

Danielle Wilkinson

Social media specialist, marketing
strategist



10

Killer

Instagram Strategies

For Authors



www.daniellewilkinsoncoaching.com

10 Killer Instagram Strategies For Authors

01

Follow Hashtags

Follow relevant hashtags to discover new readers, bloggers, and influencers to engage with. Some good ones to start with are hashtags specific to your novel (ex. #romancebooks, #scifibooks). Or hashtags related to the reading community and writing community (ex. #bookish, #writingcommunity, #readingiscool)

02

Use Instagram Reels

Because IG Reels are still new, Instagram is pushing Reels more than their other features, so you're more likely to be discovered if you use them. Create Reels using trending sounds for a wider reach and add captions so those with their sound turned off can still enjoy your Reel. Make sure your Reels are related to your book and your author brand so you can attract the right people.

03

Always have a fresh story:

Always keep your stories updated. Instagram will know you're active and will push your content and your followers will most likely check out your page for updates. Stories are a great feature for your followers to get to know you on a more personal level. So, giving your readers a behind-the-scenes look at your writing process, publishing journey and day-to-day life will make you seem more likable and encourage your followers to stick around.

04

Use Instagram Guides

Compile all the information about your books and upcoming releases into an IG guide for easy, skimmable content for your readers.

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05

Use highlights:

Highlights are the first impression of your account. Here, you can keep important information about you and your books. I recommend adding a highlight for social proof (reviews), teasers for your upcoming book, your published books, your interests/hobbies, and your daily life/travels.

06

Share quotes and fanart:

Sharing teasers in your posts or stories is a great way to build hype for your book release and readers will enjoy getting a small taste of your project before it's published. So consider posting some fanart, story snippets, quotes, character profiles, your dream cast and more.

07

Engage with ideal readers

Answer ALL of your comments and DMs. Your followers will appreciate the gesture and will comment on your future posts if they know you'll respond. Answer a comment with a question to promote more engagement on your post. Answer your DMs with a voice message to build a stronger connection with your followers.

08

Go Live

Instagram will notify all your followers when you decide to go Live. This can create more personal experience and push your content. Virtual launch parties, Q&A's and casual hangouts are a few things you can do with IG live. Be sure to save your livestream to IGTV so the followers who missed it can watch it later.

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09

Create Sharable Content

Sharable content is KING on Instagram right now. Instagram's algorithm now favors content with a high number of "saves" so it's important now more than ever to create content that people will want to save and reference back to. This type of content includes how-to content, attractive graphics, advice, memes, reels etc.

10

Use polls, question stickers and quizzes

Instagram stories have a ton of features that allow you to engage with your followers. If your followers engage with your stories, Instagram's algorithm will push your stories in front of more users and further your reach. Stories are also a wonderful market research tool. You can also use the question stickers to ask what type of content your readers would like to see on your page or you can poll your readers about which book cover they like best or what to name your characters.

Thank you For Reading!

Congratulations on taking the first step to becoming a successful author! However, downloading the guide is only the first step.

Are you ready to learn and execute the best marketing strategy for your book?

Are you looking to build relationships with readers and gain a community of loyal readers?

Do you want to be a position where your fans will market your book on your behalf free of charge?

Book a free 30-minute discovery call with me to see if 1:1 coaching is right for you!

Even if we decide on the call that coaching is not for you at this time, I will still provide you with actionable marketing strategies specifically tailored to you and your book so that you can walk away feeling confident about your next steps.



Danielle Wilkinson

Author Marketing, Social Media Specialist
@daniellethewriter.co

Click the link below to schedule a FREE discovery call with me!

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BOOK ONLINE

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