

Book Marketing

Marketing Plan

- Marketing segments: book categories, demographics, geography
- Promotion — how will the book be promoted?
- Relevant news / news hook
- Competition

Platform (credentials, expert, professional status, experience, celebrity)

Build demand *pre-release* to catapult sales when the book is released to get on Amazon Hot New Release, Best Seller and other lists

Website — at least 6 months prior to book launch, but a year would be better

- register web domain using book title (e.g., dareicallitmurder.com)
- book cover
- book description
- author bio
- contact info
- create mailing list (MailChimp, iContact, Constant Contact)
- book excerpts
- book news, coming events, photos
- book reviews, reader reviews
- media center
- book clubs
- resources

Many web hosts — e.g., GoDaddy. Most hosts offer domain registration and development platforms (e.g., WordPress)

Social Media — as with the website, start early and cross link/reference the other media

- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- Blog: WordPress, Tumblr; guest blog; blog tour with other bloggers

Do not just share info about yourself or your book; share related information: other books and authors, current events, writing/publishing resources, historical tie-ins, etc.

Publish

- Own ISBN — Bowker
- Price — print book: highest price market will bear; ebook: how low is too low?
- Professional quality (hire pros for editing and design)
- Print (POD): CreateSpace/Amazon; Lightning Source/IngramSpark (Amazon, B&N, et al.)
- ebook (Kindle, Nook, SmashWords, iBooks, Kobo, etc.)

Amazon (and other online retailers)

- Author Central
- Author forums
- 60-day prelaunch promotion (Kindle ebook only)
- Use social media buttons on book page

Goodreads

- reader / author
- link to blog

Book Reviews

- Kirkus (2-3 month lead time, \$425)
- Other review services (price varies, typically \$100-\$300)
- Submit to established book reviewers, such as services, newspapers, literary publications (odds are low for self-/indie-published books without “platform”), bloggers, indie book reviewers

Endorsements

- Other authors
- Professionals, celebrities, influencers

Publicist/Professional PR

- book specialist — expect to pay at minimum \$2,500 for 2-4 months of work
- press release
- media contacts — newspapers, radio, TV
- author events/book signings — libraries, book stores

Public Arena (begin before the book comes out)

- speaking — civic groups, professional organizations, education, book clubs, libraries
- op/ed
- submit essays/articles on topics for which you are an “expert”

Book Launch

- Timing: tie to relevant date or event, if possible; avoid holidays, especially Christmas (unless direct tie-in)
- Build prelaunch demand to catapult sales
- Invite mailing list and FB friends to Virtual party online
- Door prizes, giveaways
- Respond to every email, social media post and phone call to maintain momentum

Advertising

- Goodreads: Self-Serve Advertising (pay per click)
- Facebook Ads (pay per click)
- Google: Adwords (pay per click)
- Ingram catalog — \$60 for one-time inclusion
- IBPA catalog

Resources

- PR Advice for Self-Pub Authors <http://juliadrakepr.com/jdprs-advice-for-self-published-authors/>
- Build Book Buzz <http://buildbookbuzz.com/>
- Facebook: Gutsy Indie Publishers <https://www.facebook.com/groups/387267894630479>
- Larry Edwards’ blog: Polishing Your Prose <http://polishingyourprose.wordpress.com>