

Eva Gantz

Social media and community specialist at Giving Books a Voice

San Francisco Bay Area, CA, US

Every good idea deserves a voice.

Biography

Eva Gantz founded the Giving Books a Voice site and consultancy to provide innovative strategies to authors and publishers who want to get smart about their social presence. She has been featured as a social media expert on sites like Mashable, Social Media Today and Social Media Examiner. Eva builds community at nonprofit Stellar.org, and can usually be found writing or reading in the corner of a café with a hazelnut latte.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Social Media, Non-Profit/Charitable, Advertising/Marketing, Media - Online

Areas of Expertise

Twitter, Facebook, Reddit, Tumblr, Snapchat, Nonprofit Marketing, Book Marketing

Sample Talks

How to use social media to find your next 1000 fans

Many folks realize that social media is a crucial part of any business, but how many of us know precisely how to be successful at social media marketing? We'll run through best practices for each network, what kinds of content you should share, and how to grow an engaged social audience who's excited to hear from you. Whether you're still getting the hang of Facebook or you've been tweeting since 2007, this talk is for you.

How to Sell Your Book with Social Media with Zero Budget

So you wrote a book, or maybe two or three? congratulations! You've probably heard from peers and publishers a thousand times over that a social media presence is crucial to growing your readership. But how exactly can an indie author with zero budget grow a fanbase of loyal readers on Twitter, Facebook, or Google Plus? If your idea is beautiful and important, it deserves to be heard, no matter how big or small your marketing budget might be; social media can be your megaphone. With the right tools and techniques and a bit of creative thinking, every author can use social media to connect with their readers?past, present, and future.

Ethical Business: Applying Enthusiastic Consent to Sales and Marketing

The concept of enthusiastic consent?affirmative and active agreement?is widely agreed to be important in relationships and sexuality. But how many of us model our marketing, sales, and promotion on principles of consent? We?ll cover how to build an audience that wants to hear your message, and why all email lists and communication should be ?opt-in.? Consent isn?t just for relationships?it?s for every aspect of human interaction, including your business.

When Sex Doesn?t Sell: Marketing for Erotica, Sexuality, and Romance Authors

Whoever came up with the phrase ?sex sells? definitely wasn?t a sex writer. There?s this strange phenomenon where non-sexual products can use sexual undertones to increase sales, but marketing actual sexual books? Basically a gag order, and not in the fun way. We?re excluded from traditional media and events, and even censored or silenced on social media. What?s an erotica or sex author to do? We?ll cover in-depth tips and tactics for marketing your writing. Learn how to get mainstream media coverage for your books, and find out how to make the most of your social media presence. Get hands-on advice and strategy for creating your own personalized zero-budget marketing plan. What you do is important?let?s make sure your voice is heard.

Testimonials

F. Leonora Solomon

Eva Gantz changed and enhanced how I approach social media.

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