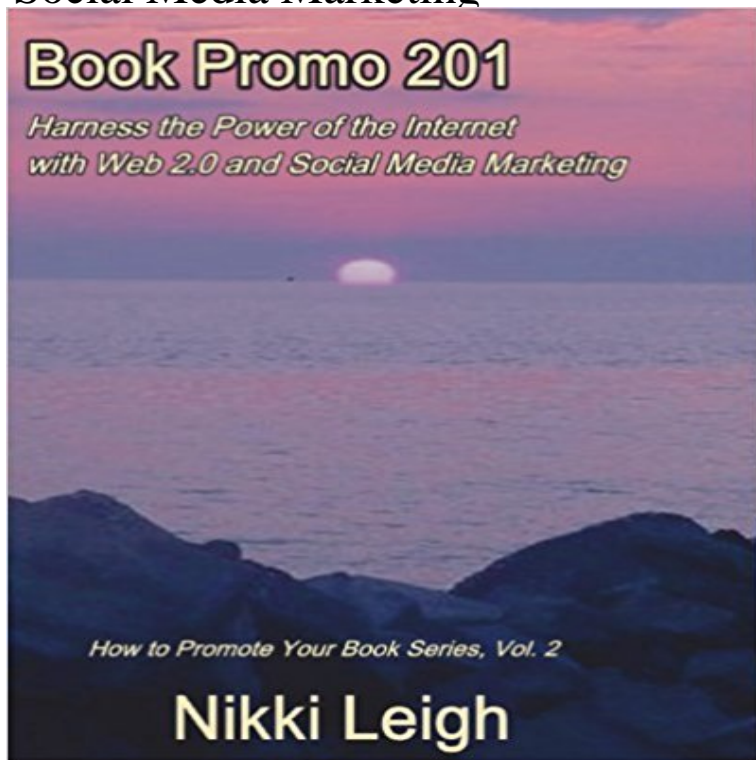


# Book Promo 201: Harness the power of the Internet with Web 2.0 and Social Media Marketing



Have you heard of Web 2.0 and Social Media Marketing? Do these sound like high tech terms? The majority of people on the internet are using these things each day. Are you on Facebook or MySpace? Did you ever Digg a web page? Those are examples of Web 2.0 and Social Media Marketing. There seem to be an unlimited number of social networking web sites, but one key is knowing which sites are beneficial for you. Another key is understanding how and why to use them. Those are just a couple of things this book can answer for you in a down to earth and conversational manner. Award winning author Nikki Leigh explains branding, viral marketing, Web 2.0, blogs, podcasting, virtual tours, social networking and social bookmarking sites and much more. With that information and over 1000 resource links, this is a book that you will turn to again and again as you create an expanded and effective presence on the Internet to promote yourself and your books.

Introduction to Online Book Promotion  
Part One - Prepare to Use the Internet to Promote Your Books  
Chapter One - Online Promotion Basics  
Chapter Two - Identify Your Target Market and Create A Brand  
Chapter Three - Financial and Personal Benefits to Promoting on the Internet  
Chapter Four - What is This Thing Called Web 2.0?  
Chapter Five - Viral Marketing - What Is It and How Can It Help Me  
Part Two - Social Sites: Where to Find Them & How to Use Them  
Chapter Six - Social Opportunities Online  
Chapter Seven - Large Social Site Options  
Chapter Eight - Social Sites That Focus on Books and Authors  
Chapter Nine - Social Bookmarking  
Part Three - Use Blogs for Promotion  
Chapter Ten - A Blog Is a Necessity  
Chapter Eleven - Are Blogs Useful for Promotion  
Chapter Twelve - Use a Virtual Blog Tour to Promote Your Book  
Part Four - Use Audio and Video Multi Media to Promote  
Chapter Thirteen -

Book Trailers - What Are They and How Can You Use Them  
Chapter Fourteen - Creating a Book Trailer  
Chapter Fifteen - Internet Radio Shows and Podcasting  
Appendix A - Online Forums  
Appendix B - Sites That Charge to Promote Books  
Appendix C - Author Interview Opportunities  
Appendix D - Blog Resources  
Appendix E - Sites to Post Book Trailers  
Appendix F - Radio Shows for Author Interviews  
Appendix G - Google Products to Use in Promotion  
Appendix H - Book Prom 201 Participants

NEWAGEOFTRUTH There's been too many lies and not enough truth stay updated via rss MY NEW PLAYLIST Why are some looking forward to the end of days? Posted: July 26, 2016 in Cheating, Education, Evil, Politics, Religion, Social Issues Tags: Armageddon, bible, Christianity, Conspiracy theory, Prophecy, Y2K 0 end of days Some temptations are just too good to pass up. My curiosity got the best of me the other day and I gave in by watching one of those "End of the World" conspiracies videos. This time around the date is set for July 29, 2016. So in three days the biblical prophecies will come true and we will be swallowed up by hell fire while the others who are "saved" will rejoice in the heavens.

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[\[PDF\] Understanding Blood Pressure \(Family Doctor Series\)](#)

[\[PDF\] The Unfolding Self: Varieties of Transformative Experience](#)

[\[PDF\] Social Media Is Bullshit](#)

[\[PDF\] My Colonial Service in British Guiana, St. Lucia, Trinidad, Fiji, Australia, Newfoundland, and Hong Kong, with Interludes, Volume 1](#)

[\[PDF\] Microsoft Office and Beyond: Computer Concepts and Applications with DVD](#)

[\[PDF\] A Brief Record of the Physicians of Quincy Massachusetts: From the Earliest Times \(Classic Reprint\)](#)

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