

# Marketing Plans or:

How I learned to stop worrying and  
embraced the suck



# Resources and Links

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## Links:

- <https://www.reddit.com/r/selfpublish/>
- [Ebook marketing 101](#) (youtube)
- [Wide For The Win](#)
- [The Perfect Year](#) (YA Huss)
- [20to50k](#) (facebook page)
- [Chris Fox Youtube](#)
- [Reedsy Book Promo site](#)

# Basic Understanding...

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- “I’m here to sell books” and “I want to make money”
- This will not happen overnight
- ...also, this might (read: will) take years to do
- You will fail many times
- You need to publish and publish often (>1 book a year)
- If you slack on marketing your sales will slack
- ...write good books (obviously but it needs to be said)

# We Must Find and KEEP Readers

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- If THEY don't know you exist you don't exist
  - You don't work
  - You don't get your name out there
  - You don't publish
  - You don't attend selling events
  - You hide away



# Don't Be a Drive By Marketer

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- Find your readers and KEEP THEM
- Marketing Efforts -> Community First
- Marketing Mindset
  - Newsletters
  - Social Media
  - Influencer Content generation
    - YouTube, Social Media, Reviews, Genre expert



# Example Author



Author

"Petite Authorus Marketis"

Social Media Following

(750 people, but only 30 real and active)

Newsletter

500 subs (Open rate of 30% and click through of 3% but only 10-15 buy routinely)

Amazon Organic Reach?

Low/zero. Books are outside top 100k

~Pity~

Friends and Family

4 Weeks after  
Launch

<25 sales

# Summary

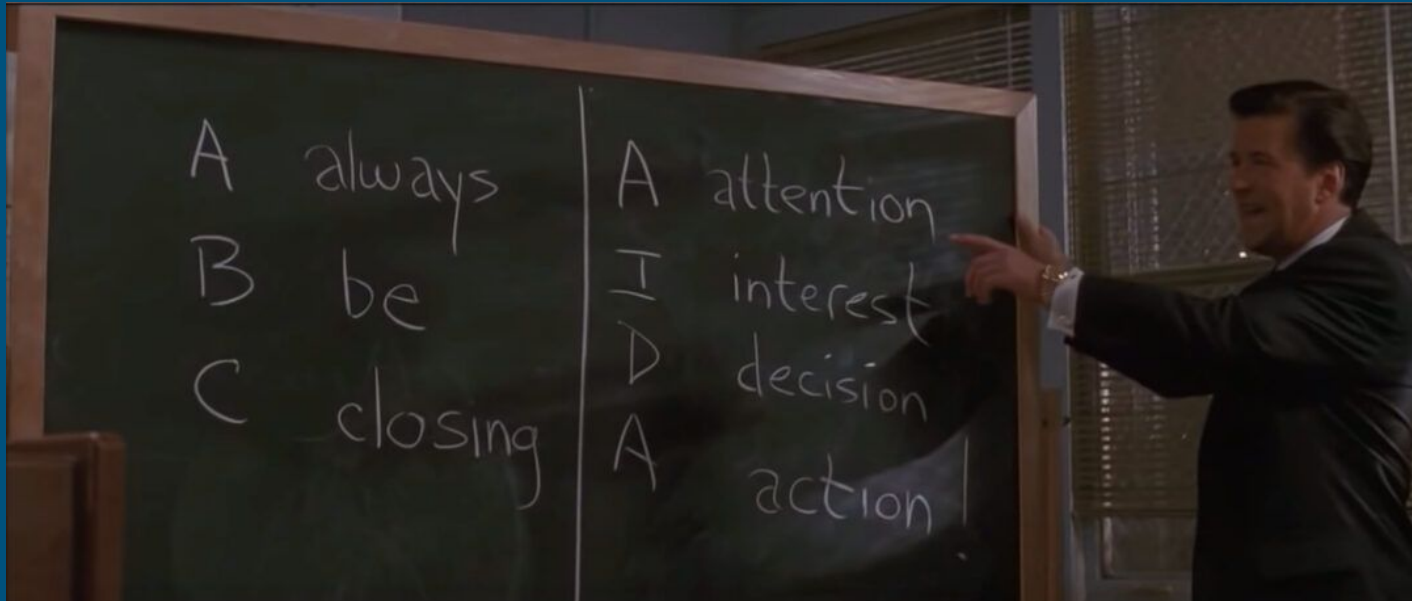
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- **You're A Publisher Act Like It**
- Marketing Framework
- Maintenance Marketing vs. Launch Plan
- Publishing Reality
- Marketing Examples

# Self Publishing

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If you want to be a publisher you have to be a publisher





# Marketing Summary

promote

promote

Continuous Ongoing Marketing Activities (Social Media, Newsletter, Social Proof, etc)

writing

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e

writing

writing

writing

R  
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e

writing

Release Prep

Release Prep

One year



# Publishing Research...

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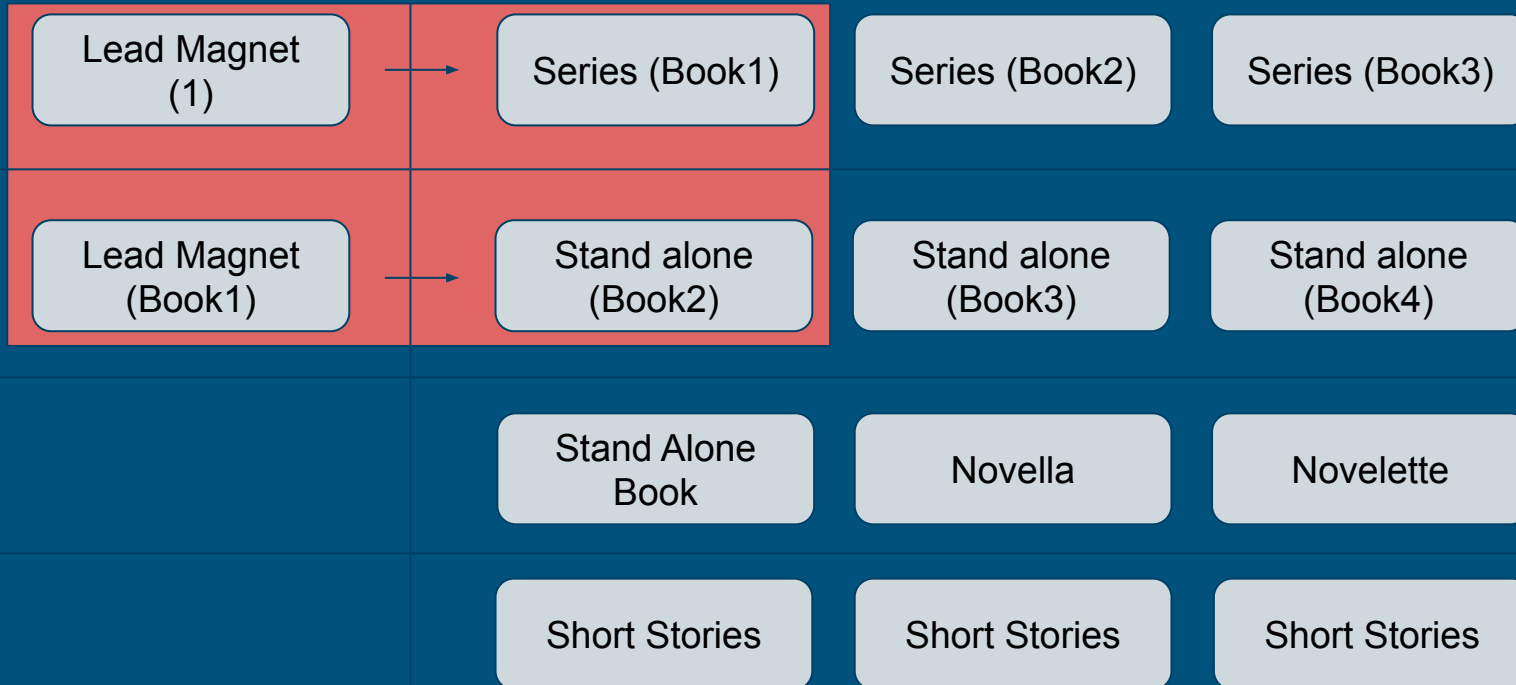
- Are you following other authors <5 indie/trad authors?
- Develop a reader mindset
  - Approach your writing/publishing/marketing from the reader's point of view, not an author trying to sell
- Know the answers to the key market questions
  - KDP Select vs. Wide
  - Covers, pricing, series vs. standalone
  - Genre
  - Prequels, novellas, S. Stories, Lead Magnets



# Content Matrix

Lead Magnet

Content



# Marketing Commitment

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- Marketing is not something you do once
- Continuous and repeated effort that grows over time
- Email List Growth
- Email List Cultivation
- Continuous Publication
- Continuous Promotion
- Self publishing means you are the publisher

# Summary

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- You're A Publisher Act Like It
- **Marketing Framework**
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# Marketing Framework

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- Terms: Conversion Rate
- Terms: Driving Traffic
- Store as much of that traffic for future leverage

# Key Term (1 of 2) - Conversion Rate

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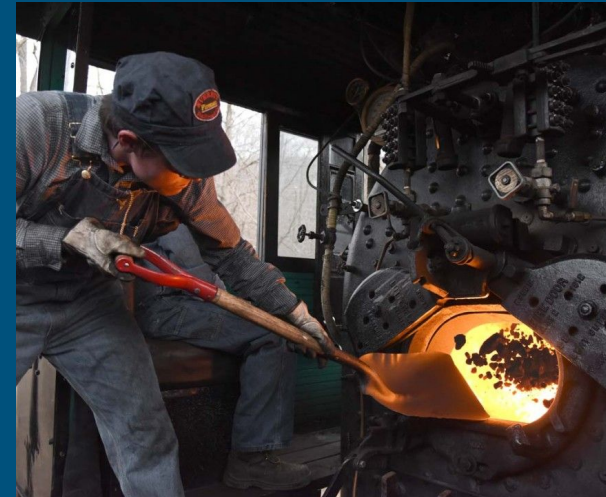
- The rate at which a person is willing to buy your book
- Driven by factors (in order of importance):
  - Cover image
  - Value of the reviews
  - Number of reviews
  - Price
  - Book blurb
  - Everything else...
- Conversion Rate is zero without traffic...



# Key Term (2 of 2) - Traffic

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- The numbers of people who are driven to and organically find your book
- Ways to drive traffic:
  - Newsletters/Autoresponders
  - Paid Traffic (Facebook or AMS)
  - Organic traffic (rankings or search or Freebies)
  - Search engine traffic
  - 3rd party websites
    - youtube, blogs, social media, author sites like wattpad





# Reader Capture - Casting The Net

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- Mailing list
- Front and Back Matter
- Prequel, Book 2, extra materials, character interviews, 'lost' chapters, etc.
- Website optin (giveaways)
- Bookfunnel, list swap, author promotions
- Paid traffic (facebook) email optin.
- Bookbub followers
- Facebook Page



# What should you be focusing on?

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- Expanding the catalogue
  - Increase options for readers
  - Improve readthrough (See Content Matrix)
  - Improving speed of production
  - Improving quality
- Improving conversion rate
- Driving traffic



# Summary

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- You're A Publisher Act Like It
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- **Maintenance Marketing vs. Launch Plan**
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# Deeper Look Into the Marketing Plan

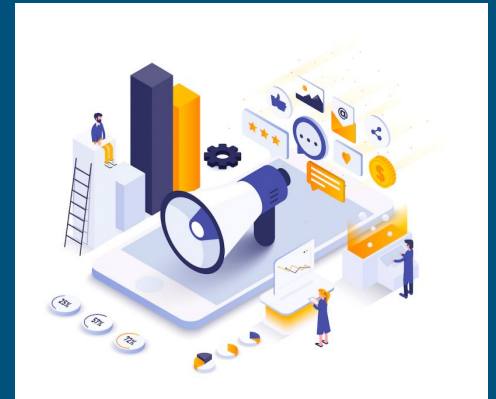
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- Overall marketing plan can be divided into two pieces...
- Maintenance Marketing
  - Stuff you're doing 95% of the time
- Launch Plan
  - Promote existing catalog or New Book

# Maintenance Marketing vs. Launch Plan

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- Maintenance Marketing [**continuous**]
  - Growing your reach (email list, social media, author promotions, increasing followers)
  - Content creation and follower cultivation (Book reviews, email content, short stories, novellas, 'extras', 'insider perks')
- Launch Plan [**discrete**]
  - Short term actions executed to drive traffic and increase sales
  - Focused/Algorithmic solution
  - Promote existing catalog or New Book
- Both leverage each other



# Maintenance Marketing (example)

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- Recommended
  - Building your newsletter (bookfunnel, newsletter swaps, author promotions)
  - Periodic newsletters (3-6 emails a year with cultivating content)
    - Content should be interesting to your readers (newsletter article, short story, world building content, etc)
  - Social media engagement (talking to authors, posting promotional material, posting interesting content, commenting, and engaging)
  - Reading other authors and building author community (these are other indie authors in your genre that you engage AUTHENTICALLY and can eventually use in promotion)
- Advanced (paid traffic)
  - Building your newsletter using paid traffic (facebook)
  - Continuous sales using Amazon Ads and Bookbub ads

# Launch Plan (example)

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- Recommended
  - KDP Select Benefits (if applicable)
  - Newsletter
  - Social Media
  - Friends and family push
  - Free promotions such as Reddit or Facebook groups
  - Ad stacking using book promo lists (one or more during marketing period)
- Advanced
  - [ADVANCED] Paid traffic (AMS/Bookbub/Facebook)
  - [ADVANCED] Newsletter swaps with other authors



That sounds like a job man? And Jobs are hard!

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Yes...and here's a picture of a cat

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# Summary

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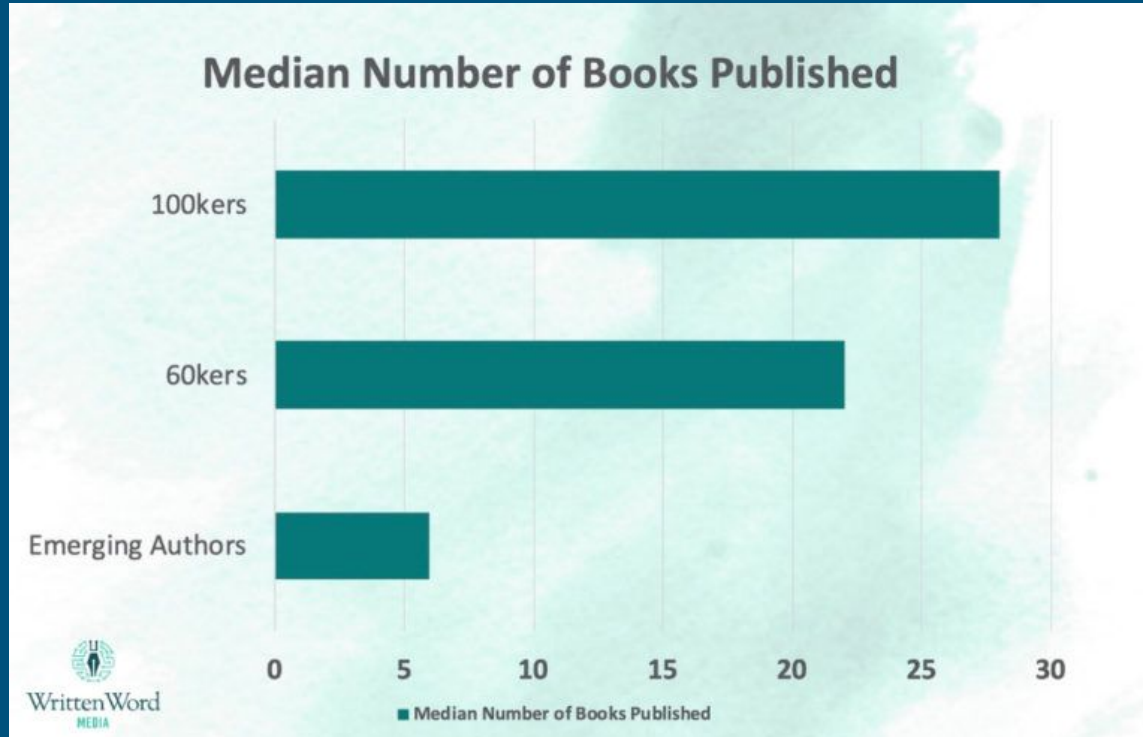
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# You're trying to do with a Publisher does!

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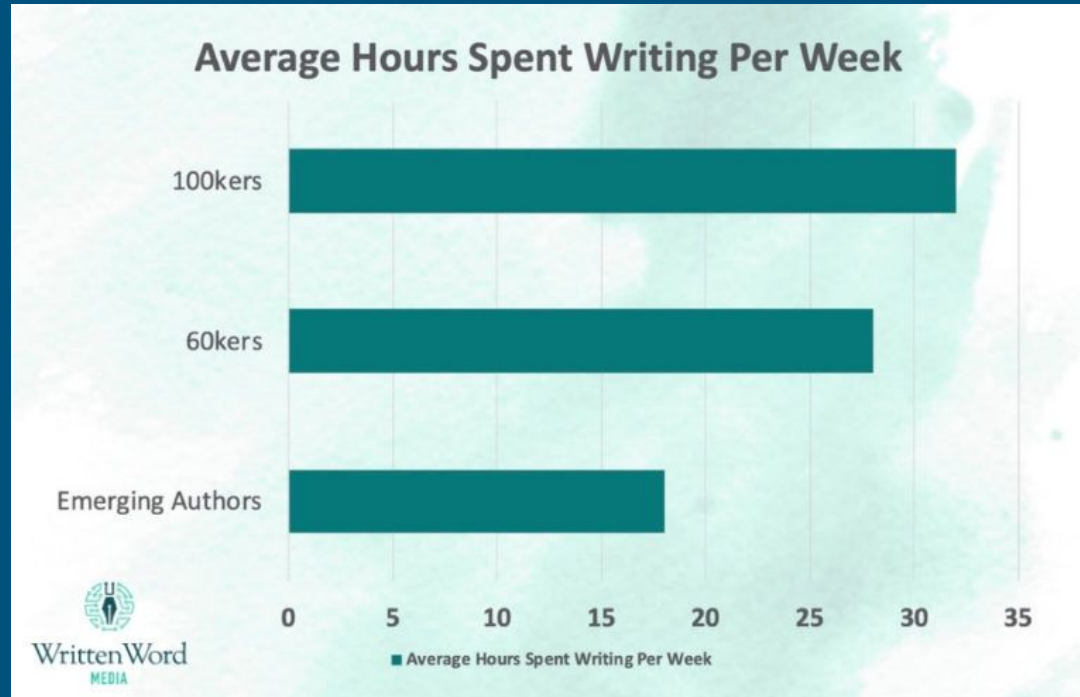
- <https://www.writtenwordmedia.com/author-income-how-to-make-a-living-from-your-writing/>
  - (Susan sent this to me long ago)
- Now some data from 2019!

# Number of books in your catalog

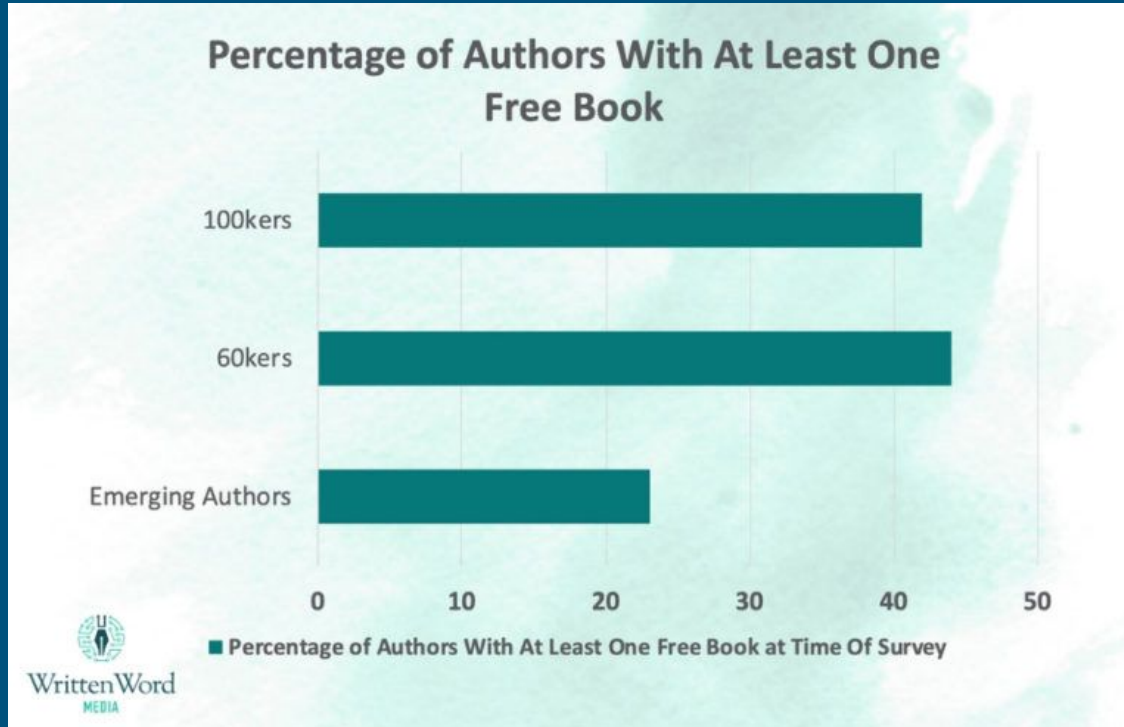


# Time Spent Writing

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# Free Books



# Time Spent Marketing



# Summary

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- Marketing 101 summary
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- Publishing Reality
- **Marketing Examples**



# Traffic Tools



Author

"Petite Authorus Marketis"



Social Media / Following

Newsletter/Autoresponders

Content Creation (YT, BR, TT)

Author Collaboration

In-person Selling

Bookfunnel (\$\$)

Promo Sites (\$\$)

Paid Traffic (\$\$)



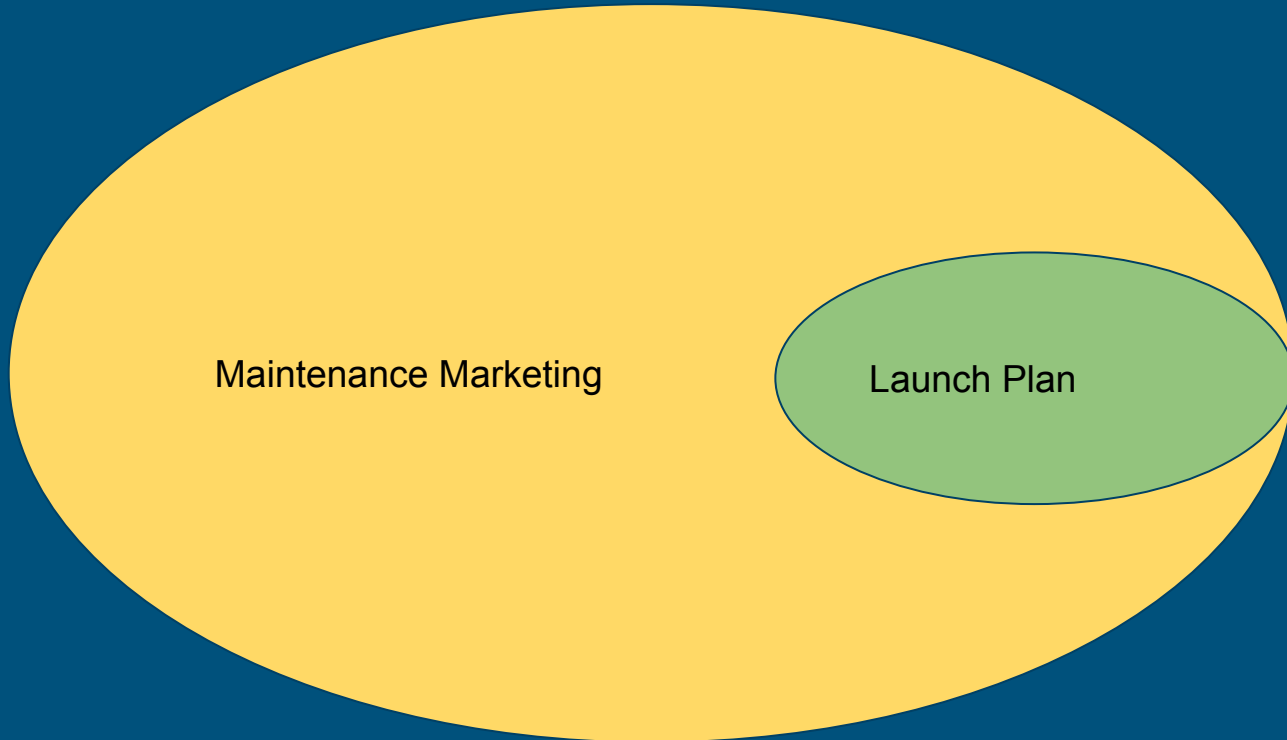
**Pick what works**  
**best for you**



My Marketing

# Big Fish vs. Small Fish

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# Maintenance Marketing (Think in Quarters)

Day: 1

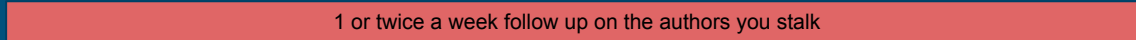
45

90

Read Indie and Engage



Indie Author Stalking



Newsletter

Bookfunnel/NL swap

Newsletter content



Bookfunnel/NL swap

Newsletter content



Paid Traffic  
Amazon Ads  
Bookbub Ads



Author  
Community  
Following



# Launch Plan

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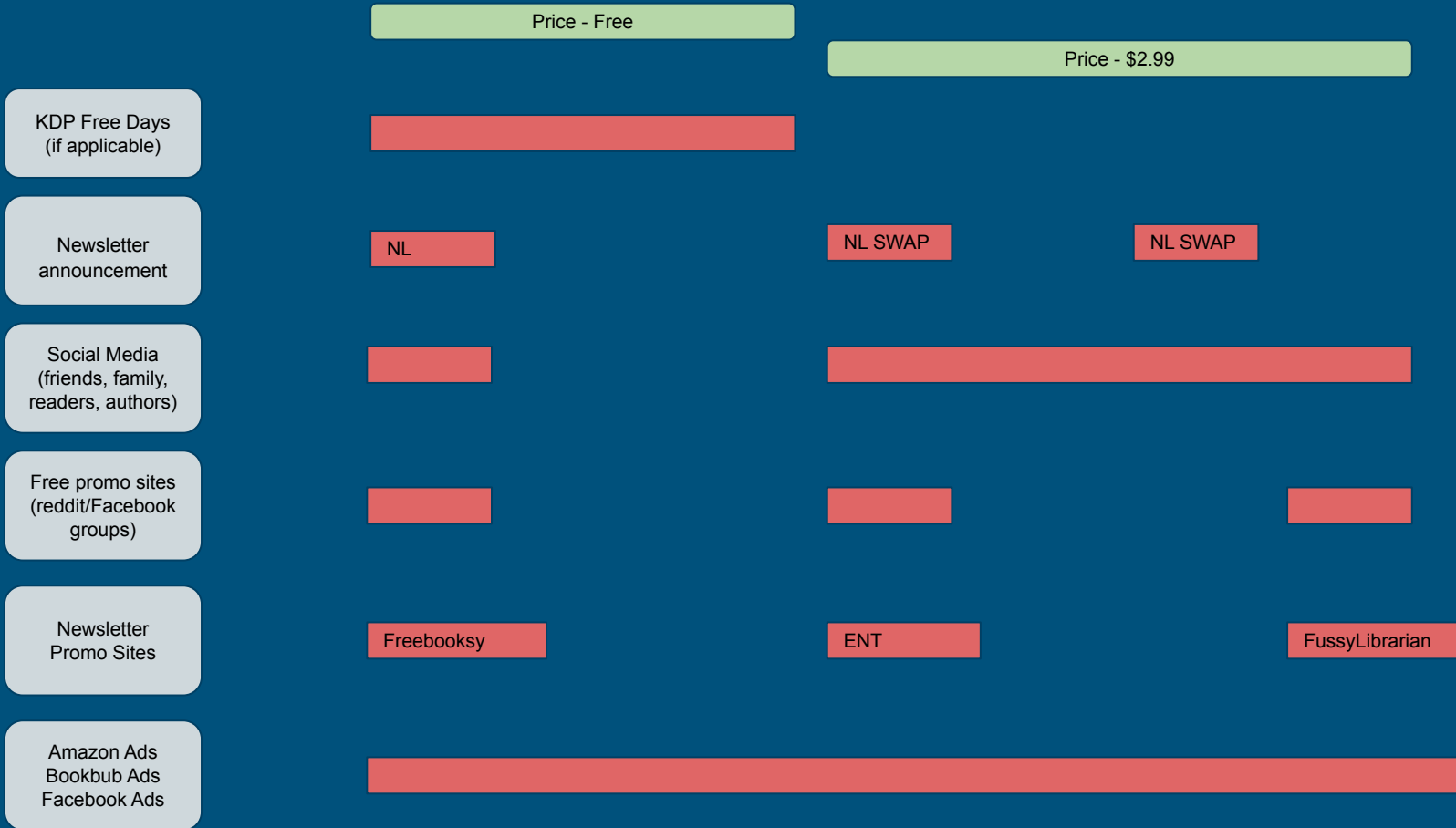
- A detailed plan that evolves over time
- At First:
  - Familiarity with the products (amazon, mailing lists, etc)
  - Running a time sensitive plan
  - Readers who are more than friends and family
  - Drive reviews and social proof
  - Lower temporary prices
- Long Term:
  - Profitability
  - Read-through
  - Subscribers/Social media followers

# Launch Plan Anatomy

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- Work bookseller algorithms
  - Sustained purchases key, no one day bumps
- Book seller marketing emails and suggested titles
- Layer Cake Marketing
  - **“Ad Stacking”**
  - The Goal of sustained traffic and purchases
- What does this *look* like....?

# Launch Plan (2-3 weeks)



# Launch Plan Where To Start?

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- Start simple
- Start with what we know works
- Build onto your launch plan over time

# Launch Plan

Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Day 7

Price - Free

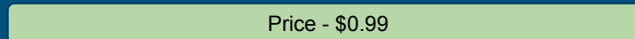
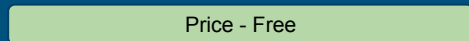
Price - \$0.99

KDP Free Days

Newsletter  
announcement

Social Media  
(friends, family,  
readers, authors)

Newsletter  
Promo Sites





# Launch Plan

Day 1

Day 2

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Day 7

Price - Free

Price - \$0.99

KDP Free Days

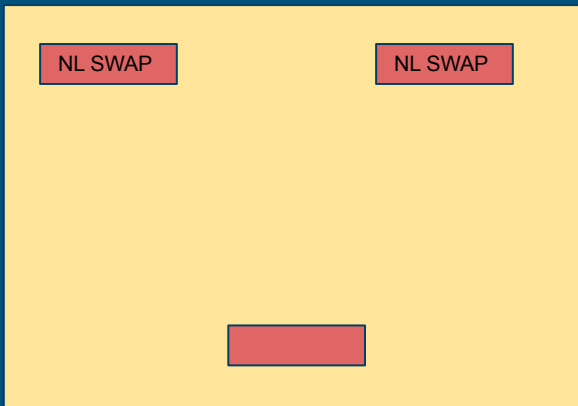
Newsletter  
announcement

Social Media  
(friends, family,  
readers, authors)

Newsletter  
Promo Sites

NL SWAP

NL SWAP



# Launch Plan

Day 1

Day 2

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Day 6

Day 7

Price - Free

Price - \$0.99

KDP Free Days

Newsletter  
announcement

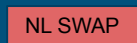
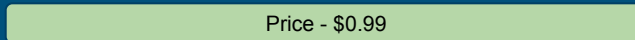
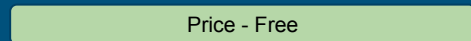
Social Media  
(friends, family,  
readers, authors)

Newsletter  
Promo Sites

Amazon Ads  
Bookbub Ads

NL SWAP

NL SWAP



# Launch Plan Keys To Success

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- Number of Reviews
  - ARC team, existing reviews
- Price / Review ratio
- Read through
- Cover
- Email list size and quality
- Launch Plan can target new content (book) or existing list

# Actions

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- Look at your publishing calendar for the coming year
- Create a Maintenance Marketing spreadsheet/calendar
  - Focus on building author community
  - Focus on building reader community (email list, social)
- Create a Launch Plan (Use starter plan)

# You can do it!

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Never Forget...Doubleday gave this guy money

