BEST PRACTICES FOR LEVERAGING YOUR BOOK TRAILER

Once you’ve created a book trailer that expertly showcases your ideas and conveys to readers why they need to read your book, it’s time to make sure it gets the attention it deserves.

The following steps will help your book trailer garner more views and increase interest and awareness about your book. These are just a few of the many ways you can boost exposure of your book trailer video, so get creative!

- Upload the video to YouTube and Vimeo
  - Fully complete all the required information when you upload to maximize your video’s discoverability via SEO
- Add the video to your Amazon Author Central page
- Add the video to your Goodreads author page
- Include the video on your website or book landing page
  - Did you know you can increase conversion by 80% by including a video on a landing page? (Unbounce)
- Add the video link to your email signatures
- Post the book trailer on social media:
  - Upload the video to Facebook
    - Facebook generates 8 billion video views on average per day (Social Media Today)
  - Upload the video to your Instagram grid and IGTV
  - Share the YouTube link on Twitter
  - Share the YouTube link on LinkedIn
  - Pro tip: pin the video to the top of your Facebook page and Twitter profile
- Add the video to your sales decks and presentations
  - After watching a video, 64% of users are more likely to buy a product online (Hubspot)
- Share the video in an email to your newsletter subscribers
- Play the book trailer at book signings and events
- Submit the book trailer to Shelf Awareness’s Book Trailer of the Day or other outlets specific to your genre or industry
- Issue a press release that showcases the video and key takeaways
- Transcribe the video and . . .
  - Turn it into a blog post
  - Use the video and/or transcript as a hook in media outreach and follow-up

Have questions about how to increase the visibility of your book with a book trailer?
Contact your branding or marketing strategist or email marketing@greenleafbookgroup.com