



Who should read this document?

Any published or soon to be published author, who cares deeply about the marketing of their books and actively seeking exposure to readers.

Our network has been providing assistance to the publicity needs of authors for 21 years. Authors with clear marketing objectives benefit from our promotional projects that combines search engine with social marketing. Authors with less experience can also benefit from the guidance of our publicist on staff and the access to our Knowledge-base.

Why should you read this document?

To learn more about the actual steps the team of *Online Book Publicity and Marketing* will take to gain the online exposure your book needs. This document is also a task list that our staff will follow, to achieve the marketing mandate of each client. Read the task list to decide, if you would like to have the services provided and wish to have them executed for you.

WHAT IS INCLUDED IN A PUBLICITY CAMPAIGN

■ Campaign Preparation Stage

- 1 We will discuss and provide help with finding the most **effective marketing angle**, **keywords** and **content** to maximize exposure to your targeted readers.
- 2 If requested, we will provide you with a list of suggestions on how to optimize your content and improve your book's presentation and visibility on Amazon.
- 3 We will adjust your book cover and author photo, if needed.
- 4 We will create a **Search Engine Optimized webpage**, exclusively focusing on your book. Your page will include: cover, book description, your photo, 6 optimized social media connectors, links to Amazon and to your GDP compliant website or blog.
- 5 We will include your photo, bio, link to your book within our **Directory of Authors**.
- 6 We will promote your book on minimum 3 bookstore pages of our network.
- 7 We will feature and promote your book on its category page.

■ Campaign Launch Stage to Create Visibility

- 8 As soon as we launched your campaign, we will immediately start working towards your book being visible on the **first page of Google**. These results will include images and videos as well.
- 9 We will create and distribute high resolution promotional visuals for your book as well a short video.
- 10 We will create and distribute high resolution promotional visuals for the genre of your book as well as several videos.
- 11 We will monitor ratings and make adjustments accordingly all throughout the year.
- 12 We support and back-up our **SEM goals and VSO** by also promoting your title on Social Media.

 - a) Your book will be promoted on our own **Facebook pages** best suited to its genre. We run 103 pages followed by 94 000+ people.
 - b) Your book will be promoted on our **Facebook groups** best suited to its genre. We run 82 genre-specific groups of 62 000+ members.
 - c) Your book will be promoted on **Goodreads** to enhance your visibility on Amazon.
 - d) Your book will be promoted on **Pinterest boards** best suited to its genre. We run 52 boards. Generated 320 000 pins. Our boards are followed by 14 500 users.
 - e) Your book will be promoted on **LinkedIn**. Our company is followed by 19 000+ people.
 - f) Your book will be promoted on **Twitter** via optimized tweets and feeds. Our company is followed by 19 000+ people.
 - g) Your book will be featured and promoted on **Instagram**.
 - h) Your book will be promoted on **YouTube**.
- 13 Your book will be included in our Promotional Rotations as well as in our Genre-specific Promotional Rotations.

■ What You Could Do to Support Our Efforts

Optional. You will be able to participate in **free promotional projects** on content and visual based social media. Example: Twitter Days.

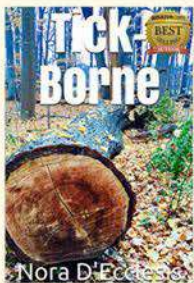
Optional. You will have access to our **Knowledge-base of articles** on marketing and publicity.

You will be able to monitor our work via a private group mandated to inform our clients about promotional projects.

All of the above will be included in your campaign!



HAJNI BLASKO
Publicist & A10/ SEM / VSO
Marketing Strategist

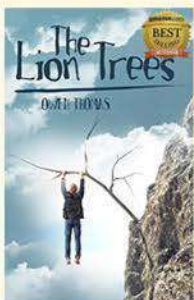


"Online Book Publicity under the direction of Hajni is run professionally and with intention to succeed. It's a fabulous service and a must for all authors. After many years with them it is obvious to me that their publicity has been instrumental in my achievement as a #1 Bestseller and

award winning author. It has been my pleasure to refer many other authors to this company, which is my highest compliment. Thank you Hajni for the good work that you do for us!"

Amazon Bestselling Author

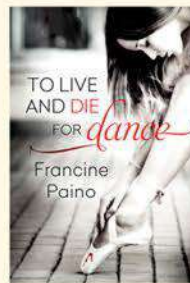
NORA D'ECCLESIS client since 2014



"Such a great value for writers! Hajni knows what she is doing and cares about her clients. Too many out there will take your money and give you nothing in return. This is the place to be."

Amazon Bestselling Author

OWEN THOMAS client since 2015

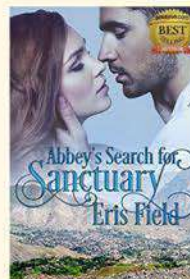


"Hajni and Online Book Publicity are fabulous. She is up-to-date on all the newest methods of promoting the books represented by Substance and she pushes her authors to be involved in their campaigns. She represents two of my titles. I hope to continue

with her for many years to come."

FRANCINE PAINO client since 2015

"Hajni is the best! She does what she says she will and when she promised to do it.



In fact, she goes above and beyond what she promises to do. She has promoted two of my contemporary international novels – No Greater Love and Lattices of Love. As I work on another international romance, I am already planning to ask her to help me with promotion."

Amazon Bestselling Author

ERIS FIELD client since 2014

If you are interested in learning even more about these publicity options, feel free to introduce our publicity team to your book. Obligation free, GDPR compliant communication. No payment or credit card information will be required.