



## READER MARKETING SUPPORT FOR AUTHORS

Publishing a book without marketing it is like driving a car without fuel. You can't expect it to go anywhere. An important part of your job as an author is to build awareness and lead readers to your book, and we specialize in understanding your reader's journey. Our campaigns are unique, based on your book and goals, and it's important for all authors to develop a professional author brand, gain legitimacy through endorsements and reader reviews, and, finally, drive highly qualified traffic to the book's point of purchase.

Our clients typically invest between \$5,000 and \$15,000 in their reader marketing services. Below is an overview of our approach. Your strategist will work with you to recommend specific tactics to get the most out of your investment.

<b>Set Your Foundation</b>	<p>We <b>deliver valuable market insights and execute key tactics</b> to position your book effectively and set your book up for success. Includes:</p> <ul style="list-style-type: none"><li>• competitive title review + data on your readers and how to effectively target them</li><li>• a 3-month calendar with brand-building tactics by channel for you to execute before and after publication</li><li>• book optimization (category and keyword selection) to facilitate online retail discovery</li><li>• Amazon A+ content (a.k.a. expanded branded visuals) to enhance your Amazon product page and legitimize your book</li><li>• digital ARC listing on NetGalley soliciting early reviews from industry professionals</li><li>• pre-publication praise quote from <i>Kirkus Reviews</i></li><li>• ebook discount campaign to drive downloads and push your book higher in the Amazon rankings</li><li>• list of curated indie book awards contests ideal for your submission</li><li>• two, one-hour consultations with your marketing strategist</li></ul>
<b>Create Your Marketing Plan</b>	<p>A <b>cohesive reader marketing plan</b> ensures you pulling the right marketing levers at the right time in the months leading up to and after publication</p> <ul style="list-style-type: none"><li>• custom marketing strategy crafted specifically for you and your book with a tailored 6-month roll-out calendar to organize your brand-building activities</li><li>• brand asset creation for your social media accounts and email blasts</li><li>• additional reader and editorial reviews solicitation to secure even more hard-working testimonials</li><li>• Goodreads activation and giveaway campaign</li></ul>
<b>Drive Traffic</b>	<p>Our comprehensive <b>traffic-driving cross-channel campaign effort</b> will help your book get noticed.</p> <ul style="list-style-type: none"><li>• social media campaign</li><li>• Amazon ad campaign</li><li>• podcast pitching</li><li>• media contact lists</li></ul>

### LET'S DO THIS!

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