

Social Media Management for Authors

Before you get started



MARKETING
ELUSIVE



PUBLISHING A
BOOK IS EASY



OUR SERVICES HELP
YOU REACH YOUR
MARKETING GOALS

Social Media Management

Facebook. Twitter. Instagram

Get Going

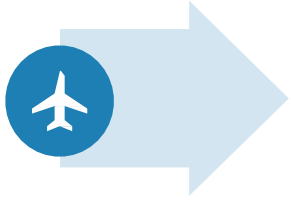
Allow us to manage your social media, and we will help enhance the fan base as well as keep your followers engaged with relevant and creative content across the platforms of Facebook, Twitter & GooglePlus.

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.



The Process



Getting Started

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



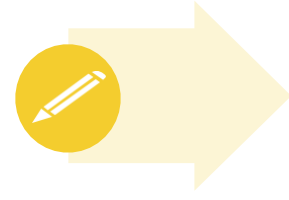
Building an audience

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.

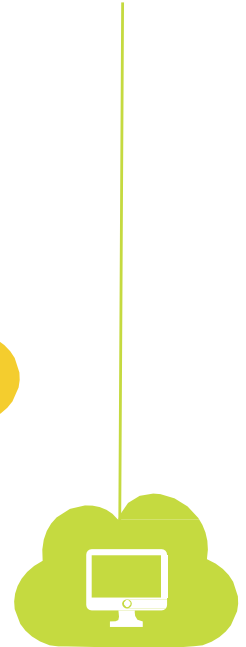
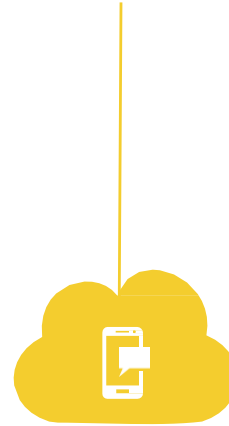
Work Methodology and Timelines

Our Social Media Strategy:

We develop relevant and customized content to present the author's brand in a way that is informative, entertaining and useful to the readers. After extensive research, we have found that the required number of posts to keep the followers engaged vary from 3 to 50 per day (depending on the size of the fan base). We follow 200 of the best authors worldwide to keep a track of what they are doing to promote themselves.

The process of engagement includes the following:

- Step 1: Setting up of social accounts**
- Step 2: Content Strategy**
- Step 3: Designing the Content**
- Step 4: Scheduling & Posting of Content**
- Step 5: Building Audience**
- Step 6: Weekly Monitoring & Reporting**



Step 1: Setting up of social accounts



Book and Author Brief

Information about the author, the book will be updated on the author social pages along with a personalized cover image and background. The e-book format of the author title and images of the book cover will be used for social updates and hence has to be sent to us when we are setting up the accounts.

Target readers

At this stage it is imperative to identify the target audience and their age, gender, location and interests. For example, a spiritual book will have a different target audience than a chick-lit book.

Updates

We will have to be informed about any book events or other book related activities within the author's social graph, so we can keep the readers informed.

Getting admin/management rights to page

We will need the CSV file of the author's contacts from their email account so we can shoot out invites to follow updates on the author's social pages. The author will hand over all social media accounts for the period of the service, post which the admin rights will be handed back to him. However the author can still access the social media pages and share posts over and above what we execute.

Step 2: Content Strategy



There are 7 types of content posts that we recommend.

We will choose what we feel works the best for your book according to its genre.

- 1) Images
- 2) Text
- 3) Videos
- 4) Other people/pages content
- 5) Website/Blog Posts
- 6) Event Updates
- 7) Contests/Sweepstakes

Best Practices we follow

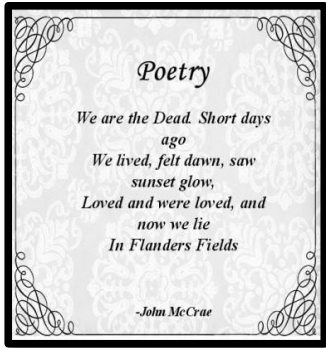
Visual updates are preferable to textual/video/link updates.

We find that the best time to tweet is any time between 1pm-3pm from Monday to Thursday and avoid posting after 8pm any day as well as tweeting after Friday at 3pm.

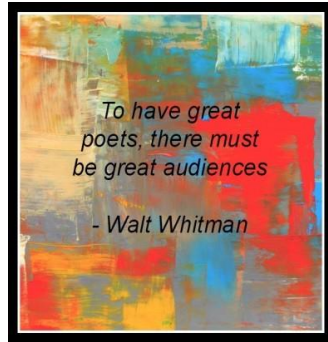
We ensure that your content has class, meaning your network shouldn't be embarrassed to share it.

Facebook is a peer-to-peer network whereas Twitter is a leader-follower conversation based network. We take time to understand how best to optimise what each of these platforms has to offer before we begin sharing content.

Step 3: Designing the Content



Sample
Templates



We start by designing cover Images for Facebook, background Images for Twitter & Instagram. We use the best tools and software to design social media pictorial posts. We create different templates for different types of content posts. These are shared with the authors first to seek their approval, and make sure that the templates are in line with the theme of the book. For example, the template for a Poetry Book post will be different from the template for a Thriller Book quote post.

Timeline - 1 to 15 weeks

Once the social media posts are created and designed, the next step would be to schedule all the posts on a weekly basis and post the content. The goals for this service delivery are aligned and tracked diligently to keep pace with the requirements.

**Timeline - Ongoing
Process**

Step 4: Building Audience

First we will send invites to the author's friends and contacts to build a basic audience. This ensures that when the people beyond the ones you already know visit the page, it is already populated with posts.

Facebook Ad Campaign for the author's book

We will create advertisements with appealing text and pictures and set up a campaign through Facebook, which will then show these advertisements to the author targeted readers. We will decide the target group of readers based on: age, gender, location and interests. The author ads will reach the desired audience and lead them directly to the author's Facebook page if they click on it.

Following relevant groups and other authors

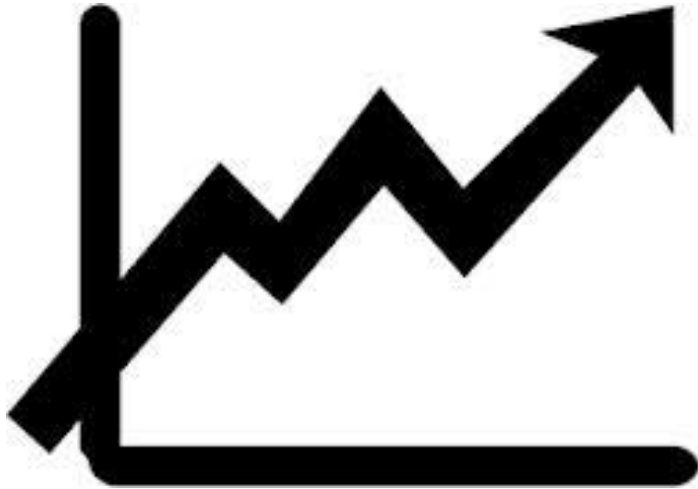
Since most successful authors are present on Facebook and Twitter these days, it is a good practice to connect with them. We will join relevant groups and communities on Facebook, follow the targeted readers, journalists & publishers on Twitter & join author circles and book clubs on Google Plus.

Timeline - Ongoing process



Sample
Advertisement

Step 5: Weekly Monitoring & Reporting



This report will include all activities that were executed for the author's social media pages on a weekly basis and monthly reports on the progress and will demonstrate the performance of your page. This will help you analyze your brand image across the social platforms like Facebook, Twitter and Google Plus. These reports will also help you get an insight into what is being said about your brand and your posts. We will track and monitor the page on a daily basis and enhance the page on a monthly basis.

Types of Packages

Setting up of Social Media Accounts:

Considering your potential readers can be easily reached online, setting up of social media accounts can be a game changer for self-published authors. The deliverables for this services includes:

•Creating Social media Accounts on:

- Facebook
- Twitter
- Instagram

•Uploading Cover Image and Profile Picture

•Adding required details like:

- Bio
- Weblinks
- Keywords
- Long Description
- Short Description
- Contact details.

•Defining Page Audience



Types of Packages

Basic Social Media Package:

Once you've set up your account, it is extremely crucial to ensure there is an ongoing interaction and engagement happening on a regular basis on your social media handles. This will not only facilitate a constant dialogue with your existing audience but will also enable reaching out to new, potential audience/reader.



Types of Packages

The deliverables of this service involves:

- **Setting up of accounts is inclusive**
- **A basic content plan that involves:**
 - Quotes from the book
 - Quotes by the author
 - Reviews (if any provided by the author)
 - Countdown posts
 - Book announcement
 - About the author
 - Character revelation
 - Muse behind the book
- **2 posts per day across all platforms.**
(Please note that this will be in the form of static images)
- **Monthly reports**



Types of Packages

Customized Social Media Package:

Taking basic social media package a notch above, this service involves a more strategic outlook at creating content plan for your social media handles. To facilitate better reach among relevant audience, this service involves monthly promotions on through highly targeted ads on relevant social media platforms. Not only will this aid the visibility of your social media account, this will also help you garner the required traction for your book from relevant readers.



Types of Packages

The deliverables of this service includes:

- **Setting up of accounts is inclusive**
- **A strategic content plan that involves:**
 - Quotes from the book
 - Quotes by the author
 - About the author
 - Muse behind the book
 - Character revelation
 - Online Contests
 - Book Giveaways
 - Page optimization
 - Live sessions
 - Different formats of content
- **Organic audience building**
- **Audience interaction and engagement.**
- **Creating relevant campaigns**
- **Inclusive of ad promotions**
- **1 Promotional post per month on a relevant social media platform.**
- **Weekly Reports**



Our offers

**Setting up
of accounts**

Basic Package

**Customized
Package**

One-time

3 Months

3 Months

**3000 per platform
9000 for all 3 platforms
Plus taxes as applicable**

**45000 for 3 months
Plus taxes as applicable**

**75000 for 3 months
Plus Taxes as applicable**

Marketing Service Catalogue

Media
Reviews



INR 25,000
onwards

Blogger
reviews



INR 20,000

Press
Release



INR 20,000

Social Media
Management



INR 15,000
onwards

Video
Trailer



INR 15,000
onwards

Author
Website



INR 15,000
onwards

Get in touch with us.



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.



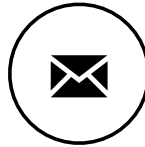
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