

# How to increase visibility for new fiction authors in the market by using marketing strategies on social media platforms

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## Abstract

This paper is designed to find the existing marketing strategies on social media that are used in fiction promoting world and determine which of the marketing strategies are the most effective in promoting the fiction. It serve as a guide for new fiction author on how to effectively promote their book online to increase their visibility in the market. This paper focus more on two major social media platform Tiktok and Instagram. The Tiktok is referring to both the Chinese version of Tiktok on mainland China and the international Tiktok. Instagram is the international Instagram..

## Introduction

There is a persisting problem of low wage in the book writing world. From Authors Guild Annual Report for 2023, the median annual income from book related earning is only **\$10,000** (ex. advances, royalties). The median annual income from author related earning is still only **\$20,000**(ex. blogging, book teaching, editing). It is not writing book does not earn money, because top 10% of the authors earn more than **\$275,000** annually. A big problem that prevent author earning money is low visibility. Low visibility authors do not have an existing fan based and its work is not well known. Why is that a big problem. From multiple sources include WordsRated.com, Amazon is estimated to have more than 30 million published books on its website. If an author does not have an established fan base, then in such competitive environment, the author is unlikely to sell a lot of books. To increase visibility in the public, ads are a good option, but traditional ads are too expensive for new authors to afford, that's where this research comes in. This research explored different popular promoting method that are used on social media which is relatively cheap and evaluate to determine the most effective method to promote book on social media.

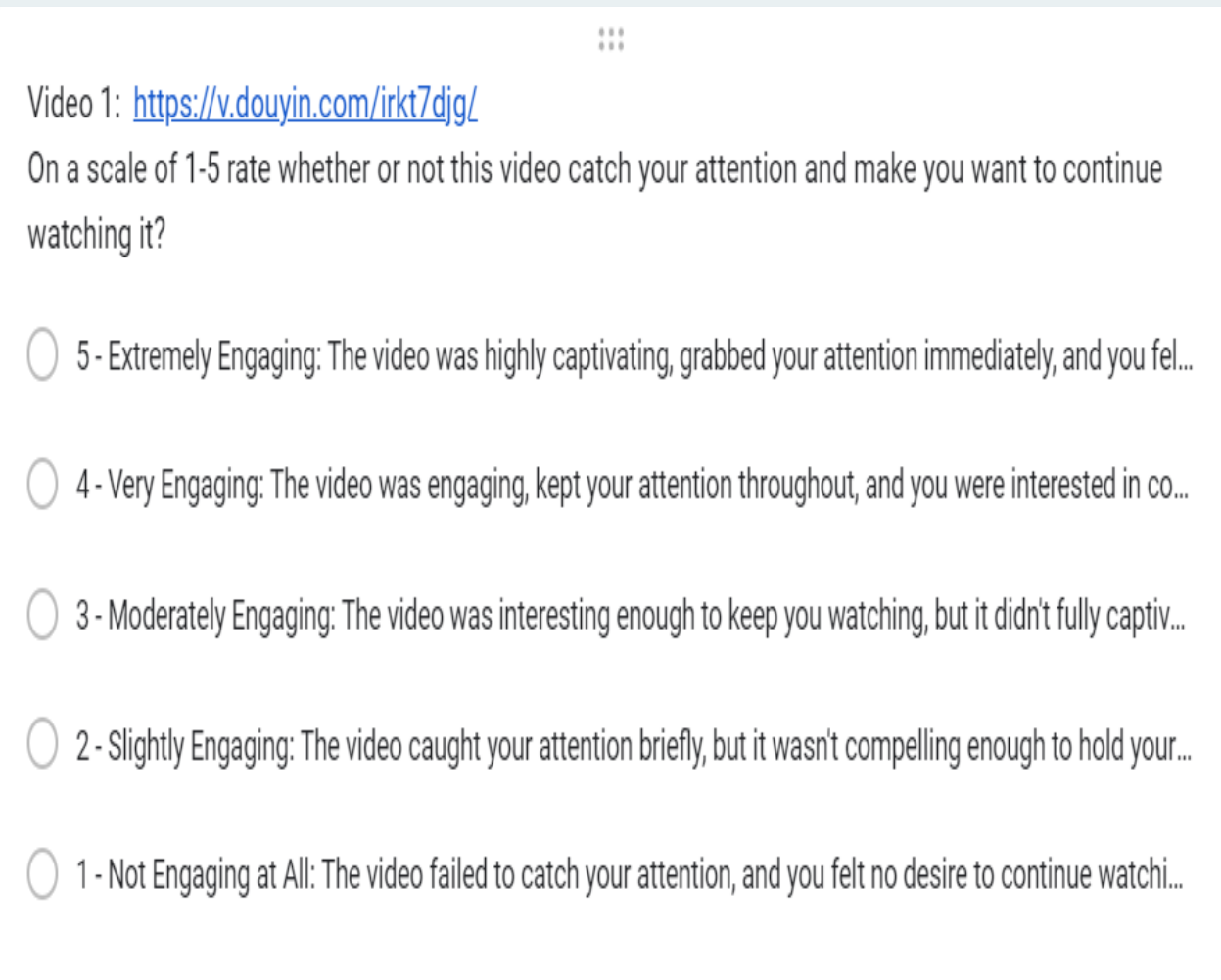
## Methodology

**Content Analysis**  
A content analysis was performed 50 random samples on a brand new Chinese tiktok account. First, we identify the popular strategies that content creators use to promote new fictions. Then it was coded with a unique identifier. Lastly, we went through 50 random samples to count the frequencies of each strategies. This analysis was done similar to Instagram and international tiktok, the only difference is we only did 20 random samples on Instagram and 25 random samples on international tiktok. We only did 20 random sample on Instagram and 25 randoms on internation tiktok, because of an interesting discovery of one extreme popular method taking up the whole marking space while the rest of method maintain a very small portion.

Sample Method on Tiktok



Sample Survey Question

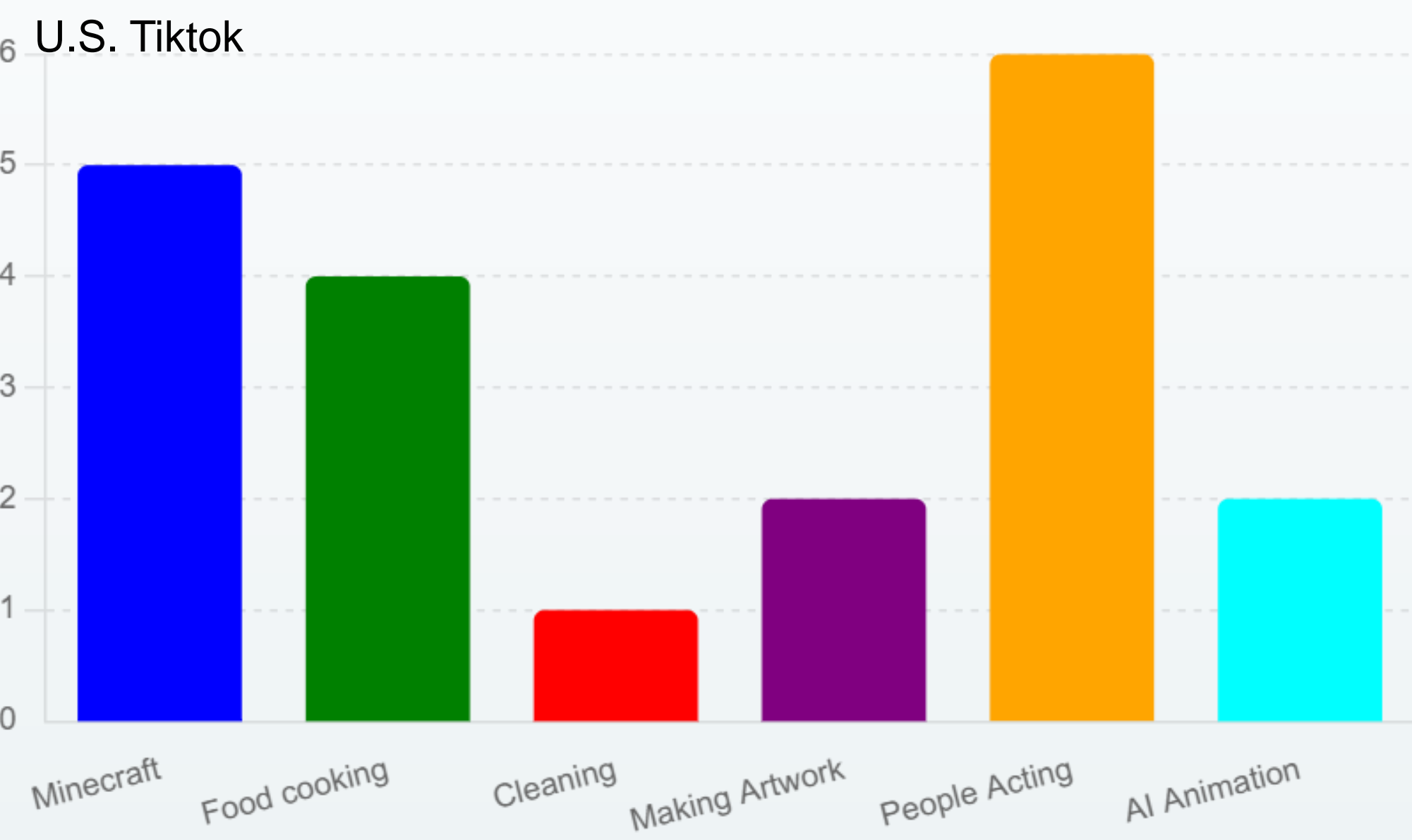


## Surveys

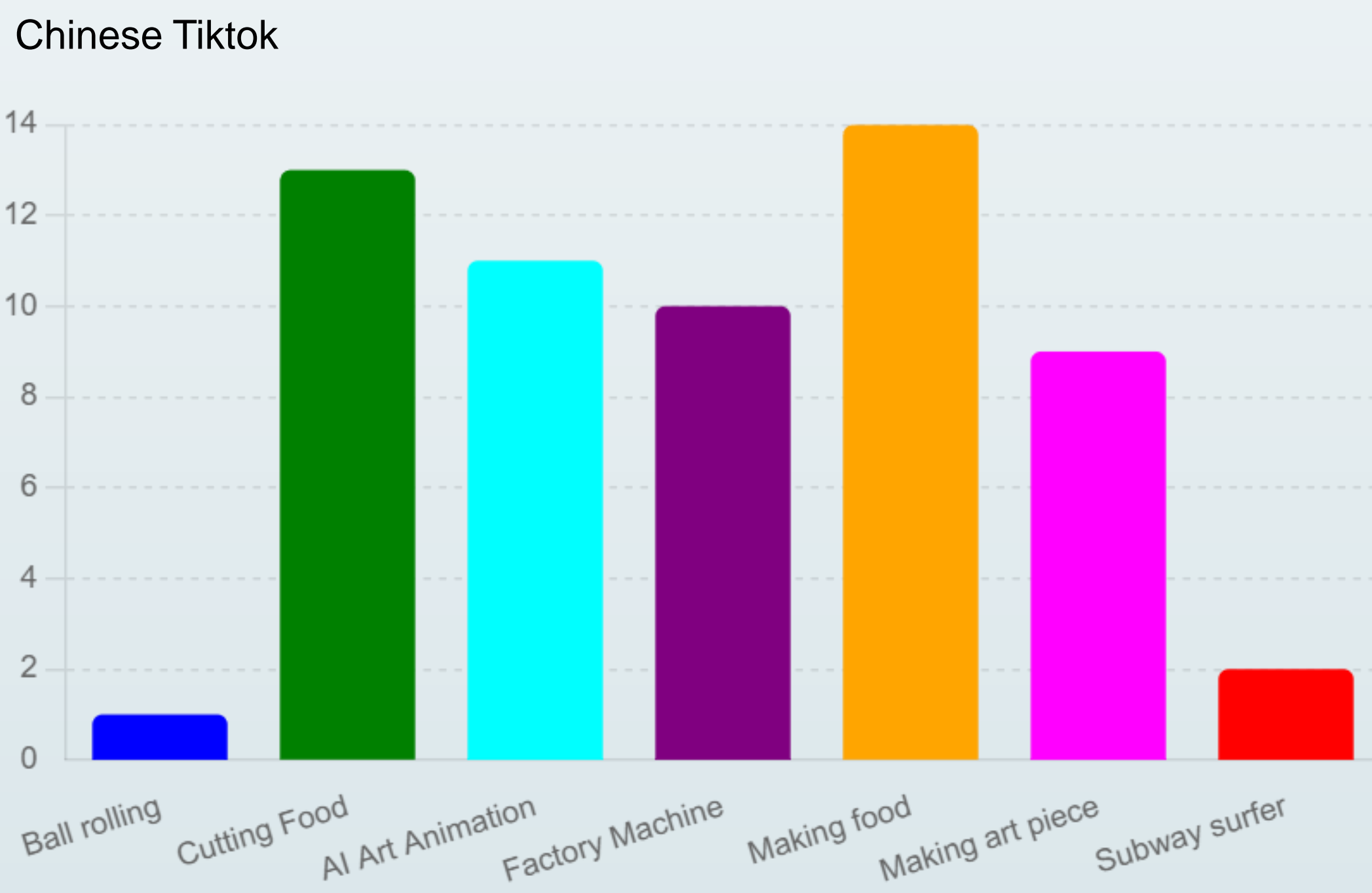
Surveys was sent out to current college students in NY state as college student is the population that use most social media. The students were distributed among many CUNY students and SUNY students as well as RPI students. The survey contains link of the tiktok videos promoting the book, then ask the respondent whether this video catch their and whether they would stay to watch the whole video. These questions are used to determine whether or not the method used in that tiktok video is effective.

## Results

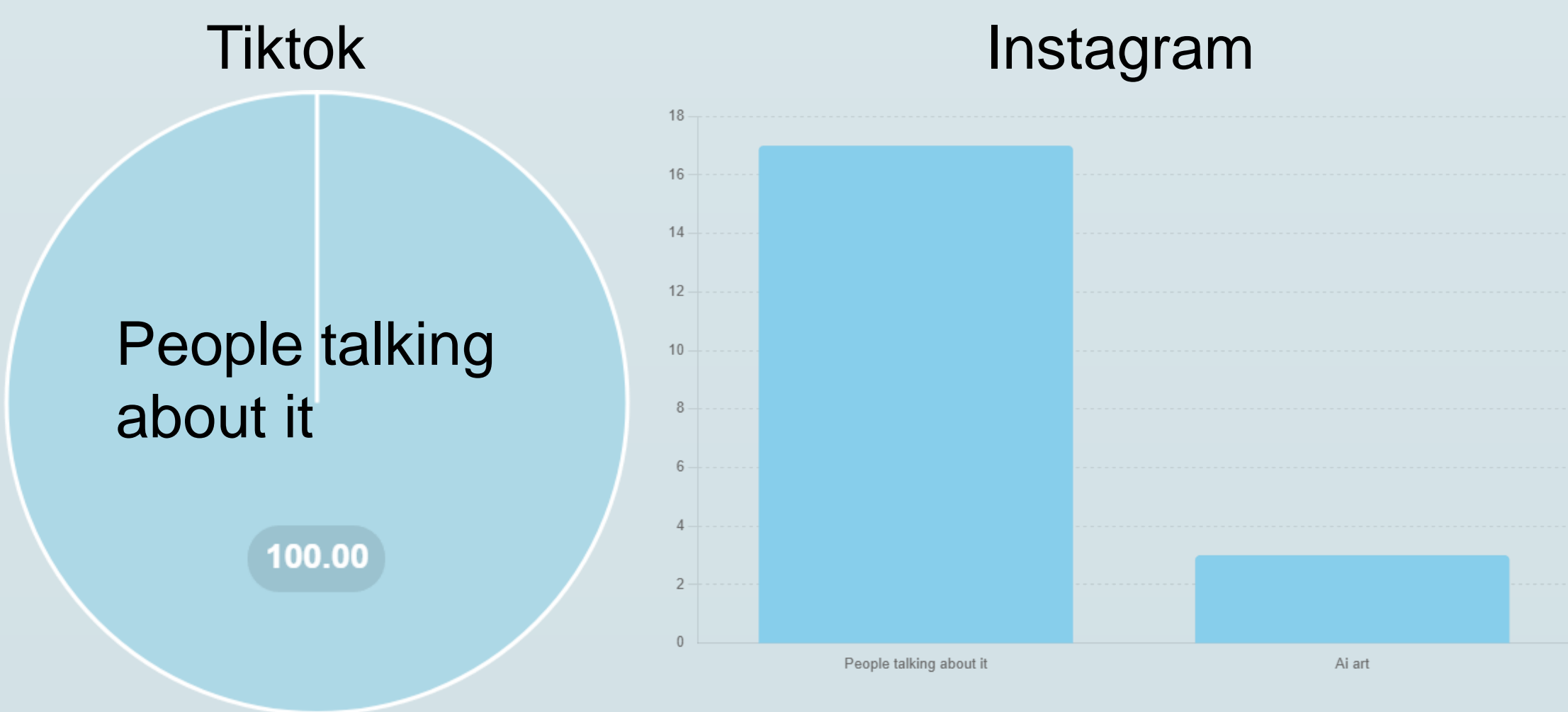
Content Analysis Result of US tiktok. using #stories



Content Analysis Result of Chinese tiktok. using #fiction



Content Analysis Result of Instagram and Internation Tiktok

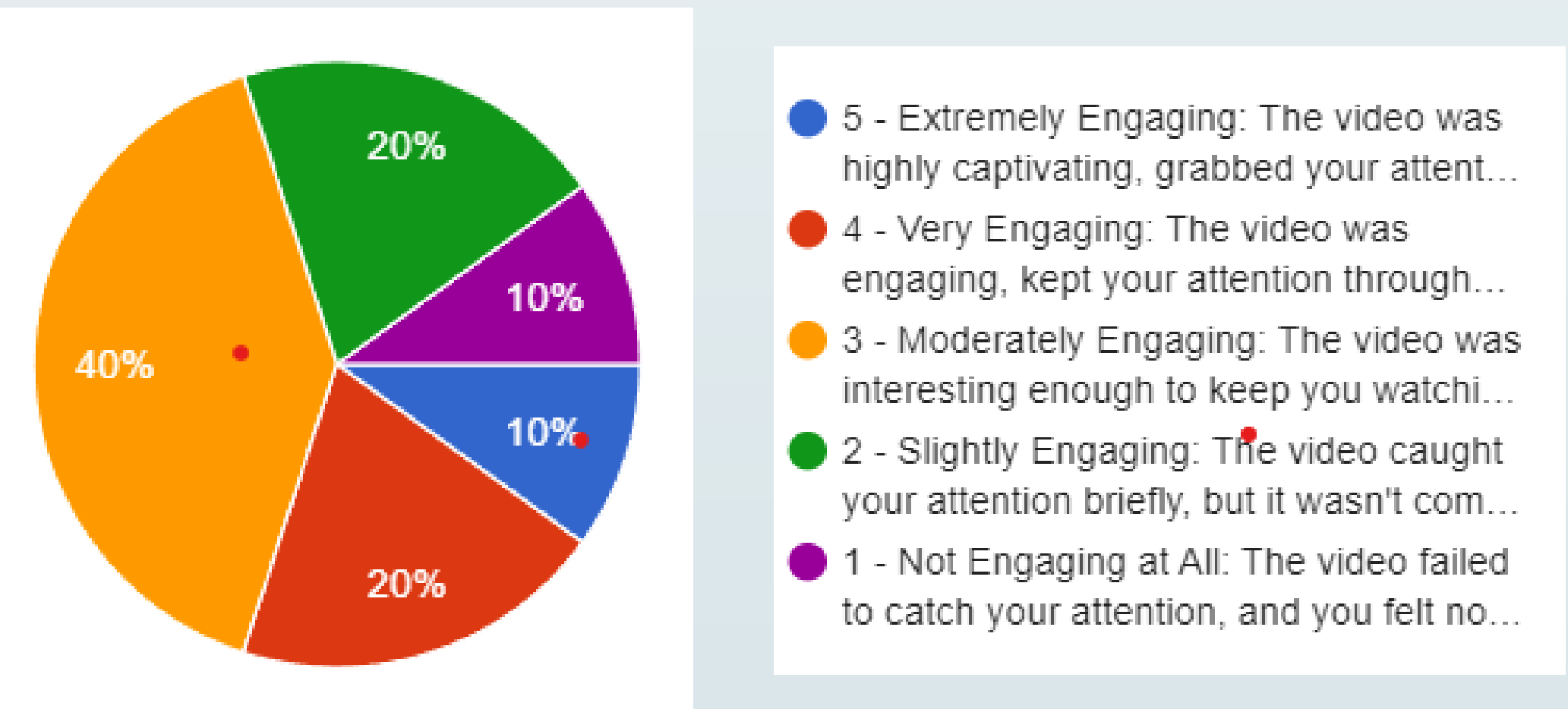


## Conclusion

The most effective method is having food making on the background and having the story to play in the front



Sample Food Making Promotion Method



Statistics Of This Method

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