

# Amy's Monthly Content Perks



# Promotions With Book Trailers

Videos are the most popular type of content. Because of this, it can be a good strategy to use video to get more eyeballs to your:

- Books
- Blogs
- Other content

From [Wordstream](#):

## Video Marketing Volume Statistics

- 82% of Twitter users watch video content on Twitter
- YouTube has over a billion users, almost one-third of total internet users.
- 45% of people watch more than an hour of Facebook or YouTube videos a week.
- More than 500 million hours of videos are watched on YouTube each day.
- More video content is uploaded in 30 days than the major U.S. television networks have created in 30 years.
- 87% of online marketers use video content.

# Book Trailers & Videos

Today we're focusing on book trailers and some optimization tips. There are various types of book trailers you can create. Here are some of the most popular types of book trailers:

- Teasers
- Author Talks
- Photo/Text
- Film Style

Let's take a look at each one....



# Book Trailers

**Teasers** – A short video that gets readers excited about your new book.

- Fairly short in length: keep it to 15 – 60 seconds total.
- Needs to make an impact or statement.
- Include upbeat music
- Ends with preview of book cover

Example: <https://www.youtube.com/watch?v=5LLAG9kWOek>

**Author Talks** – A short introduction/overview of the book.

- Little longer: 2-3 minutes total .
- Requires good lighting, sound and quality
- Personality counts: you should come across as friendly!

Example: <https://youtu.be/IGkEiO9xww4>

# Book Trailers

**Photo/Text** – Demonstrate to viewer what book is about, using imagery.

- Fairly short in length: 15 – 60 seconds total.
- Requires quality images to work well.
- Best to use 5 or 6 images
- Use colors & sounds that match your genre

Example: <https://youtu.be/IQzLJWE5jhQ>

**Film Style** – Goal here is to entice the reader to see your book as a movie.

- Little longer: 2-3 minutes total.

Example: <https://youtu.be/sbkGjjary8g>

# Book Trailers

Book Trailers work for pretty much any type of book

- Fiction
- Non-Fiction
- Children
- Low content



## Fairies LINE ART Coloring Book by Christine Karron flip through book trailer

Christine Karron • 3K views • 10 months ago

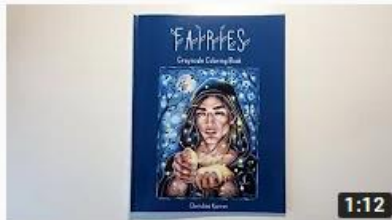
Fairies Line Art Coloring Book by Christine Karron 20 unique traditionally hand drawn Fairy illustrations, plus additional 4 bonus ...



## Benny Blue Grayscale Coloring Book by Christine Karron flip through book trailer

Christine Karron • 870 views • 4 months ago

Benny Blue Grayscale Coloring Book by Christine Karron 20 unique traditionally hand drawn whimsical fun illustrations of Benny ...



## Fairies GRAYSCALE Coloring Book by Christine Karron flip through book trailer

Christine Karron • 2.6K views • 10 months ago

Fairies Grayscale Coloring Book by Christine Karron 20 unique traditionally hand drawn Fairy illustrations, plus additional 4 ...



## Sacred Angels - Adult Coloring Book Trailer

Lydia Hess • 472 views • 2 years ago

Celebrate the mystery and allure of the mystic world of angels with Sacred Angels. Filled with dazzling drawings sure to inspire ...



# Research

## Research book trailers in your niche....

- Format
- Length
- Description
- Page views/popularity

Fiction and more modern-  
Style book trailers use a mix  
Of:

- Video clips
- Music
- narration



### Vampire Girl by Karpov Kinrade | Official Book Trailer

Karpov Kinrade • 81K views • 3 years ago

From USA TODAY bestselling author, Karpov Kinrade, comes a new series that will suck you in and leave you wanting more.



### Book Trailers

Bonnie Grover

The One and Only Ivan - Official Book Trailer • 2:06

The Fourteenth Goldfish | Book Trailer • 1:49

[VIEW FULL PLAYLIST](#)



### One of Us Is Lying Book Trailer

Sumayyah Syed • 64K views • 1 year ago



### RED QUEEN by Victoria Aveyard | Official Book Trailer

Epic Reads • 833K views • 4 years ago

PREPARE THYSELF!! It is here, and it is perfection. The official book trailer for Victoria Aveyard's RED QUEEN is all of the hopes ...

# Trailer Components

**Look and feel** – how do you want your book trailer to come across?

- Serious
- Light hearted
- Romantic
- Funny
- Etc.

**Model on popular trailers in your niche**

- Put together your script
  - Use your book description as a guide

**Images & Music** – check copyright to be sure you can include them. You may need to purchase a music track, or you can search for royalty free music tracks. Check out Creative Commons for free images, video clips and music.





# Book Trailer Resources

There are a ton of video sites. For book trailer style videos, I like:

- <https://animoto.com/>
- <http://Powtoons.com>-<https://www.powtoon.com/blog/book-trailer-free-professional/>
- PowerPoint - <https://support.office.com/en-us/article/video-save-presentations-as-videos%E2%80%8B-ba919059-523d-40a8-b99c-08d18996c09d>
- Lumen 5- <https://lumen5.com/>

## PERSONAL

**\$8** /month

Billed as \$96 every year

SELECT PLAN

Standard quality video (720p)

350+ music tracks

12 Marketing templates

70+ Memories styles

3 standard fonts

30 color swatches

Animoto logo at end of videos

# Book Trailer Resources

Please do your own due diligence when it comes to license terms for the following resources. Terms do change over time and will vary from site to site.

- **Royalty Free Stock Images**

- <https://www.dreamstime.com/>
- <https://pixabay.com/>
- <http://www.istockphoto.com/>
- <http://www.fotolia.com/>
- <http://www.bigstockphoto.com/>

- **Royalty Free Audio Files**

- <http://www.music4yourvids.co.uk/>
- <http://www.premiumbeat.com/>
- <http://www.shockwave-sound.com/>
- <http://www.neosounds.com/>
- <http://www.productiontrax.com/>

# Book Trailer Resources

- **Royalty Free Video Clips**

- <http://www.productiontrax.com/>
- <http://www.istockphoto.com/video>
- <http://www.clipcanvas.com/>
- <http://footage.shutterstock.com/>
- <http://www.videoblocks.com/>
- <http://www.productiontrax.com/stock-footage>
- <http://www.motionelements.com/>
- <http://videohive.net/>

# Video Tools

<https://biteable.com/trailer/book/>

<https://www.powtoon.com/blog/book-trailer-free-professional/>

<https://www.adazing.com/free-book-trailers/>

<https://www.thecreativepenn.com/2011/01/07/how-to-create-a-book-trailer/>

[https://www.homunculusprods.com/sites/default/files/How%20to%20Make%20a%20Book%20Trailer%20with%20Powerpoint 0.pdf](https://www.homunculusprods.com/sites/default/files/How%20to%20Make%20a%20Book%20Trailer%20with%20Powerpoint%200.pdf)

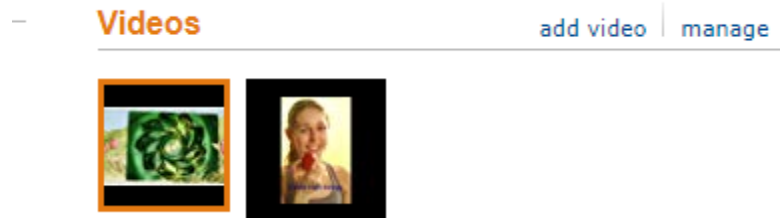
<https://choward2614.wordpress.com/2018/11/12/making-a-book-trailer-with-powerpoint-the-idiot's-guide-booktrailer/>

fiverr

# Not Just YouTube

You can share your trailer on:

- Author Pages
  - Amazon Author central
- Blog
- Social Medial Sites
- Pinterest



# Grow Your Audience With YouTube

Having a YouTube Channel can help you get ongoing targeted traffic.

- **Open a YouTube Account** - If you have a Gmail account, then you already have a YouTube account.
- **Pick a Good YouTube Name or Handle** – If your business is known by your name, use your name, then add a keyword with it that represents what your channel is about. For example, Sally FBA Selling. People who are interested will know that FBA means “fulfillment by Amazon” and that’s what they’ll be searching for if they want to learn about that topic.





# Ways to Improve Your YouTube Channel

Your channel is not about you, it's about your audience! Here are some tips to help you improve your channel:

- **Use a Good Thumbnail** – even with Live streaming, you can still upload a thumbnail. Custom thumbnails bring more attention to your channel.
- **Titles** – titles are a good place to use keywords. It should say what you're going to talk about. No need to include your name or "live" in the title.
- **Description** – it should be compelling and make people want to know more.
- **Channel Tags** – use keywords for smart channel tags to help your audience find you. Do some keyword research to find as many keywords as you can for your niche.
- **Comments** – be sure to respond to any comments people take the time to leave! If live streaming, interact with live audience too.

# Ways to Improve Your YouTube Channel

- **Playlists** – create playlists to organize your content, making it easier for your audience to find what they're looking for.
- **Events** – hosting a live event, then stream it! For example: a Yoga teacher could live stream a Yoga class (with releases signed by each student first).
- **Live Stream Schedule** – be sure to add your schedule to your website, Facebook, etc. so people know when you'll be going live.

