

Online Marketing Guide for Travel Authors

Welcome to the Moon fold! We are happy to have you on the team and will do our best to work with you to make your book a success. Moon's marketing team has developed this introductory guide to address frequently asked questions.

Your Book has Gone to Print...What Now?

Step one: Tell everyone you know! Don't be shy about telling the world about your book and sharing links to retailers. Please keep in mind that when sharing retailer links to your book online, you should link to at least two different retailer links to avoid showing favoritism. (Alternately, you can link to your book detail page on moon.com.)

Once your book has published, seek out (honest) book reviews from friends, family, business contacts, etc. Book reviews on retailer websites (especially Amazon) are immensely helpful for sales. The marketing team will do our best to generate reviews, but authors have the most sway here.

The marketing team will contact you directly to offer more details about the marketing campaign for your book. Please note that the timing of marketing efforts may not directly coincide with the publication date of your book and is dependent upon travel seasons, industry trends, sales goals, and other active marketing campaigns.

If you have questions at any time, please feel free to contact Moon's Marketing & Publicity Associate Erika Lara at erika.lara@hbgusa.com.

Social Media Platforms

Social media is a wonderful resource for connecting with fellow travelers. It can take a significant amount of time, so we recommend focusing on just one or two platforms if you are just getting started. You do not have to utilize every social media platform to be successful!

The platform(s) you choose should be complementary to your skillset, the type of content you want to publish, your interests, and/or your personal or industry connections. **Whatever you choose, start small and focus on building relationships and engaging with other travelers.** After all, social media is meant to be *social*.

Quora & TripAdvisor

Good for: Those with limited time who have knowledge to share. Joining advice communities is one of the easiest ways to get started with social media and connect with other travelers by answering their questions. This will also help you build a reputation as an authority within your region.

Tips from Moon:

- Be active—each question answered increases your authority score.
 - On TripAdvisor, include the name of your book with a link to it in your signature.
 - On Quora, include the name of your book and a link to it in your profile.
-

Facebook

Good for: Those with photography skills, time to engage with an audience on a regular basis, and/or a lot of personal connections who are active online. Photos and videos do especially well on Facebook.

Tips from Moon:

- Set up a public Facebook page and invite your family, friends, and business contacts to like it.
- Post regularly, typically at least 2–3 times per week.
- Share a variety of content types (e.g. links, photos, videos, polls) and **include sources other than your own website**—try sharing news articles or posts from tourism bureaus along with a caption that demonstrates your expertise.
 - Note: Photos and native video (video uploaded directly to Facebook) tend to reach more people than text-only or link posts.
- Save time and plan ahead by using Facebook’s scheduling feature and/or a tool such as Buffer to craft your posts.
- Respond to comments and do so in a timely manner—interaction with your followers will gain you more loyalty and more visibility on the platform.
- Cross-promote your content on other social media platforms you are using, and make sure Moon has the link to your Facebook page so we can share your posts, too.

Facebook has developed these tips specifically for authors: <https://www.facebook.com/facebookmedia/books>

Twitter

Good for: Exposure to the travel industry (e.g. travel agents, brands, experts, other authors). Twitter is a highly interactive environment and requires frequent engagement to be successful.

Tips from Moon:

- Include a photo in your post to make it more noticeable.
- Use 1-2 hashtags (don’t go overboard) specific to your topic. Take advantage of trending topics/hashtags when appropriate.
- Participate in Twitter chats to reach/engage with new people and discuss travel trends.
- Interact with travelers tweeting about your destination. Your replies will be seen by other users and will increase your exposure (note: focus on those using hashtags and/or asking questions, as they are more likely to be open to engaging with someone they don’t know).
- Include keywords/hashtags in your profile bio and a link to your website or your book.
- You can recycle tweets multiple times and switch out the text or photo (note: do not publish the same tweet more than once per week or Twitter may get upset with you).
- Send us your Twitter handle! We’ll help promote your content.

Find other Moon authors to follow on our Twitter list:

<https://twitter.com/MoonGuides/lists/moon-authors>

Learn more about participating in Twitter chats:

<https://blog.bufferapp.com/twitter-chat-101>

Instagram

Good for: Those with strong photography skills who want to showcase travel destinations and build relationships with relevant travel communities.

Tips from Moon:

- Use the “choose your location” option to geotag the location of your photo when appropriate—this will help people find your content.
- Use at least 10 hashtags in your caption, and as many as 30. Include a mix of location-specific hashtags and more general/inspiration hashtags. High volume hashtags are not necessarily the best—you can go far with niche tags and are less likely to get lost in the shuffle.
- Tag businesses you are featuring when appropriate (and don’t go overboard).
- Respond to comments on your posts and do so in a timely manner—this helps build a sense of community, and Instagram’s algorithm prioritizes posts that receive comments.
- Comment on posts from users with similar audiences to get noticed by their followers.
- Photos cropped to square and (sometimes) portrait usually perform better than landscape.
- In general, posting 1–2 times per day is optimal. If you want to post several photos in a day, try the Stories feature.
- Follow @moonguides and send us your username so we can follow you back!
- Use Moon’s hashtag #travelwithmoon.
- If you want to include a link to an article you’ve written, put it in your profile (not in your caption). Note: Users on Instagram tend to stay within the platform, but you might get a few clicks every now and again.

Learn more about growing an audience on Instagram:

<https://blog.bufferapp.com/instagram-growth>

Pinterest

Good for: Those with high quality photos and travel planning content (itineraries, maps, inspirational lists, etc.) hosted on a website. Pinterest is best for gaining website traffic over time.

Tips from Moon:

- Include pinnable graphics in your blog posts. Pin graphics should be at least 600x900 pixels (a 2:3 ratio). Portrait orientation is key.
- Pin graphics should include an eye-catching text overlay that quickly and accurately illustrates the content. Include your website or book name for extra publicity (but keep it non-intrusive).
- Pin consistently—it’s better to publish at least 1 pin daily rather than 3 pins every three days.
- Repin others’ (quality) content. A good ratio is 80% your content, 20% others’ content.
- Use a conversational description with keywords and an action word (e.g. “Use this 5-day itinerary to Timbuktu to make your travel planning easier”). Common keywords can easily be found by using the search bar within Pinterest.
- Make sure your pins are mobile-friendly (i.e. fonts are clearly legible at a smaller size), as the vast majority of Pinterest users are on a mobile phone or tablet.

Read the Beginner’s Guide to Pinterest:

<https://help.pinterest.com/en/guide/all-about-pinterest>

LinkedIn

Good for: Those with a lot of business/industry connections, those who want to build up their professional footprint online, those who want to share expertise. The audience will be business-oriented and seeking knowledge.

Tips from Moon:

- Give endorsements of your colleagues and clients, and ask for reciprocation.
- Publish educational/academic articles to promote your destination or your writing.
- Engage with industry experts in LinkedIn groups.

Additional Reading

[Guide to Using Instagram Hashtags](#)

[Beginner's Guide to Online Marketing – Sprout Social](#)

[Buffer Blog \(Social Media Tips\)](#)

[Tailwind Blog \(Pinterest and Instagram tips\)](#)

Tools for Social Media Publishing & Content Management

[Buffer](#) has free and low-cost plan options that allow publishing to all social media networks. It is easy to use without a significant learning curve.

[Canva](#) is a web-based application for the creation of graphics. They have built-in templates for each social media platform and stock photos. They offer free and paid options.

[Tailwind](#) is a low-cost web-based application that allows scheduled publishing on Pinterest & Instagram. They also offer tips for improving your account performance, which are included in the free trial option.

[Tweetdeck](#) is a free and customizable Twitter app. If you are planning to participate in Twitter chats, it's highly recommended that you use this platform or something similar to keep up with the rapid pace of tweets in real time. Tweetdeck is also handy for scheduling tweets.