

Marketing Services For Authors

Before you get started

- In the current book publishing scenario, it has become easier than ever to get published.
- What remains elusive is finding readers. No matter how good your book is, if the audience does not know about it, they will never get around to buying it, reviewing it or promoting it.
- With a detailed analysis of the marketing activities of bestselling authors worldwide, we have brought together the best practices which give you a fighting chance at being noticed in the crowded book world.



The Overview

Book Reviews

Press Release

Social Media Management

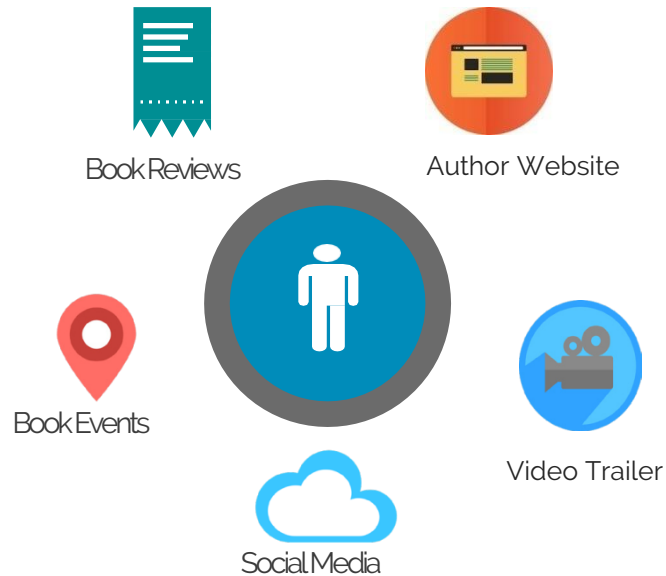
Book Trailer

Book Events

Author Website

Other Marketing Services

Contact Us



Publicity



Book Reviews

Press Release

Social Media Management

Book Reviews



Bloggers

A significant advantage that traditionally published books have over self-published books is the blogger and consumer reviews they get due to readers not being aware of self-published books.

Proven Efficient

While the media reviews appear in newspapers and magazines, most are relevant for just a day or a week. With limited book reviews on the internet, what is a must is ensuring enough consumer and blogger reviews that are perpetually present on the web. Anyone surfing for the book also gets to see what other consumers and readers have to say about the book and this helps the buyer's decision making.



Newspapers & Magazines

Just like sports fans head to the last pages of the newspaper every day, book buyers check out the book review columns of newspapers and magazines to get a list of the recommended books.

Book Review Work Methodology

Step #1
Shortlist relevant
Newspapers and Bloggers



Step #2
Conducting
Goodreads Giveaway



Step #4
Packing and
Dispatching Books



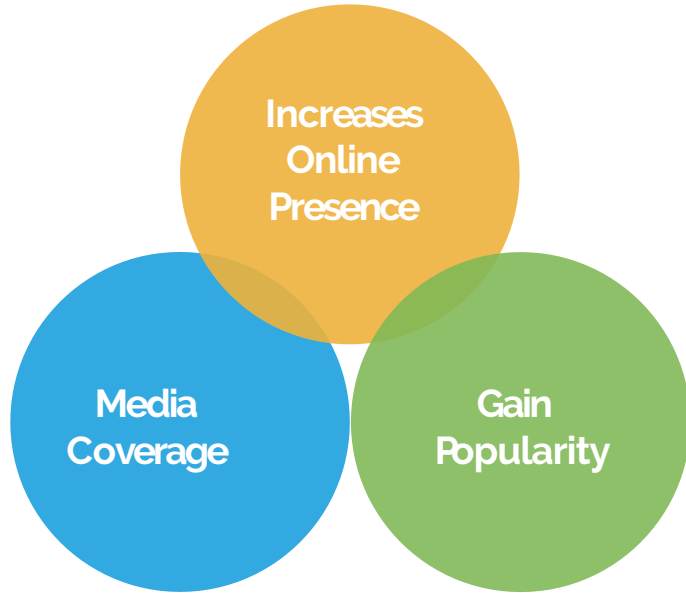
Step #3
Drafting Cover Letter

Step #6
Premium Reporting



Step #5
Tracking Reviews &
Follow-ups

Press Release



Opens New Doors

A press release announcing the launch of the book will be distributed to hundreds of news agencies, media houses and journalists. The release will include the cover image of the book along with up to three links to e-commerce sites for the reader to purchase if interested.

A powerful press release can take the author communication to new channels, reach new readers and immensely increase the author presence online.

Press Release Work Methodology



Structure



**Well-crafted
press release**



Issuing the Release



Tracking the Release

Social Media Management

Facebook. Twitter. Instagram

Get Going

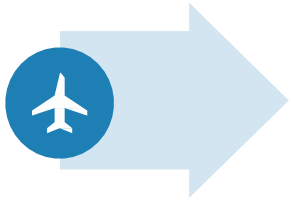
Allow us to manage your social media, and we will help enhance the fan base as well as keep your followers engaged with relevant and creative content across the platforms of Facebook, Twitter and Instagram.

Get Social

In this digital age, your social media presence as an author is a building block to your brand. Social media can help you boost website traffic, sell more books, build brand recognition, and get you a ready fan base for your next book.



Social Media Management WorkMethodology



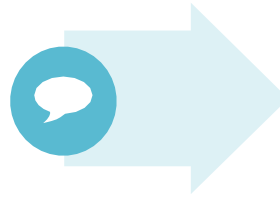
Getting Started

Setting up the Social Media Accounts, Customizing the Pages, Creating Content & Defining your target readers



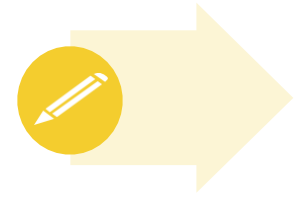
Building an audience

Creating appealing display advertisements on Facebook to reach readers, following targeted readers, journalists and publishers on Twitter



Good Branding

Engaging readers and followers by sharing interesting content including Images, Videos, Blog posts and other updates to enhance author's brand Image.



Premium Reporting

This Report will demonstrate the performance of the author's social media pages and will be shared with the author on a monthly basis.

Brand Building



Video Trailer

Events

Author Website

Video Trailer



Images. Graphics. Music.

What's not to love about Book Trailers?

A book trailer is all about making the readers relate to the story and suggesting various emotions that will allow the reader to better understand what the book is all about.

Book trailers are a new concept of marketing the author's book, but they work well, especially when they are designed in a professional way.

The book trailer's ability to bring out the essence of the book in a short and entertaining manner can help boost the author sales.



Making of the Book Trailer



Video Trailer Brief

Necessary details about the theme of the book in a standard format are obtained from the author to begin writing the script for the video.



Video Trailer Script

After receiving the Video Trailer Brief, the Script is created. The samples are crafted and sent to the author to get his inputs.



Video Trailer Production

After the final script is approved, the video goes into production. During this process, the creative team will work on the text, images, audio and animation that was approved by the author, and produce the video.



Video Trailer Submission

Once the video is produced, the watermarked version of the video is sent to the author. The author goes through the video carefully and suggests changes and improvements.



Video Trailer Promotion

After the required changes, the final video is handed over to the author. The video is then shared on Social Media and Youtube.

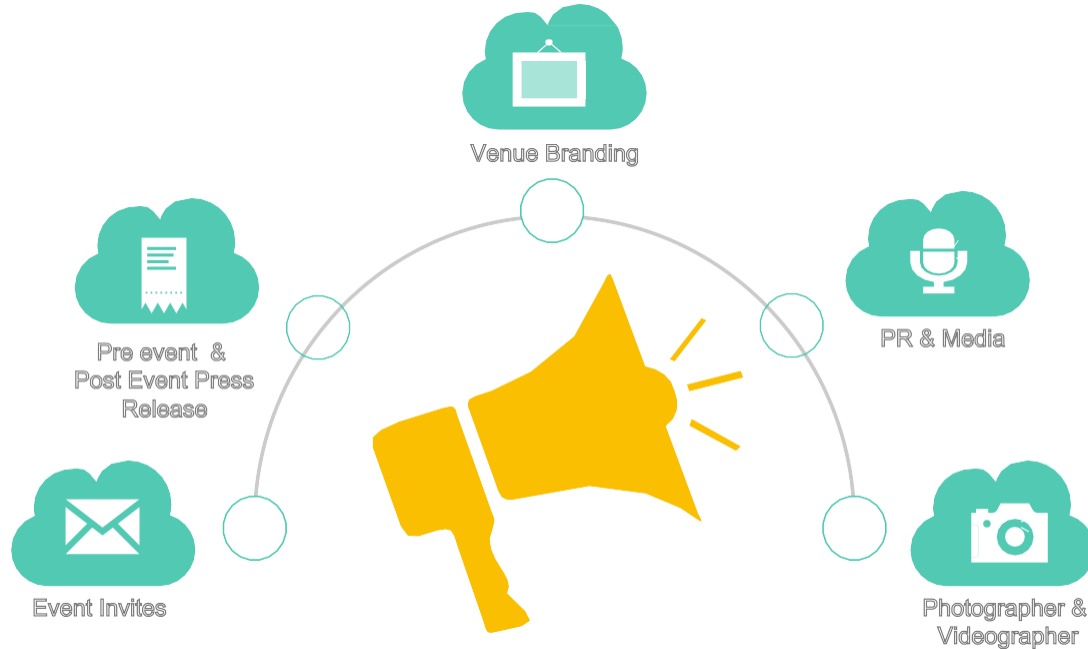
Book Events

Readings. Launches. Places.



Should you wish to do the book event at any bookstore in India, We will help you plan and organize the entire event.

Event Planning and Execution



Author Website

Discussions. Pictures. Videos.



Give your book the best marketing opportunities

- It functions as a platform for media and other publishers to reach you
- It acts as a platform for you to interact with readers and fans
- It provides links to the author's social media pages for people to connect with you
- It provides links to the author's social media pages for people to connect with you
- It showcases your book (s) to blogs and columns
- It helps search results and makes you accessible to readers

Best Practices we fit in



Name of your website (URL)

Creation of the website URL based on your name. If your book is part of a series, then we create the website based on the series title instead.



Website Content and Structure

We list your book(s), other published works, use images of the author, the books, etc. Add basic content such as about the book, about the author, extracts from the book, reviews, sample chapters, etc.



Contact information page

We make it easy for people to reach you on your email. Specially for the media & bloggers to request for an interview or ask for your book.



Connect other content sources

We connect your social media accounts Twitter, Facebook, Pinterest etc. to your website

A Website is Always a Work-in-Progress

Other Marketing Services



Trade Marketing Package

BecomeShakespeare.com also now provides customized solutions of promoting the books via e-commerce outlets like Flipkart, Infibeam etc. and via stores like Crossword and Landmark. This is done by way of bookmarks, posters, store branding standees, book reading and signing events.

Marketing Collaterals

We also provide collaterals which further help with author branding. We can provide the author with a full design suite and print marketing collaterals such as bookmarks, posters and visiting cards.

Why Us?



Research:

We keep up on the latest marketing trends and excel at putting them to work for books so as to achieve perfection in the art of book promotion.



Brand Building:

An efficient marketing strategy is executed to build the Author's Brand Image and reach the target group of readers.



Tracking:

We diligently follow and track over 200 successful authors worldwide and monitor their best practices to market their books.



Reach:

We also work with the best in class digital agencies to make the best use of the digital medium to promote our books.



Projects:

Each service follows a specially crafted process and adheres to strict timelines. With each activation you get a dedicated project window to see the work of team that is managing your projects.

Marketing Catalogue

**Media
Reviews**



**INR 25,000
onwards**

**Blogger
reviews**



**INR 20,000
onwards**

**Press
Release**



INR 20,000

**Social Media
Management**



**INR 15,000
onwards**

**Video
Trailer**



**INR 15,000
onwards**

**Author
Website**



INR 15,000

Process for going ahead with the Marketing Services



Details

Send your full name, address, contact information along with details about your book to hello@becomeshakespeare.com



Documentation

We will send you an agreement (including non-disclosure clauses).



Payment

Make the payment & we will send you a project activation email.



Contact



Address

Wordit Content Design & Editing
Services Pvt Ltd.
25-26, Building A/1,
Near Wadala RTQ, Wadala East,
Mumbai 400037



Write to

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