



Strategies for using social media in book marketing

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Abstract. The modern world is characterised by the rapid development of digital technologies and the sale of services online, which has significantly impacted the communication process, information exchange, and business. One of the most significant changes is social media's emergence and widespread use, which has become integral to many people's daily lives. This article aimed to analyse the effectiveness of social media strategies for promoting book products. The research methodology included general scientific and specific methods that provide a comprehensive analysis of strategies for using social media in book marketing, namely: analysis, synthesis, generalisation, abstraction, and comparative analysis. A comprehensive approach to analysing and developing strategies for using social media in book marketing offered new insights and practical recommendations that can be used by publishers and authors to improve the effectiveness of their marketing efforts and increase sales. Using social media can be a highly effective way to promote books. It is essential for publishers and authors who wish to use social media to develop a clear strategy and select the appropriate platforms for their target audience. The use of social media to promote books is an effective and affordable tool for authors, publishers, and bookstores. However, the growing focus on data privacy may affect the methods of collecting and analysing information, requiring marketers to be more cautious and responsible in their strategies. Challenges related to digital saturation and information overload will also necessitate new approaches to effectively attract attention and engage readers. The results obtained can be used to optimise the activities of publishers, authors, and marketers seeking to promote books effectively and engage readers through social media

Keywords: social networking; book products; product promotion; readers; followers; publishers

Introduction

The modern world is characterised by the rapid development of digital technologies and the sale of services online, which has significantly impacted the communication process, information exchange, and business. One of the most significant changes is the emergence and widespread use of social media, which has become an integral part of many people's daily lives.

The relevance of the research article is driven by the main key factors, namely the change in consumer

habits, as modern readers increasingly rely on social media for recommendations on new books, making social media an important channel for influencing readers' choices. Another significant aspect is the targeting capabilities of social media platforms offer provide unique opportunities for detailed audience research based on interests, behaviour, and demographics.

The popularisation of book marketing is evident in the analysis and measurement of communication

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effectiveness, as social media tools provide an opportunity to track and analyse the dynamics of marketing campaigns. This allows publishers to optimise their strategies and achieve better results. Cost-effectiveness is also of particular importance; compared to traditional methods of promotion, social media often requires less financial expenditure, making it affordable even for small publishers and independent authors.

For the study of this problem, works on brand promotion strategies and the strategic development of publishing houses are of particular importance. M.J. Johnson's (2019) work "What is a book? Redefining the book in the digitally social age" was a relevant study on the transformation of the concept of a 'book' in the era of digital technologies and social networks. The author analyses how the definition, form, and functions of a book are changing in the modern world. The article by E. Montaguti *et al.* (2023) was important for marketers and brand managers as it provides insight into how social media can be used to effectively engage customers and increase brand loyalty. The results of the study can be applied to the development of effective social media marketing strategies. In a similar vein, I. Shyle (2022) analysed various tools and methods for promoting book publications on the Internet. The author examined the role of social media, blogs, forums, and other online resources in disseminating information about new books.

A particularly significant area in substantiating the theoretical foundations of the problem under study is scientific research on the peculiarities of social media promotion strategies. For instance, A. Korombel & O. Ławińska (2019) analysed the impact of a company's social media profile on the purchase decisions of Generation Z representatives. Researchers M.-I. Rodríguez-Fidalgo *et al.* (2023) have studied the use of informative Reels on Instagram to attract a new audience.

The activities of book publishers, including the formation of strategies for the development of the book industry, were analysed in scientific studies by T. Krainikova & O. Ryzhkova (2023), who described the transformation of communication strategies of book publishers in the digital age. N. Podoliaka (2023) analysed the popularity of book merchandise among TikTok users, identifying the types of merchandise most in demand, and focused on the brands that actively promote it. In their article, O. Trishchuk & I. Shevchenko (2023) explored in detail the effective use of social media to promote books and engage with readers.

An analysis of research and publications demonstrated the increasing importance of social media in book marketing. Studies emphasise the need to adapt content to the specific requirements of different platforms, employ interactive strategies to engage the audience, and constantly monitor the effectiveness of marketing campaigns.

This study aimed to determine how social media can be used most effectively to increase awareness of

book products, drive sales, and engage with readers. The research and development of innovative strategies for using social media in book marketing are essential tasks that can significantly enhance the competitiveness of publishers and authors, promote the development of the book market, and elevate the level of reader culture.

The scientific novelty of this study lies in its comprehensive examination and analysis of contemporary strategies for using social media to promote book products, taking into account the latest trends and innovations in this field.

Materials and Methods

The research methodology included general scientific and specific methods that provided a comprehensive analysis of strategies for using social media in book marketing, namely: analysis, synthesis, generalisation, abstraction, and comparative analysis. These methods enabled a thorough study of social media marketing strategies, yielding both theoretical and practical results that can be applied by publishers, authors, and marketers.

The analysis method helped identify key trends, as well as the advantages and disadvantages of various social media platforms (Facebook, Instagram, Twitter, TikTok) in the context of promoting book products. It also assessed marketing issues, particularly their effectiveness in attracting readers and increasing sales. Through the process of combining data and information from various sources to create a comprehensive study, the synthesis method was employed to gather diverse data on strategies, compare them, and apply the most effective approaches. The synthesis method was further utilised to analyse successful case studies, examine social media audiences, and evaluate the effectiveness of various communication channels. This comprehensive approach facilitated the creation of a detailed study and helped to identify the most effective strategies for promoting book products on social media, which are outlined below. These strategies focus on maximising engagement and reaching target audiences.

The generalisation method was used to draw broad conclusions based on the analysed data. This method was instrumental in identifying the key principles and emerging trends in book promotion strategies across various social media platforms. Furthermore, it facilitated the development of a theoretical model, providing a structured framework for understanding these strategies. Additionally, the method enabled the formulation of practical recommendations, offering valuable insights that can be effectively applied in real-world book marketing efforts to enhance visibility and engagement.

The method of comparative analysis was used to compare different strategies (creating brand awareness, attracting an audience, selling books, collaborating with influencers, creating a community, personal-

ising content) for using social media to promote books. This method allowed for the evaluation of the effectiveness of the strategies, their advantages and disadvantages, and helped determine which strategies work best for different types of book products and audiences. The use of these methods provided a comprehensive approach to the study of strategies for using social media in book marketing, allowing for both theoretical and practical results.

Results and Discussion

In the 2022-2024 media landscape, social media is a powerful tool for engaging audiences, particularly in the book industry, where the primary target audience consists of active Internet users seeking new books to read. Social media not only enable publishers and authors to reach potential readers with a wider and deeper reach but also provide unique opportunities for interaction, engagement, and audience participation. However, it should be borne in mind that interactivity and customer focus have transformed marketing strategies from standard adver-

tising campaigns into multi-level, dynamic dialogues.

The development of social media and its impact on the book industry creates new opportunities for communication with audiences and the promotion of literary works. Researching the role of social media in the book business is important in the context of rapidly changing marketing strategies. Of particular significance is the increasing use of social media and electronic resources to communicate with audiences, which has become an increasingly popular means of popularising books in the modern world, allowing authors and publishers to reach new heights. The distinctiveness of book marketing positioning lies in the creation of a content strategy, including book teasers, author interviews, live discussions with readers, and contests, which help to establish a close connection with the audience.

Book marketing through social media also contributes to the international distribution and accessibility of books, expanding markets and audiences beyond traditional geographical boundaries. This is evidenced by the growing number of people using so-

Table 1. Number of active social media users globally

Indicators	December 2021	July 2022	January 2023
Number of users (in billions)	4.5	4.62	4.76
Share of the world's population (in %)	57	58.4	59.4

Source: based on O. Havryliuk (2023)

cial media (Table 1).

According to the data, the number of active social media users worldwide is increasing annually. Furthermore, even a modest rise in the number of users is a significant indicator, as it reflects the continued popularisation of social networks among the global population. This trend underscores the importance of social media as a crucial channel for book marketing, helping to boost their popularity among a broad audience. The

use of social media in book marketing is becoming an increasingly important and effective means of achieving the objectives of promoting literary works.

In particular, a clear and well-coordinated structure that encompasses various components and ensures their interaction is crucial for effective book marketing on social media. The initial step in implementing and executing a social media strategy for book marketing is the creation of a system that includes several key ele-

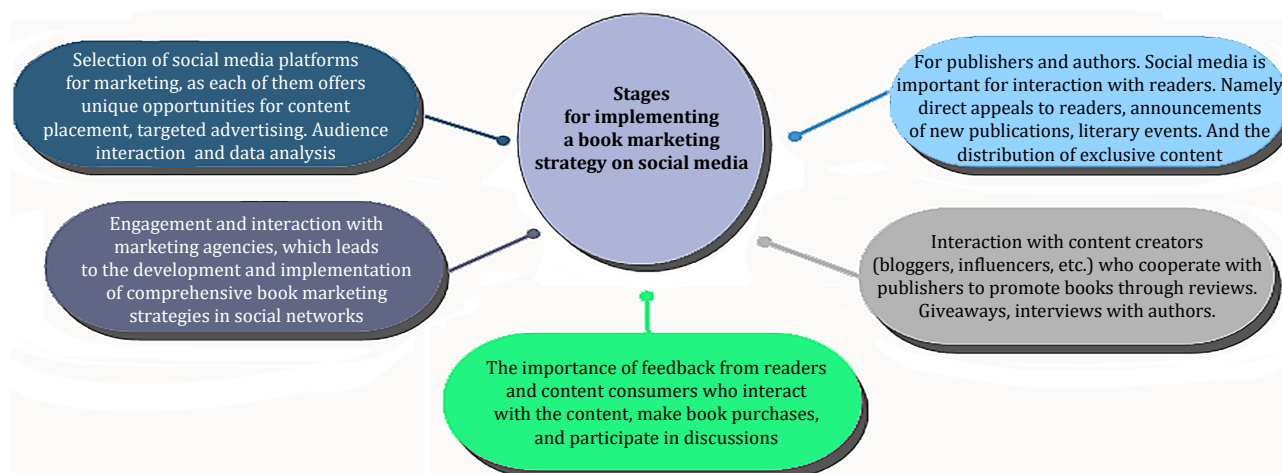


Figure 1. Stages of implementing a book marketing strategy on social media

Source: developed by the authors

ments (Fig. 1).

The number of social media users in Ukraine increased from 60% of the population in 2021 to 76.6% by July 2022, according to a study by GlobalLogic. By the end of 2022, more than 28 million Ukrainian users were registered on YouTube, more than 16.1 million on Instagram, and 15.45 million on Facebook. TikTok had

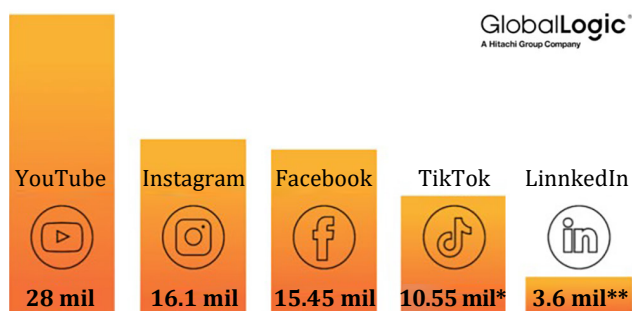


Figure 2. Number of Ukrainian social media users in 2022

Note: *Number of users aged 18 and older; **LinkedIn restricts the use of its platform to individuals aged 18 and older

Source: based on N. Zhyla (2022)

over 10.55 million Ukrainian users (Fig. 2).

Accordingly, the amount of time spent using the Internet is also increasing. Specifically, in July 2022, the Kyiv International Institute of Sociology conducted a sociological study commissioned by the all-Ukrainian NGO "Civil Network OPORA", which found that the frequency of Internet use has risen among Ukrainian users. According to the survey, 88% of respondents use the Internet, and 79% do so daily or almost daily (Fig. 3). These data confirm the upward trend in online activity among the Ukrainian population, which is significant for understanding the popularity and effectiveness

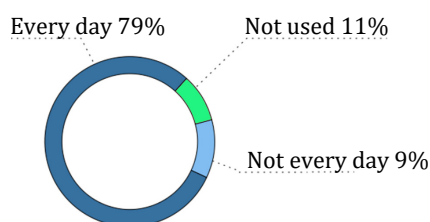


Figure 2. Frequency of Internet use among Ukrainian users

Source: based on Democracy, rights and freedoms of citizens and media consumption in times of war: Results of the KIIS survey for OPORA (2022)

of social media advertising campaigns.

Social media is one of the most effective tools for promoting goods and services and for communicating brands to target audiences (Ozuem *et al.*, 2019). Its use is a crucial method for authors to reach new readers, increase

sales, and build strong relationships with their audience.

Speaking further about the social networks of publishing houses, it is important to highlight their role as a means of communication with readers. Publishers and authors share book reviews, announcements of new releases, interviews, quotes, quizzes, contests, reports from book fairs and festivals, live broadcasts, and more. Social networks also enable publishers to receive feedback in the form of readers' suggestions, complaints, and recommendations, which are subsequently considered to improve their operations. It is worth noting that Ukrainian publishers have a significant number of followers on social media, which directly influences book circulation, as these aspects are often interconnected and are always considered when deciding to print new editions.

One of the key elements of building a book marketing strategy on social media is the creation of communities of readers, as this helps authors and publishers develop relationships with readers, gather feedback on their work, and encourage readers to recommend books to others. In addition, holding contests and sweepstakes on social media is an effective part of a book marketing strategy to attract new readers and boost book sales. Online events organised by publishers, such as readers' clubs, interviews, and virtual book launches, are becoming increasingly important. Notably, tracking the results of marketing campaigns is a vital component of a book promotion strategy, as social media analytics allows publishers and authors to assess the effectiveness of their marketing efforts and make necessary adjustments.

To effectively use social media in book marketing, it is essential to understand and define the target audience. Audience analysis involves identifying age groups, gender, geographical location, interests, and reading preferences. This analysis can be conducted using social media tools such as Facebook Insights or Google Analytics, which provide detailed information about user behaviour and preferences.

Of particular importance is the study of comments and responses to posts, as well as the analysis of the most popular topics, to understand which books or genres are most in demand. Engaging in discussions on topic-specific forums, such as Reddit or Goodreads, can also offer valuable insights into audience preferences. This data forms the basis for creating relevant content that meets the needs and interests of readers.

When promoting a brand on social media, businesses usually want to ensure that as many people as possible are aware of their products or services. However, such a strategy does not always lead to increased sales. To be effective, brand information must reach potential customers who are ready to purchase the advertised product or service (Montaguti *et al.*, 2023).

In the context of this research topic, namely the effectiveness of book marketing strategies on social

media, an important element is the development of targeted content. In particular, it is advisable to create materials that align with the interests and needs of readers. The following key components should be considered when designing publications: creating posts that provide in-depth analysis of literary topics, the history of genres, advice for young authors, writing instructions, and more, which will help position the page as an authoritative source in the field of literature; the use of attractive and meaningful quotes from books can evoke an emotional response and increase interest in reading the entire work; creating content that highlights relevant topics in society or the literary world, engaging the audience and stimulating active discussion; publishing video interviews with authors, book reviews, and live events (e.g., presentations of new publications), which is also a powerful tool for attracting and retaining an audience.

The key to successful content is its relevance and ability to stimulate interest and interaction. It is important to update content regularly to keep the audience engaged and to adapt strategies based on changes in preferences and trends. Visual content plays a key role in attracting attention on social media, as the human brain processes images much faster than text. High-quality, attractive visuals can not only capture users' attention but also foster an emotional connection with the content. This is especially important in book marketing, where the book cover often serves as the first and most significant factor influencing the purchase decision.

Firstly, it is essential to focus on the cover image, as campaigns on Instagram or Facebook that include covers with bright, expressive images typically generate higher engagement rates. Adding quotes from the book or a testimonial from another renowned author of a similar genre to the cover can further enhance interest in the literary product. Secondly, the strategy of designing a series of posts that are visually connected and tell a story through a sequence of publications is important. This approach not only keeps the audience excited but also encourages them to stay and follow each new post. Thirdly, the use of video content, such as video book reviews, interviews with authors, and behind-the-scenes footage of book creation, is a great way to use visual content to attract an audience.

The use of visual content on social media for book marketing offers many forms and possibilities, and each publisher or author can tailor these approaches to their unique needs and objectives. Selecting the appropriate visual representation strategy can significantly increase the chances of success in interacting with potential readers and stimulating interest in new books.

The third component of the conceptual strategy of book marketing is the use of interactivity on social media, which is not just a means of attracting an audience but also a powerful tool for increasing audience activity and

engagement. Using various forms of interactive content can significantly boost audience participation and loyalty (Podoliaka, 2023). The most popular forms include:

1. Organising contests where participants have to complete certain tasks or answer questions to win books or merchandise. This approach not only stimulates activity but also increases reach, as participants often share such posts on their profiles.

2. Polls and voting enable the audience to express their opinions on various issues, which provides feedback and enhances engagement.

3. Organising quizzes about books, authors, or literary topics can be both interesting and educational, further stimulating audience interaction.

Interactive elements in social media offer a range of important advantages that can significantly enhance marketing strategies, such as increasing loyalty; building a strong community support group; and expanding reach. Thus, interactivity on social media not only increases audience engagement and activity but also helps to create more meaningful relationships, which is crucial to success in modern book marketing.

Collaboration with bloggers and influencers can significantly enhance book marketing strategies, as they have an established audience that trusts their recommendations. Selecting the right influencers requires careful consideration of the following criteria: audience relevance – the influencer's audience must align with the book's target audience; credibility – the influencer must have a well-established reputation and authority in their niche, ensuring the credibility of their recommendations; interaction and engagement – a high level of interaction (comments, reposts) indicates an active audience that responds to the influencer's content. Collaboration with influencers opens up new opportunities for book marketers to increase the reach of their products and effectively influence sales by leveraging the authority and audience of influential personalities in certain genres or areas of interest.

The prospects of using the Goodreads platform should be emphasised, as it is a specialised platform for readers that allows authors and publishers to interact directly with their audience. Here are the strategic principles of effective book promotion on the Goodreads platform: creating a profile that describes the author or publisher in detail, including a biography, a list of published books, and upcoming projects; actively participating in groups on Goodreads that are interested in genres or topics relevant to the book being promoted; creating and sharing lists of recommended books that include the publication; encouraging readers to leave reviews of books; conducting giveaways, which is a powerful tool for attracting attention to new releases; using advertising options that allow targeting those readers who are most likely to be interested in the book; participating in forums, discussions, and other events on Goodreads increases an author's visibility and helps

them connect with readers. Using Goodreads as part of a marketing strategy can significantly increase awareness of authors and books, attract an active readership, and boost sales. This platform, in particular, offers numerous opportunities for interactive engagement and a deeper immersion into the world of literature.

Social media has significantly transformed approaches to book marketing, providing authors and publishers with powerful tools for engaging and interacting with readers. From targeted content and visual appeal to interactivity and personalised communications, social media not only boosts sales but also helps build strong personal connections with the audience. Social media platforms also provide valuable data for analysis, enabling marketers to optimise strategies in real-time and achieve new levels of performance.

With the development of technology and changes in reading habits, the prospects for using social media in book marketing will only continue to expand. Artificial intelligence and machine learning are likely to lead to even more personalised marketing campaigns that can analyse and predict reader behaviour with unprecedented accuracy. Digital integration across various platforms will provide a deeper immersion in content, making interaction with book brands more engaging and interactive.

Social media has become an indispensable tool for book publishers and authors. Major platforms such as Facebook, Instagram, Twitter, and TikTok are actively used to promote new book releases, build authors' brands, and facilitate communication with readers. However, a key strategy for success is to adapt marketing approaches to the specific features of each platform. For example, while Facebook and Twitter are effective in reaching wider audiences through text posts, Instagram and TikTok are more focused on visual content and videos, allowing authors and publishers to create more creative advertising campaigns.

One important aspect is that social media helps book publishers reach new markets and audience segments that might previously have been beyond their reach. At the same time, questions arise regarding the long-term effectiveness of such strategies. Frequent changes in social media algorithms can significantly affect the visibility of content, so authors and publishers must constantly adapt their approaches. Additionally, the potential risks of over-commercialisation of content must be considered, as this may alienate readers who value authenticity.

Researchers such as W. Legrand *et al.* (2020) and D. vom Lehn (2024) have made significant contributions to understanding the role of social media in book marketing. They emphasised the need for deep audience segmentation on different platforms and the importance of selecting the right content formats to engage users. D. vom Lehn (2024) focused on the psychological aspects of interaction with readers, highlighting that emotionally rich content on platforms such as Instagram creates a deeper connection with

the author's or book's brand. W. Legrand *et al.* (2020) analysed the dynamics of sales in the context of viral campaigns on TikTok and demonstrated that recommendations from influential users of this platform can significantly increase interest in books.

The authors O. Adeola *et al.* (2022) offered a valuable analysis of the development of marketing strategies, particularly in the context of modern technologies such as artificial intelligence (AI), virtual reality (VR), and neuromarketing. This study focuses on communication and brand strategies in developing countries, providing important insights into how marketing approaches are evolving in these environments.

Researchers N. Ameen *et al.* (2022) have made a significant contribution to the study of the impact of new digital technologies on consumer behaviour and self-esteem, especially among women of Generation Z. The work combines aspects of psychology and marketing, making it useful for professionals in these fields, as well as for developing more ethical marketing strategies in a world where social media and digital technologies play a key role in shaping the consumer experience.

In general, current trends in book promotion are not sufficiently studied in terms of their application and effectiveness. The article by L. Blasco-Arcas *et al.* (2022) represented a significant scientific contribution to the study of the role of consumer data in marketing, which enables companies to better understand the needs of their customers, predict their behaviour, and develop more personalised marketing strategies. The article noted that the use of data facilitates the transition from mass marketing to individualised approaches. It outlines the opportunities and challenges companies face in using data to improve marketing strategies. The authors also analysed ethical issues, making the study relevant to the modern business environment. It is worth noting that the source by S.L.C. Castro *et al.* (2023) examined the impact of artificial intelligence on market behaviour analysis and proposes an integrated approach to marketing using innovative technologies. This study focused on how artificial intelligence is transforming approaches to studying consumer behaviour and optimising marketing strategies, which is an important element in promoting book products.

A. deWaard (2024) explored the relationship between the media industry and financial markets, specifically how Wall Street utilises culture as a commercial product. The author examined how culture, which once held different values, is transformed into a consumer product under the influence of financial structures. Factors influencing customer engagement on social media are important. R. Hinson *et al.* (2019) investigated the factors that affect customer engagement on social media, particularly on the Facebook platform, as well as the results of this engagement. The authors analysed the issue through the lens of attachment theory, which

considers the emotional connection between consumers and brands. They also emphasised the importance of Facebook as a platform for building sustainable emotional connections between brands and consumers. Customer engagement on this platform contributes not only to short-term commercial benefits but also to the formation of long-term relationships, which is crucial for a brand's long-term success.

The topic of book marketing is under-researched, but concepts relevant to promotion strategies are discussed by V. Kumar *et al.* (2021), who explored the impact of the latest technologies on marketing and offer prospects for further research in this area. The authors analyse the role of technologies such as artificial intelligence, big data, blockchain, the Internet of Things (IoT), and other innovative solutions that are transforming approaches to marketing, customer engagement, and brand management. The concept of brand storytelling in the digital age, analysing the theoretical foundations, practical approaches, and their application in marketing strategies, were examined by S.M.A. Moin (2020). The study emphasised the importance of storytelling in forming an emotional connection between brands and consumers. It provides an in-depth analysis of brand storytelling in the digital age, highlighting its significance for effective marketing. The author successfully demonstrated how emotional narratives can be employed to create lasting connections between brands and consumers. This source represented a valuable contribution to modern marketing research, particularly in the context of digital transformation.

In general, the article by A. Park *et al.* (2023) revealed the concept of brand storytelling in marketing through the lens of bibliographic analysis. The scientific work covers the history, development, and theoretical foundations of brand storytelling, as well as its practical applications, providing an in-depth analysis of brand storytelling in marketing and emphasising its importance for attracting consumers and forming emotional connections with brands. The bibliographic approach helps to identify the main trends and topics in research, which makes this article a valuable contribution to marketing theory and practice, opening up new perspectives for further research in the field of brand storytelling and its impact on consumer behaviour. I. Ullah & S. Khusro (2020) analysed the impact of social web platforms on book search and recommendation processes. The authors noted that social media are changing traditional models of information-seeking and recommendation in the literary world. They provide an important analysis of the impact of social media on book searches and recommendations. The researchers describe how social platforms are transforming traditional models of how readers interact with literature, emphasising the significance of social context in reading decisions. This study was a valuable

contribution to the understanding of contemporary literary marketing and can serve as a basis for further research in this area.

Thus, to effectively utilise social media in book marketing, it is essential to apply integrated strategies that encompass different platforms, engage audiences through creative and authentic content, and adapt to the ever-changing digital environment.

Conclusions

Social media can be a powerful tool for book marketing. However, to achieve results, it is necessary to develop a strategy and choose the best platforms that meet the needs of the target audience. The use of social media to promote book products is an effective and affordable tool for authors, publishers, and bookstores.

The growing focus on data privacy may affect how data is collected and analysed, requiring marketers to be more cautious and responsible in their strategies. Addressing the challenges of digital saturation and information overload will require new strategies to effectively capture and retain readers' attention. Thus, social media will continue to be a critical element in marketing strategies for the book industry. Its role as the main channel for promoting and engaging readers will only grow, making it an indispensable tool in the hands of creative and innovative marketers.

For successful marketing, it is important not only to create and implement strategies but also to be able to analyse their effectiveness. Data monitoring allows marketers to track how the audience reacts to different campaigns and determine which ones are the most successful. Among the key indicators that should be monitored are interaction, comments, reposts, video views, reach, conversions, and website traffic. Based on the collected data, marketers can adapt and optimise marketing strategies to improve results. Recommendations for optimising the use of social media in book marketing include developing individual strategies for each book, strengthening engagement with reader communities, and continuously improving content to maintain audience interest. It is also important to test different approaches, change targeting, optimise content, and focus on the most effective channels to achieve the best results.

Prospects for further research on this topic include studying personalised approaches to book advertising on social media based on users' behavioural data and interests, which will lead to the development and implementation of individual promotion strategies for different audience segments. Additionally, researching social platform algorithms and how changes in them affect the visibility of book content will help develop strategies that will allow marketers to effectively adapt to algorithmic changes. Studying which key performance indicators best reflect the success of social media campaigns for book promotion and

how to use analytical data to optimise these campaigns will help not only to better understand current trends in social media book marketing but also to improve strategies to increase their effectiveness in the future.

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None.

Conflict of Interest

None.

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Стратегії використання соціальних мереж у книжковому маркетингу

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Анотація. Сучасний світ характеризується стрімким розвитком цифрових технологій та продажем послуг онлайн, що суттєво вплинуло на процес комунікації, обміну інформацією та ведення бізнесу. Однією з найбільш значущих змін є поява та широке розповсюдження соціальних медіа, які стали невід'ємною частиною повсякденного життя багатьох людей. Метою статті був аналіз ефективності стратегій просування книжкової продукції в соціальних мережах. Методологія дослідження включала загальнонаукові та специфічні методи, що забезпечують комплексний аналіз стратегій використання соціальних медіа в книжковому маркетингу, а саме: аналіз, синтез, узагальнення, абстрагування, порівняльний аналіз. Комплексний підхід до аналізу та розробки стратегій використання соціальних мереж у книжковому маркетингу пропонує нові ідеї та практичні рекомендації, які можуть бути використані видавцями та авторами для підвищення ефективності своїх маркетингових зусиль та збільшення продажів. Використання соціальних мереж може бути вискоелективним способом просування книжок. Для видавців та авторів, які бажають використовувати соціальні медіа, важливо розробити чітку стратегію та обрати відповідні платформи для своєї цільової аудиторії. Використання соціальних мереж для просування книжок є ефективним і доступним інструментом для авторів, видавців і книгарень. Однак, зростаюча увага до конфіденційності даних може вплинути на методи збору та аналізу інформації, вимагаючи від маркетологів бути більш обережними та відповідальними у своїх стратегіях. Виклики, пов'язані з цифровою насиченістю та інформаційним перевантаженням, також вимагатимуть нових підходів для ефективного привернення уваги та залучення читачів. Отримані результати можуть бути використані для оптимізації діяльності видавців, авторів та маркетологів, які прагнуть ефективно просувати книги та залучати читачів через соціальні мережі

Ключові слова: соціальні мережі; книжкова продукція; просування продукції; читачі; фоловери; видавці