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## **A TIMELINE FOR PUBLISHING SUCCESS**

### MARKETING/PUBLICITY/SOCIAL MEDIA

From a Workshop at the Brooklyn Book Festival, September 21, 2014

Speakers: Bridget Marmion, Rich Kelley, Michelle Blankenship

General: Honestly and clearly answer: Why am I publishing? There is no wrong answer and many different answers, but once you honestly address that, it will determine target audience and the most effective decisions re publishing options, format, price, TITLE\*, marketing, publicity efforts, essential pre-publication efforts, and how you/your team will measure success

Who is the target audience? As an example, here's how a reporter might explore: Who's my audience?

[joymayer.com/2013/02/11/whos-your-audience-and-other-questions-for-reporters](http://joymayer.com/2013/02/11/whos-your-audience-and-other-questions-for-reporters)

### **WHILE YOU'RE WRITING YOUR BOOK:**

Marketing/Publicity: Take photos, short videos of significant sites while you're there

–Offer to speak before organizations, groups: church, alum, Hadassah, trade orgs related to your specialty or book's subject to build your reputation and visibility as a trusted source on the subject. Gather business cards, email addresses

–Shop at and get to know your local booksellers

–Determine what your budget is going to be for freelance assistance (editor, publicist, marketing consulting, any ads/promo, jacket designer, copyeditor, etc.)

–Gather recommendations for freelancers

Social Media: Pick a platform(s) you like (Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, Tumblr) relevant to your target audience, set up an account, search for people with similar interests

–Share news about your progress in writing on social media: get your friends/followers invested in your work; share interesting facts, insights, or help someone

–If you have a website, this is a good time to begin blogging about your interests, your research

### **WHEN MS DRAFT IS FINISHED:**

Marketing/Publicity: Get professional feedback on TITLE and SUB TITLE or for fiction, TITLE and Reading line, considering SEO; and get candid feedback from members of targeted audience

\*TITLE is the single most important marketing decision you will make.

–The Metadata related to your WEBSITE and BOOK is the second most cost-effective and crucial effort re people finding your work: DISCOVERABILITY.

Social Media: Share the news; get additional feedback on ideas for title/subtitle;

### **WHEN PUBLICATION DATE IS SET:**

Marketing/Publicity: Interview Marketing /publicity freelancers; review title, positioning, sales/distribution plans. Become active on Goodreads, if not already.

–Decide how many galleys (advance proofs) and finished copies will be made available for media (this number can change, but better to overestimate so that your budget is more flexible).

Social Media: If you haven't already, set up your Author Facebook Page and/or Website.

### **10-12 MONTHS BEFORE PUB DATE:**

Marketing/Publicity: If you plan to hire an outside publicist or marketer, now is the time.

–Make a list of 500+ people you know, for misc uses

–Discuss possible pitches/hooks for book with your in-house and freelance team

–Pull sections from book that might make good excerpts, with advice from editor and publicist

Social Media: Find your groove for posting in social media/bloggng; get on a regular schedule

–Identify bloggers with similar interests; read, follow and comment on their work

–Begin to share excerpts from your work

### **4 TO 6 MONTHS BEFORE PUB DATE:**

Marketing/Publicity: 4-5 months before pub date, write a self Q&A (with your publicist). No more than 5-7 questions; your answers need to be no longer than a paragraph of 3-5 sentences.

5-6 months before pub date, start alerting any of your media contacts about the book, or networking with anyone you know affiliated with the media for suggestions/leads/intros. Trade journals, long lead media must now receive advance copies for review.

–Confirm any in-Store events

–Once galleys in, approach select VIPs you know for comments on your book for public use.

Social Media and Online Advertising: Begin to increase your social media posting and perhaps extend into new platforms

–Begin to plan your online advertising strategy

### **3 MONTHS BEFORE PUB DATE:**

Marketing/Publicity: General media approached about reviews and coverage

Social Media and Online Advertising: Once book is available for pre-sale, you can begin creating online ads on Facebook and Google AdWords. Optimal timing of ad placement determined by genre, advance comments, budget.

–Be sure to post about any readings, book signings or events related to your book

**1 MONTH BEFORE PUB DATE:**

Marketing/Publicity/Social Media: A community or tribe, aware of you/your work, is waiting to know when your book is available. Announce that via email marketing and your social media

**PUB MONTH:** Follow your publicity/marketing campaign plan;

–Ask friends to announce publication on their social media

–Kick up social media engagement

**POST PUBLICATION:** Continue social media engagement with readers

–Plan online ads if you have strong blurbs/reviews

–Watch inventory and sales impact

–Review success measurements to decide next steps

–At some point the best Next Step may be to take all you have learned and begin next book.