



### **Marketing your book**

*Included for every author*

1. Book listing on DamianosPublishing.com
2. Book listing on Amazon.com, including Look Inside feature
3. Book listing on SilverStreetMedia.com
4. Social media posts on Damianos Publishing Instagram, Facebook, LinkedIn pages
5. Press release to our usual contacts
6. Press release to an email list provided by author
7. Potential book signing at Damianos Publishing to coincide with Saxonville Mills Open Studios (typically held once a year)
8. Suggestions for venues for author to sell book

### **Optional marketing**

*4 hour package: \$500, additional time: \$80/hour*

1. Book marketing plan  
Customized, includes a competitive analysis, and recommendations for strategies and tactics to help sell your book
2. Assistance with marketing tasks you can't or don't want to do such as:
  - a. helping you promote your book through your social media presence
  - b. using blogs/websites
  - c. email newsletters
  - d. virtual and in-person events
  - e. media coverage

### **Author's suggested marketing tasks**

1. "Like" Damianos Publishing on Facebook so that we can tag you
2. "Like" Damianos Publishing on Instagram so that we can tag you
3. Create a list of organizations that you are connected with
4. Provide a list of email addresses for newspapers, magazines, schools, and other groups author is involved with for DP press releases (no limit, just email addresses separated by commas in a word doc.)
5. LinkedIn posts
6. Facebook posts
7. Instagram posts
8. Website for book or blog
9. Amazon.com – request 5+ people to write book reviews once book is listed