
SAMPLE CAMPAIGN #2

SUBSEQUENT BOOK LAUNCH

Suggested Monthly Marketing Budget \$1,000 - \$3,000

1. Organic Social Media Marketing Posts
2. Newsletter Release
3. Press Releases
4. Social Media Advertising Campaign
5. Book Marketing Sites
6. AMS Marketing Campaign
7. Google AdWords Marketing Campaign
8. Book Blogs, Book Tours, and Book Reviews
9. YouTube and Podcast Interviews
10. Early Review Copies to Fans
11. Cover Reveals

Organic Social Media Marketing Posts

Begin months in advance with a social media campaign, utilizing Facebook, Twitter, and Instagram. Build up excitement amongst your followers by posting updates, concept art, excerpts from your books, contests, etc.

Basically, you want to do anything that will generate interest and keep your readers engaged and actively following your posts. If you succeed, when it comes time for the book launch, more people should be paying attention to what you are doing.

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 targeting prospectus new readers.

Here's what you will do to build hype and 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.

Newsletter Release

When your book launches, send out a newsletter blast. Make sure you include a universal link to the product page using Booklinker. This should immediately get you moving up in the bestseller ranks as the people signed up to your newsletter begin purchasing your book.

The more visible you are to other prospective readers in the ranking, the greater the opportunity for additional purchases. Get enough activity and Amazon may even give your new book the #1 New Release tag for the month, which is always nice and can help you generate sales.

Press Releases

Create a press release for your new book 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.

Social Media Advertising Campaign

Create a campaign composed of several ads through Facebook Ads Manager and/or on Twitter for both the preceding books and new book. Make sure your ad copy is exciting and compelling. Always 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 \$2-5 a day per ad may be a reasonable social media campaign budget if your marketing budget allows. Run the ads over the course of 1-2 weeks. Determine which ones work best. Refine and support the advertising that is showing success.

Book Marketing Sites

With a subsequent book launch you can choose to go large or stick to a budget. I would recommend staying with a budget to promote subsequent book launches. Amazon Free Book Promotions and Kindle Countdown Deals seem to deliver the most bang for your buck at this stage.

My recommendation would be to tie a book launch into an Amazon Free Book Promotion or a Kindle Countdown Deal for an existing book or books and use the book marketing sites for the promotion to allow you to get a bigger bang for your buck.

Author Ad Network

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

BookGorilla

eBookHounds

FK Books and Tips

The Fussy Librarian

Book Tweepers

KindleBoards (KBoards)

Kindle Daily Nation

Robin Reads

AMS and Google AdWords Advertising Campaigns

As with your initial book launch campaign, keep your focus on targeting specific demographics and interests. Start with a low dollar amount and run the ads over several weeks.

Be patient. Unlike social media marketing, which can produce results rather quickly, this type of campaign can take several days or even weeks before you can see measurable results.

Carefully study and analyze your data to find out what works and what doesn't and use it to further refine your paid advertising campaign. Always reinforce success.

I would recommend buying ads on both your new book and any existing books to see which ads gain better traction. You will be able to track performance of your ads very easily using the Google AdWords and Amazon's built-in reporting packages.

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.

Document Templates

I have included useful sample templates to help you become more organized and successful at planning during the book writing and launch process. You can print these templates and use them as they are or you can customize them to create your own personalized worksheets.

As an entrepreneur, it is important to create and follow your story outline and marketing campaign while staying on budget. I hope you find these templates useful for planning your story line and forecasting future book launches.

As an added bonus, you can find the PDF files and customizable Word files of these templates by visiting my website using the links below.