

Akshay K. ✓
Mohali, India – 3:28 am local time
95% Job Success
TOP RATED

Public Relations Expert Need for Book Launch
★★★★★ 5.00 Aug 12, 2022 - Dec 12, 2022
"This was several months of marketing and collaboration. More to come in the future."
\$2,711.23 \$23.44 /hr 116 hours

My main aim would be to get **sales**, reviews, and **awareness** of your book. **Here is a list of marketing tasks I will perform to promote your books.**

GoodRead Promotion -

I will use the Goodreads platform to promote your book in front of the relevant audience which will help us in branding and increasing book sales as there people only come for the books and find new books in their favorite genre so we would have a good chance to get our book prompted there and increase the book awareness and sales. I will find similar books on GoodReads and go to their comment box and target the people who commented there as those will be the very relevant audience for your book. I will join the groups there and create topics and participate in other groups to discuss our book. Here are some of the books and topics on GoodReads. <https://www.goodreads.com/list/tag/library>

SubReddit Promotion -

There are many subreddits (communities) for books on Reddit that we can use to promote the book as they are specifically for the books so it can be a very good option for us to get a good number of book readers on the website and Amazon page. I will only find the SubReddits which will be in the genre of your book so that people can relate themselves to the book content and buy the book.

Instagram DM Promotion -

There are thousands of people on Instagram who are regular book readers and if we can target them for our book promotion then it would be very helpful to make the book successful as once we would have a list of people we can send them DM's, Contribute to conversations on their profiles by providing relevant comments and discussing the book content to increase the awareness and traffic on the book page. I will find similar books on Amazon and find their Instagram handles so that we can target their audience, for that, I will be only targeting the people who would like their recent posts on Instagram so that we can make sure that we are only targeting the active audience from their pages.

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Wattpad Promotion -

There is a platform called Wattpad where people read short stories from books, I think we can target all those people for your books by putting the short stories from the books so that once they will like the short stories they can go to buy the books from Amazon. Wattpad has 90 million users, the majority are readers, collectively spending 20 billion minutes each month using Wattpad so it would be a great platform to promote your website to get success. Here is an example of the chapter (short story) from the book where they have got 294K watched and 4.8k people liked the story

<https://www.wattpad.com/472552804-bottom-dollar-one-it%27s-raining-money>

AllAuthor Platform-

I personally love this platform to promote books as it helps to get a free landing page with all the details of the books and author profiles. AllAuthor offers authors easy-to-use tools for personal branding, creating engaging content, and automating social media promotions for their books. It also helps authors connect with and discuss their work with readers.

Here are two examples for the author page and a separate landing page for the books.

<https://allauthor.com/author/TedTayler/>

<https://tedtayler.allauthor.com>

Website SEO -

I will do the regular SEO tasks to increase the website traffic and make the website stronger on the search engines with some long tail keywords in the beginning and then once we would have enough audience on the website we can add a blog section where we can make the blog post with the book topics as it will help us to make your brand and get good number of the relevant traffic on the website which we can convert into the sales.

Social Media Marketing -

I will do regular social media promotion to increase the branding and awareness of the book which will help us in sales. I will manage the promotion on Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube/Shorts, and many other major social media channels. Here are some **examples** of the posts I will be creating to promote your book through social media channels. Please check here



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https://docs.google.com/document/d/1-_yJRorgMbO25iJQKNJb54_9BmZw1s85QQA84_Inhw0/e/dit?usp=sharing

Facebook Groups Promotion -

I will find the relevant groups on Facebook where I will promote the book to them as I will make informative posts with the book links on them which will help us to get a good number of relevant audiences on the book pages. This can be a cheap, easy, and fast way to get your book out there a bit more and if we find more specific groups on Facebook in the relevant genre then they can surely help to boost sales.

Email Marketing -

I offer short-term & long-term email marketing campaigns depending on your needs. I design your email campaigns, handle delivery and provide tracking and reporting. I have a list of 17,000 emails database that I can use to do the email blast to promote your books.

Author Website Design -

Every author must have a website* nowadays. Without a site, you're missing out on endless possibilities and sales opportunities. Let me help you! Each website comes with a page editor, unlimited new pages, pre-loaded pages, a dynamic site menu, users, site search, site stats, comment functionality, state-of-the-art security, and much more

Here are some links to author websites that I have launched for my authors:

<https://thelasthouseonchristmas.com/>

<https://www.esthermarie.org/>

<https://jaybeck.net/>

Premium Book Press Release & Worldwide Distribution -

This is my premium book press release service. I'll write a professional press release for your book, and then your press release will be distributed worldwide and reach at least 200 premium online news outlets, including guaranteed placements on ABC, CBS, Fox, and NBC sites.

Proof of distribution also included:

A full distribution report showing the PR pickups in an easy-to-read PDF format.



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A link to see your press release in Google News, including major news websites such as ABC, CBS, Fox and NBC, and many others.

Online Book Paid Advertising Programs-

Google Ads (Display Network): I'll advertise your book each month via the Google Display Network, meaning that your book will be advertised on targeted websites throughout the USA.

Facebook and Instagram Ads: I've been advertising on Facebook since 2014 and have reached millions of Facebook users with my campaigns. With over 2.93 billion users worldwide, Facebook's advertising reach is nearly unlimited. Let me create ads for you, select the demographics and targeting, and continuously manage your ad campaigns.

Other Marketing Techniques -

As I will be working on the website promotion so I will be adding other marketing tasks too, which we will add as we will start getting the results.

Email: info@writersebooks.com **Visit Us:** <https://writersebooks.com> **Call us:** +91 8699099252 (Akshay K)
