
SAMPLE CAMPAIGN #3

IN BETWEEN BOOKS – MAJOR PROMOTIONS AND CONTINUOUS ADVERTISING

Suggested Monthly Marketing Budget \$1,000+

1. Promotional Campaigns
2. Organic Social Media Marketing Posts
3. Giveaway Promotions
4. Book Marketing Sites
5. Award Contests
6. Social Advertising Campaign
7. AMS Marketing Campaign
8. Google AdWords Marketing Campaign

Promotional Campaigns

With Amazon you can run a free promotion or Kindle Countdown Deal every 90 days. This is a very useful and one of the primary tools I recommend for the Indie author to grow their brand and reach. Don't underestimate the importance of these promotions. As I say elsewhere, Amazon's built-in promotions should be your bread and butter.

Run free Kindle promotions or countdown deals at every available opportunity for your Hook Books. Support the promotions with direct advertising with book marketing sites, AMS & Google AdWords ads, Twitter, Instagram, and Facebook.

Promotions: This is where you can really rock at building your brand and increasing your audience. It's an opportunity to grow your reader base by leaps and bounds using the springboard that is Amazon's built-in promotions: Free Giveaways and Kindle Countdown Deals.

Continual Advertising: Steady growth should also be a goal. Outside of promotions, it's also smart to have continuous advertising working in your favor to draw prospective readers to your product page.

Note: If Amazon ever offers you a Kindle Daily Deal, Monthly Promotion, or Prime Reading option, my recommendation is to take it and then promote the heck out of it when the Amazon promotion kicks in.

These types of Amazon offers really help grow your audience and are very special because Amazon is working overtime on your behalf. Never pass on an Amazon promotion. They know what they are doing and you should work double time to advertise your Amazon promotions whenever possible. Take my word for it.

Organic Social Media Marketing Posts

Conduct an ongoing organic social media campaign utilizing the Facebook, Twitter, and Instagram platforms. Continue to engage and build excitement amongst your followers to build on the "know, like, and trust" factor we discuss in this book.

Giveaways Promotions

Continual: This is where Hook Books come in handy. Give away signed copies of your books as part of online contests with your readers. Make personal appearances and give books away as opposed to selling them. Utilize Amazon Giveaways to hold contests to drive readers to follow you and read your books.

Book Marketing Sites

Promotions: You have a choice here. You can go small or large, spending a few hundred to several thousand dollars. It all depends on your budget and desired reach. See Chapter 7 for a long list of book marketing sites. Pick the ones you feel are right for your book.

The real question is, do you go large and use a bunch of sites at once to bump a promotion? I can tell you from personal experience, going large works.

Purchase a lot of ads and reach a ton of people, especially if you are running a free book giveaway promotion. It may be pricey, but can really increase your audience and expand your reach by giving away a lot of books.

However, you can run so many promotions that it's possible to reach saturation with these sites, meaning the advertising return begins to diminish over time. Keep an eye on your promotions. Monitor your budget and reach often.

Award Contests

Enter award contests whenever possible. Join their newsletters to be notified when contests submissions open and new contests are added. See notes and lists of websites on Chapter 7.

Social Media Advertising Campaigns

Promotions: Create several advertisements using Facebook's Ad Manager and/or Twitter for both your preceding books and your new book. Make sure the ad copy is exciting. Include a picture of your book cover or art. Link the picture on the advertisement directly to your Amazon product page for prospective readers to click through and purchase. Target your desired audience and boost your sales.

I would recommend two ads with a pop, at a minimum of \$50 a day per ad, until the promotion is over. This is the best time to increase your advertising budget. Make Amazon's promotions work in your favor.

Continual advertising outside of promotions: Allow successful ads to run on a continuous basis to generate steady sales and increase your reader base and author platform. Scale

up if you wish to reach more prospective readers. Revisit your budget and marketing campaign often, with an eye toward refining your approach to boost sales.

AMS/Google AdWords Buys

Continual: Once again, using demographic and interest targeting, along with everything else you learned through your prior campaigns, take out several different ads, with varying ad copy and images. Run these ads over a few weeks. You can start low dollar and ramp up. The primary idea here is to drive consistent traffic to the Amazon product pages for your books.

Typically, these type of ad campaigns are geared towards generating continued interest by driving prospective readers to your product pages day after day. Such campaigns should generate steady, consistent sales over an extended period of time and make your books more visible on Amazon's category-specific bestseller rankings thereby generating additional sales.

With each sale, you have the potential to add a reader for life, making any subsequent launches more successful. Your new books should climb the rankings faster and stay there longer. This generates additional purchases from visibility alone.