

Barbara's Book Marketing Road MAPPS updated 1/1/2019

Book promotion & marketing plan

Title/Subtitle/Series/Volume/Edition _____

Author(s) _____

Pub Date _____ Pages _____ Retail Price _____

[Draft a marketing overview here, about 700-800 words: situation in market/target reader profile; description of book; summary of plan]

DONE? mark X	Activity	Date	Person responsible
1	MARKETING materials & metadata		
	Book description and tagline (@ 250 words)		
	Book control numbers (ISBN, EAN barcode)		
	Library control numbers (CIP or PCN)		
	BISAC codes (bisg.org/page/BISACEdition)		
	Keywords (5 to 7)		
	Author bio long (@250 words)		
	Author bio short (@100 words)		
	Author Q&A (@1,000 words)		
	Book club discussion questions/reading guide		
	Author website (preferably w/author name as URL)		
	Author email address		
	Author headshot (300 dpi jpeg)		
	Book cover (hi-res, full-size jpeg, 300 dpi, CMYK)		
	Book cover in promo sizes (1000 px high and 400 px high, RGB, 72 dpi)		
	Metadata submitted to Books in Print		
	Metadata submitted to online bookstores (Amazon, etc.)		
	Metadata submitted to bookstore chains		
	Amazon Author Page		
2	ADVERTISING Paid channels		
	Ingram Advance		
	Facebook promotions		
	Lone Star Literary Life promotions		
	Print advertising		
	Women Writing the West catalog		
	Paid blog tours		
	Paid email blasts		
	Paid sales promotions: BookBub, Fussy Librarian		

3	PUBLICITY Book reviews solicited (from book review media, newspapers, bloggers) <i>Attach spreadsheet of reviewer contact info</i>		
	Publishers Weekly (ARCs 12 weeks in advance)		
	Library Journal (ARCs 8 weeks in advance), other major outlets		
	NetGalley (in advance)		
	Statewide newspapers that run reviews		
	Local newspapers that run reviews		
	Lone Star Literary Life reviews		
	Paid review options: Foreword, Kirkus, LSLI Sponsored		
	Add review praise to Amazon, all promotions		
4	Gratis copies (friends, family, acquaintances, influential individuals: for promotion or thanks)		
5	PUBLICITY Media publicity/press release (book news; features) <i>Attach spreadsheet of contact info</i>		
	Statewide writers' groups		
	Local writers' groups		
	Regional ABA		
	Alumni news		
	Radio book call-in shows		
	Local book TV shows		
	Your connections: Local clubs, organizations, churches		
	Media connections about issues raised in the book, author experience		
6	PROMOTION Endorsements (blurbs) solicited from individuals who are influential and relevant		
	List potential blurbers here: authors of books like yours, recognized names		
	Review/praise snippets from your previous books		
7	PROMOTION Collateral, swag, and signage		
	Book cover poster (11x17)		
	Book signing poster (11x17, customizable)		
	Book flyer (8.5x11)		
	Bookmarks		
	Business cards		
	Postcards		
	Informal cards (invitation, thank-you, etc.)		
	Logo-branded items, as relevant (pens, Post-its, etc.)		
	Logo-branded canvas tote bag		
8	PROMOTION Dedicated launch event and other book signings		
	Dedicated launch event: where and when?		
	Invitations and publicity for launch		

9	PROMOTION Events (signings, readings, festivals, lectures, etc.)		
	Appearances at regional and state festivals		
	Bookstore events/signings		
	Talks to special interest groups		
	Topical lectures		
	Introducer for other authors		
	Civic group presentations		
	Festival/trade show exhibits (Texas Book Festival, TLA)		
10	PROMOTION Social media setup and promotions (Facebook, Twitter, Pinterest, blog tours, etc.)		
	Author website: add and maintain content		
	Author blog (if you're the blogging type)		
	Author Facebook page (separate from personal profile)		
	Author Twitter account		
	Amazon Author Central page		
	Author Goodreads page		
	Author Pinterest board		
	Author Instagram profile		
11	PROMOTION Awards and recognitions		
	Research eligible awards (budget for free copies, fee, postage)		
	Foreword Awards		
	IPPYs (IBPA)		
	Western Heritage Awards		
	Western Writers of America		
	Will Rogers Western Heritage Awards		
	Writers' League of Texas Awards		
12	SALES channels (chain and indie bricks-and-mortar stores; online; nonbook; library; event)		
	Amazon.com		
	Ingram (distributor)		
	Baker & Taylor (distributor)		
	Barnes & Noble		
	Books-a-Million		
	IndieBound		
	Goodreads listing		
	State, regional, and local independent bookstores		
	Museum and specialty stores		
	State and local libraries		
	Back-of-room sales; keep a box of books/swag in car		