



Digital Marketing & Content – Individual Services

We know how daunting marketing can feel. Publishing a publication-ready piece is the final step. We walk you through all of the beginning steps from ideas, discussion and creating an outline through to drafting, editing and polishing the final result. Here is a list of the services we can offer you to make your book shine online.



Marketing Plans - \$150 per 3 month plan

Do you have a plan to follow for promoting your business? What's your next step? We work with you to create a custom designed 3 month plan. We begin one month before your launch and end 2 months after launch. This gives you personalized strategies to promote your launch and grow your book business in ways that you feel comfortable.

Includes: identifying your goals and challenges – developing plan strategies – confirming your step by step plan to stay on track.



Social Media Posts - \$80 per post/article

Do you struggle with promoting yourself on social media? Not sure of how to work with the different platforms and monitor your page? We work with your words and voice to develop post content for your social media. Attract new clients, establish your industry profile and engage with your target audience.

Includes: pitching ideas – creation of outline – drafting – editing – publishing of the post/article to your social media.



Back of Book Blurbs - \$80 per blurb

Do you have a back of book blurb for your new publication? Are you struggling to promote it to your target audience?

We provide you with an enticing blurb combined with your author bio to promote your book and have the reader wanting to read more.

Includes: discussion of content – creation of outline – drafting – editing and polishing to a finished product.



Email Campaigning – \$80 per email campaign

How do you make your email address work for you? Collecting emails from people interested in your business is a powerful tool for reaching the right clients. You need targeted content to interest and communicate with people who want to know more about what you can offer. Keep precious sale leads!

Includes: creation of an email outline – drafting – editing – publishing – analysis of campaign results.



Marketing Promotions Letters - \$80 per letter

Did you want to approach other businesses for collaboration? Set up a landing page? Tell readers about your upcoming publications? Present your business communications in a consistent voice across all of your branding with professional promotional letters.

Includes: creation of a letter outline – drafting – editing – publishing – analysis of promotional results.



Press Releases - \$120 per distributed press release

A press release is the quickest and easiest way to get free publicity. Press releases can result in multiple published articles about your book. Build up your brand with increased exposure and showcase your book with professional press releases written for you.

Includes: creation of a press release outline – drafting – editing – distribution to multiple targeted publications.



Web Page Reviews, Edits and Content - Price Varies

Websites are the digital face of your business. Make sure that yours is communicating well! Freshen up stale text and images, re-focus your branding and reach the right audience with a professional website review. No web experience needed!

Includes: content review for consistency, branding, spelling and grammar, SEO optimisation and full editing report.