
SAMPLE CAMPAIGN # 1

FIRST BOOK LAUNCH

Month 1 – Suggested Marketing Budget \$1,000 - \$3,000

1. Press Releases
2. Organic Social Media Marketing Posts
3. Social Media Advertising Campaign
4. Book Marketing Sites
5. AMS Marketing Campaign
6. Google AdWords Marketing Campaign
7. Book Blogs, Book Tours, and Book Reviews
8. YouTube and Podcast Interviews

Press Releases (see sample)

Create a press release to share with local newspapers, regional magazines, relevant publications, and local news outlets. Don't forget to offer to give free interviews and complimentary presentations about topics you are an expert in.

Organic Social Media Marketing Posts

As previously suggested, you should have created your author social media pages to build your brand and author platform many many months ago. Now that you are somewhat established and have a following, you should start advertising on social media to promote your new book.

Here's what you will do to create hype and build momentum before your new book launch. Create a series of related social media posts about your new book to include engaging posts about your writing and your life as an author on your Facebook author page, Instagram, and/or Twitter pages.

Get into the habit of posting regularly. Once or twice per day should be enough. The plan is to post regularly in order to get noticed by the algorithm so that your posts are shown to your followers on a regular basis. Do not overdo it. Quality over quantity will help grow your organic reach over time.

Share pictures, relevant life updates, book artwork, articles of interest to your genre, your blog posts, and book covers amongst other things. Share posts to help readers relate to you, make a connection, and feel compelled to want to create a relationship with you, again, build on the "know, like, and trust" factor.

Social Media Advertising Campaign

Create a campaign composed of several ads through Facebook Ads Manager or on Twitter. Make sure the ad copy you write is not only exciting, but compelling. Include a picture of your cover, yourself or an image related to your book in the ads to build excitement.

Link the picture in the ad directly to your Amazon product page for prospective readers to click through to learn more about your book and purchase it. Target your desired audience and boost your posts. If you are concerned about the complexity of doing this, read online articles, watch tutorials or take a free online class to learn more.

I recommend beginning with a low dollar amount budget. Try 2-4 different ads at \$5 a day per ad. Run the ads for two weeks and learn which ones get you the best traction and click-through rates. For Facebook and Instagram. This information can be found on Facebook Ads Manager.

Refine and support your advertising according to the analytics that are delivered. Increase your ad budget if you wish to reach more prospective readers and are seeing significant success. These ad buys are helping you get the word out about your book.

Book Marketing Sites

I have listed several book marketing sites in Chapter 7. Some of these are great help at advertising the launch of new books. Go through my list and find marketing sites that support new book launches and engage their services. Make sure you read through the services that are available to determine if it's a good fit for your book before purchasing.

Here are some that I've found success with:

Book Tweepers

Author Ad Network

BookBub Ads—this is an ad you can run for days, weeks, and months to drive traffic to your product page

Kindle Boards (KBoards)

Kindle Daily Nation

AMS and Google AdWords Advertising Campaigns

Using demographic and interest targeting, take out several different ads with varying ad copy and run them over several weeks. Allow your advertising campaigns time to work. Unlike Facebook advertising, sometimes it can take days or even weeks before the campaigns begin showing good results.

You can start with a low dollar spend and ramp up or refine as needed. The idea is to drive traffic to your product page. Carefully study the results. You can experiment to see what works and what does not. Refine as needed and always reinforce success.

Book Blogs, Book Tours, Podcasts, and Book Reviews

Do a search for related blogs, book tours, podcasts, and book reviewers in the genre you are writing. Reach out and see if they are interested in reviewing your book, including your book in their book tour, and/or interviewing you on their blog or podcast.

In my experience, the free ones seem to deliver more success at helping you get the word out. Plan ahead and reach out early on so that you can line up several different types of marketing efforts leading up to your book launch. See my notes about this in Chapter 7.

YouTube Interviews

Search for YouTubers who specialize in reviewing books in your selected genre. Reach out and offer to do an interview. Interviews are a fun and easy way to help you spread the word about your new book and can easily translate into sales.