



Book Marketing Services

Marketing Plan Development



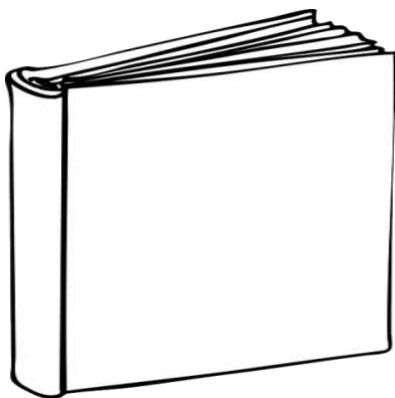
You need a plan to market your book. If you don't have a current book marketing plan, creating one will be your first step. If you already have a specific book marketing plan in place, please provide it to us so we can continue that plan. Of course, if you have a marketing plan in place for your whole business in general that's great too. We'd love to see it so we can ensure your book marketing plan ties into it.

Through discussing your needs, what skills you have and the outcomes you want, let us create a step by step plan that you can implement yourself to make your book a success.

What's Included

The Marketing Plan service fee is \$435 (inc GST). It includes a marketing audit questionnaire, a scope meeting, review and analysis and a complete marketing plan.

Back of Book Blurb and Short Bio Content Development



Do you have a back of book blurb for your new publication? Are you struggling to promote your book to your target audience? The back of your book is a really important piece of marketing space, where you have a few minutes to capture your reader's attention, and let them know what your book is about, and why it's better than other books in your genre. You also need to let your reader know a little about you, and why you were the right person to write the book.

What's Included

The Back of Book Blurb and Short Bio Content Development service fee is \$265 (inc GST). We provide you with an enticing blurb combined with a short author bio to promote you and your book and have the reader wanting to read more.



Webpage Content Development



Websites are the digital face of your book business. Make sure that yours is communicating well! How many readers will pass by your website due to cluttered language, sloppy cut and paste layout and poor readability? Eek, that is book sales walking out the door!

This could be your About the Author page, Book Sales page or any other page on your website. Revive stale text, re-focus your branding and reach the right audience with a professional website makeover targeted to your web readers.

What's Included

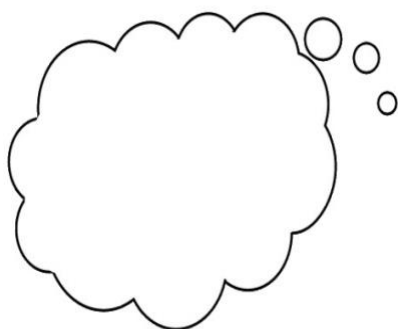
The Web Content Development Fees per page are:

Option A is the DIY option. We audit the page and provide you with a written report of what needs to change for it to be looking professional, sleek and attractive. \$88 (inc GST)

Option B is where we audit the page and do the page edit for you. \$175 (inc GST)

Option C is where you have a blank page and need the entire page developed. We completely take care of that for you. \$265 (inc GST)

Blog Post Development



We work with your words and voice to develop a 300+ word blog post. Attract new clients, establish your industry profile and engage with your target audience directly through their smart phone or computer.

You can publish the blog to your own website and link it directly in to your social media channels, direct marketing letters, newsletters and email campaigns. If that sounds a little daunting, we offer add-on options to take care of it all for you.

What's Included

The Blog Post Content Development service fee is \$265 (inc GST) per blog. We provide you with a ready to publish blog post already furnished with deep links, external links and SEO



Press Release Development and Distribution



Press releases can result in multiple published articles about your business. Build up your brand with increased exposure and showcase your services with professional press releases and your own digital image.

There is never a guarantee a press release will be published by a media agency. It is their choice on the day. However, having a professionally targeted and written press release significantly increases your chances of being published.

What's Included

The Press Release Development and Distribution service fee is \$310 (inc GST). The service includes development of the press release, distribution to targeted media agencies and follow up with journalists.

Email Campaign Content Development



You read online that email campaigning is a great marketing strategy for your book. You've been busy collecting your customer's email addresses.

Now you will learn what to do with that valuable information. We can develop your email campaign content for you to distribute through your email marketing software program.

We know what to include and even more importantly what to leave out so that your email makes it to the destination and has the greatest chance of being opened and read. Make the most of forward sales strategies and seasonal book promotion opportunities.

What's Included

The email content development service is \$175 (inc GST) per email. We create the email content for you including development of the subject line, pre-header and the body copy for you to send out to your existing database.



Social Media Marketing Content Services

Social media marketing is a delicate mix of conversation and content marketing through social media sites.



It is vital to create great content to present to readers. It is difficult to find where they are hanging out on social media, what they are interested in reading, and how to convert that to website traffic and attention to your book.

Our social media content marketing services enable to you actively promote your business on social media and educate your ideal customers using your own images, video, visual content or infographics. You can get on with the business of interacting with your customers on social media and responding to any new inquiries about your book.

What's Included

We provide you with a ready to use social media post including links and SEO for your social media channel activities. We offer our social media posts in multi-sets or stand alone:

- ✓ Individual social media post development – one at a time \$175 (inc GST)
- ✓ Batch social media post development– four for \$705 (inc GST)