BEDSIDE READING®

30 Ways and 30 Days

How to use social media to enhance your book's visibility, reviews and sales! (Even if you are not in our program, you can still adjust these suggestions to make them yours!)

This is a powerful marketing tool. Below are 30 creative and strategic ways to expand your reach, enhance your credibility, and increase book sales using the materials we provide.

1. Post on social media with photos of your book in hotels (#BedsideReading, #AuthorLife).
2. Add hotel and magazine logos to an "As Seen In" section on your website.
3. Feature it in your next email newsletter to fans and readers.
4. Incorporate recap images into your press/media kit.
5. Upload hotel display photos to your Amazon Author Central profile.
6. Use in speaking engagement slides to show brand visibility.
7. Create Instagram/Facebook story highlights featuring your hotel/book images.
8. Share a professional update on LinkedIn with your media coverage.
9. Add images to a book trailer or promo video.
10. Use it as a hook when pitching to media or podcast hosts.
11. Post an update on your Goodreads blog or feed.

12. Print a display board or flyers for use at book signings or live events.
13. Submit as supporting material in book award applications.
14. Include recap visuals in your author one-sheet.
15. Add to your Amazon A+ content for enhanced book listing visuals.
16. Print on postcards or bookmarks: “As Seen in Bedside Reading Hotels.”
17. Mention in podcast or interview pitches to show platform reach.
18. Write a blog post: “My Book Was Featured in Luxury Hotels – Here’s Why I did that!”
19. Make a TikTok or Reel: from unboxing to hotel placement.
20. Update your author bio to include your Bedside Reading feature.
21. Create a carousel post on Instagram featuring each hotel or media placement.
22. Use recap visuals in a crowdfunding campaign to showcase momentum and reach.
23. Turn quotes from media mentions into tweetable graphics or quote cards.
24. Send a personal thank-you note with the media recap to bookstores or influencers.
25. Highlight the recap in a pinned post on IG or Facebook.
26. Include in your book's press release as recent media validation.
27. Use in online ads (Facebook, Instagram, Amazon) to boost credibility.
28. Add to your “sponsor” pitch (that is something we can talk about!)
29. Design a “Featured In” section inside the first few pages of your book (for future print runs).
30. Share in writing groups or author communities as social proof of your momentum
31. Rest!

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