



Blog Marketing pr il Self-Publishing - Come creare e gestire un blog di successo come scrittore (Italian Edition)

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Secondo uno studio svolto da Codex nel 2012, risulta che circa il 7,5% dei lettori, prima di comprare un libro, visita il sito web o il blog dell'autore, per conoscere più da vicino la sua attività. Perché uno scrittore che si autopubblica dovrebbe creare un blog? E' presto detto: i contenuti che creerai nel tempo resteranno sempre e comunque i tuoi, senza essere soggetti ai cambiamenti che, invece, puntualmente si registrano sui social network. Con il blog puoi avere un rapporto diretto ed esclusivo con i lettori che decideranno di seguirti e potrai promuovere iniziative e nuovi libri. Il blog, insomma, è il luogo dove puoi costruire la tua personalità di scrittore e dove i lettori potranno sempre rintracciarti. In questo ebook, ideato dal team della piattaforma di self-publishing Youcanprint, troverai pratici suggerimenti su come creare un blog e su come scrivere i contenuti da pubblicare al suo interno.

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