

Genre Specific Book Marketing Strategies

Complete Author Resource — GrowthSpark Impact

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This free research based guide provides realistic, working marketing plans for authors across 8 major genres. Each plan includes reader profiles, best platforms, 12 week timelines, budgets, and key success metrics. No fluff. No generic advice.

1. General Marketing Strategies (Universal)

Strategy	Description
Email List	Owner audience; reader magnet (free chapter, short story, checklist)
Amazon Optimization	Keywords, categories, A+ content, Kindle Unlimited
ARC Teams	Advance Review Copies leading to 20+ reviews before launch
Paid Ads	Amazon Ads, Facebook/Instagram, BookBub (genre dependent)
Social Media Niche	TikTok, Instagram, Reddit, FB groups (platform varies by genre)
Cross Promotions	Newsletter swaps, boxed sets, promo stacks

Golden rule: Generic ads fail. Genre specific targeting plus reader psychology equals sales.

2. Memoir

Reader Profile

- Age 35 to 70, female skewing
- Seeks emotional truth, transformation, inspiration
- Buys print and audiobook heavily

Best Platforms

- Goodreads (memoir groups)
- Podcasts (narrative and storytelling shows)
- Facebook (niche: Memoir Writing & Reading)
- Amazon (paperback and Audible)

12 Week Working Plan

Phase	Action	Expected Result
Pre launch	Record a 2 minute emotional trailer video (author reads a powerful passage)	Viral potential on Instagram Reels

Launch week	Partner with 5 micro podcasts (500 to 2k listens) for interview and reading	100 to 300 sales
Month 1	Run Facebook ads targeting Brene Brown readers and grief memoirs	\$2 to \$3 CPA
Long term	Submit to BookBub (memoir category) and discount to \$2.99	1,000+ sales in 72 hours

Monthly Budget: \$500 **Success Metric:** Reviews that say I cried or This changed my perspective.

3. Thriller

Reader Profile

- Age 25 to 55, balanced gender
- Reads fast (1 to 2 books per week)
- Heavy Kindle Unlimited users
- Loves plot twists, serial killers, psychological tension

Best Platforms

- TikTok (#BookTok and #ThrillerBooks)
- Reddit (r/thrillerbooks, r/suggestmeabook)
- Amazon KU and countdown deals

12 Week Working Plan

Phase	Action	Expected Result
Pre launch	ARCs via NetGalley and Booksprout (target 50 reviews)	Social proof
Launch week	Amazon countdown deal (\$0.99 for 5 days) plus KU enrollment	Rank in top 5,000 storewide
Week 2	TikTok: Plot twist that shocked me while writing plus hook first line	5k to 50k views
Month 2	Facebook ad: If you loved The Silent Patient, try this	3x to 5x ROAS

Monthly Budget: \$800 **Success Metric:** KU page reads (target: 100,000+ in month 1)

4. Romance

Reader Profile

- Female 25 to 55 (dominant)
- Reads 3 to 5 books per week
- Loyal to tropes (enemies to lovers, marriage of convenience, small town)

- High engagement on social media

Best Platforms

- TikTok (BookTok and #RomanceBooks)
- Facebook groups (Romance Readers Rock)
- Newsletter swaps with other romance authors

12 Week Working Plan

Phase	Action	Expected Result
Pre launch	Create a trope specific reader magnet (enemies to lovers prequel)	500 emails before launch
Launch week	Run a group promo with 10 romance authors (newsletter bundle)	2,000+ downloads day 1
Month 1	TikTok daily: tropes, slow burn quotes, who would cast this hero?	Organic surge
Month 2	Amazon Ads with romance keywords	\$0.30 CPC

Monthly Budget: \$300 **Success Metric:** Email list growth rate (10% weekly)

5. Sci Fi & Fantasy

Reader Profile

- Male and female 20 to 45
- Very loyal to series
- Heavy Reddit and Discord users
- Cares about worldbuilding, magic systems, maps

Best Platforms

- Reddit (r/fantasy, r/printSF, r/selfpublish)
- Discord (author and book clubs)
- BookTube (YouTube reviewers)

12 Week Working Plan

Phase	Action	Expected Result
Pre launch	Release series starter free (Book 1 permafrees on all retailers)	Build read through to Book 2
Launch week	Post in r/fantasy: I wrote a book for fans of Sanderson and Abercrombie	500 to 1k downloads
Month 1	YouTube outreach: send 10 BookTubers a signed ARC plus map poster	2 to 3 video reviews

Month 2	Reddit ads targeting r/fantasy	1,000 clicks for \$100
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Monthly Budget: \$200 **Success Metric:** Series read through rate (Book 1 to Book 2 should be greater than 50%)

6. Self Help / Nonfiction

Reader Profile

- Age 30 to 60
- Searches for solutions (anxiety, productivity, finance, relationships)
- Heavy audiobook listener
- Trusts authority (credentials, testimonials, case studies)

Best Platforms

- LinkedIn (professional niche)
- Podcast guesting (topical shows)
- Amazon (paperback and Audible)
- Webinars and lead magnets

12 Week Working Plan

Phase	Action	Expected Result
Pre launch	Create a free checklist or workbook (lead magnet)	1k email signups
Launch week	Run a 24 hour live webinar and sell the book at the end	50 to 100 sales in 1 day
Month 1	Pitch 50 podcasts in your niche	10 interviews and 500 sales
Month 2	Facebook ads targeting Tony Robbins and Atomic Habits readers	4x ROAS

Monthly Budget: \$1,000 **Success Metric:** Average review greater than 4.5 stars; reader says actionable

7. Children's Books

Reader Profile

- Buyer: parent, grandparent, or teacher (age 30 to 45)
- Cares about illustrations, message, durability
- Buys via Amazon, Target, indie bookstores, school fairs

Best Platforms

- Instagram (parent influencers)
- TikTok (#BookTokForKids)
- Local schools and libraries
- Etsy (signed copies and plushies)

12 Week Working Plan

Phase	Action	Expected Result
Pre launch	Send 50 free copies to mommy bloggers and kindergarten teachers	10 genuine reviews
Launch week	Instagram Reel: 15 second read aloud with your child or puppet	10k+ views
Month 1	Partner with 1 kid's book box subscription (e.g., Literati)	500 bulk order
Month 2	Run a school visit contest: Buy 20 copies, author visits via Zoom	500 sales

Monthly Budget: \$400 **Success Metric:** Teacher and parent testimonials and repeat purchases

8. Horror

Reader Profile

- Age 20 to 40, balanced gender, slightly male skewing
- Seeks dread, atmosphere, unique monsters
- Loyal to sub niches
- Active on Reddit and horror podcasts

Best Platforms

- Reddit (r/horrorlit, r/nosleep)
- Horror YouTube (Bedtime Stories)
- TikTok (#HorrorBookTok)

12 Week Working Plan

Phase	Action	Expected Result
Pre launch	Release a free horror short story on your website (same universe)	Email signups
Launch week	Post in r/horrorlit: I wrote a folk horror novel set in Appalachia	10 reviews day 1
Month 1	Pitch 20 horror podcasts (NoSleep Podcast, Horror Hill)	3 to 5 interviews
Month 2	Amazon ads with dark horror, slow burn terror, cosmic dread keywords	\$0.25 CPC

Monthly Budget: \$250 **Success Metric:** This kept me up at night reviews

9. Poetry

Reader Profile

- Age 18 to 35, heavily female
- Follows modern poets (Rupi Kaur, Atticus)
- Highly visual and short form
- Buys paperback (gift purchases)

Best Platforms

- Instagram (visual poetry posts)
- TikTok (poetry readings with ambient music)
- Etsy (signed chapbooks, stickers)

12 Week Working Plan

Phase	Action	Expected Result
Pre launch	Post 1 poem every day on Instagram for 30 days (carousel format)	5k followers
Launch week	Instagram Live launch party, read 5 poems, answer questions	50 to 100 sales
Month 1	Collaborate with 5 poetry accounts (shout out swaps)	Steady growth
Month 2	TikTok poem plus rain sound plus typing POV	100k+ views possible

Monthly Budget: \$50 **Success Metric:** Shares and tag a friend who needs this comments

10. Summary Table & KPIs

Genre	Primary Strategy	Monthly Budget	Best Platform
Memoir	Podcasts plus emotional video	\$500	Goodreads / Podcasts
Thriller	Amazon KU plus TikTok plot twists	\$800	TikTok / Reddit
Romance	Email list plus trope content	\$300	TikTok / FB groups
Sci Fi/Fantasy	Free series starter plus Reddit	\$200	Reddit / BookTube
Self Help	Webinar plus lead magnet	\$1,000	LinkedIn / Podcasts
Children's Books	Teacher and school outreach	\$400	Instagram / Local
Horror	Reddit plus horror podcasts	\$250	Reddit / YouTube
Poetry	Daily Instagram visual poems	\$50	Instagram / TikTok

Universal KPIs

Metric	Tool	Good Target
Email open rate	ConvertKit / MailerLite	>= 40%
Cost per sale (ads)	Amazon/Facebook Ads	<= \$2.50
Reviews (within 60 days)	Amazon	>= 50
Read through (series)	Kindle Unlimited dashboard	>= 60% Book 1 to Book 2

Want a custom marketing plan for your specific book? Visit growthsparkimpact.com/contact or email growthsparkimpact@gmail.com.