

MARKETING PLAN



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The purpose of a marketing plan or marketing platform is to promote and sell your book. Although a traditional book publisher may give you some guidance, you will have to do the majority of the work, and come up with the ideas. You'll have to be the one who opens your wallet to support your book.

Think strategically and plan carefully. Study what published authors have achieved to promote their book. Take notes on what resonates with you about their websites, blogs and events.

If you are writing a nonfiction book, you must write a book proposal that includes a robust plan to market your work. Almost every literary agent and book publisher will require that you *get known before the book deal*. A book publisher will invest in spending money for an advance if they believe the author can interest a wide audience.

Your marketing plan:

1. WEBSITE

Social media links should appear on the first page.

Unicornforwriters.com – unicorn4writers@gmail.com -- Unicornwritersconference.com

Key tabs: About the Author (Bio), Books, Events, Blog link, Excerpts from each book, Reviews, Media or Press contact, Contact the Author.

2. BLOG

A blog is similar to a website, except that it changes content often and allows readers to communicate with you. Effective blogs appeal to your readers' interests and reveal your personal side. Keep your blog informative and amusing.

3. STRONG SOCIAL MEDIA PLATFORM

Social Media Strategy: LinkedIn, Facebook, Twitter, Goodreads, Instagram, Pinterest, Google+ and many other social media sites.

4. EMAIL BLASTS

Explore mass email companies like MailerLite, A Weber, Constant Contact, and Mail Chimp. Some companies let you send one email to up to 1,000 people for free.

5. PRINT MATERIAL

Bookmarks, Business cards, Postcards, Flyers, Brochures, printed excerpts of your book, press releases, event announcements.

6. TV & RADIO

Make a list of local radio stations and TV stations to schedule interviews and talks.

7. SPECIAL EVENTS

Libraries, organizations, schools, church fairs, colleges, and bookstores.

8. LAUNCH PARTY

The publication date for your book should be celebrated with a wonderful party and announced to the public with a press release, email blasts, and via social media.

9. PROMOTIONAL MATERIALS

Car magnets, calendars, bookmarks, postcards, booklets, print material, and online ads. And don't forget chocolates!