



Publicity and Marketing

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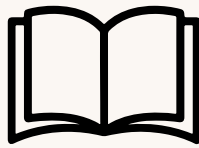
Tips to help you

The process of promoting a book is never complete. Our marketing team work on implementing the most relevant strategies for each title, utilizing our many years of experience and contacts. We do not employ a one strategy fits all approach.

Our publicity process

Each book is different.

Publicity employ various different techniques depending on the content, author and target audience of the book. This is an outline of some of our promotional methods and publicity process.



How we can help after the book is finalised

- 1 Publicity will contact the author with a provisional release date and a copy of the press release we intend sending out.
- 2 The book is uploaded to Amazon, Nielsens, Pegasus website and online booksellers, including physical bookstores which have an online presence such as Foyles and Waterstones and information is sent to Gardners. It is also added to Goodreads review website.
- 3 Even if the book is not available on the shelf, it can still be ordered into any store which has access to the Gardners or Nielsen's' databases. The more people who order a book in store, the higher the chance of that store choosing to hold stock on their shelves.
- 4 Publicity will distribute the press release. Initially to local media and bookshops, but also nationally where appropriate.
- 5 Relevant bloggers/reviewers, bookstores, newspapers, magazines, radio stations will be contacted.
- 6 The book will be promoted via social media (Twitter, Facebook, Instagram, etc).
- 7 Publicity will try to encourage local bookstores to hold signings with the author.
- 8 Publicity can approach local libraries to encourage them to stock the book and hold possible event with the author.
- 9 Will create digital content such as book banners and videos to be shared through social media to reach your target audience.



Complimentary copies of the book (as outlined in contract) will be sent to you as the books arrive from print. If you require any further copies, these can be purchased from Pegasus with the author discount applied.



Bookmarks and flyers can be included when requested at this stage. Additional copies of these can be printed upon request for school events/book signings. We can also produce posters.



When submitting books for awards we have to consider all of our currently published titles to decide which best fits the entry requirements and therefore has the best chance of winning. If the book is selected and submitted for an award, publicity will inform you.

With all of the above, it helps if an author can follow up this contact in person after Pegasus have made initial contact. Libraries and bookstores are often far keener to hold events if they have met the author in person.

We cannot guarantee success, we can strive to deserve it.

- ▷ We will work hard to promote your book with your support, however we cannot guarantee sales of the book.
- ▷ We cannot send the book out without first receiving an order.
- ▷ We cannot guarantee that the book will be short/long listed in any competitions.
- ▷ We have a strong network of bookshops that we work with, however we cannot force bookstores to stock the book.
- ▷ We can work with you to encourage book signings. We cannot make newspapers, magazines, radio stations feature the book or interview the author.

Your Book's Success Depends on You!

As your publisher, we're here to support you and help to try and make your book a success. But your book depends on you. As the face of the book, the celebrity behind the work, you need to be as active as possible in promoting and publicising your book. Here is what you can do.

Social media

Be as active on social media as possible. It is a great tool to engage with your target audience.

Contact media

Contact bookstores, newspapers, magazines, radio stations. You can do this by email, telephone or in person.

Friends and family

Encourage friends and family to buy your book and let others know about your book. They can also share on their social media.

Bloggers/ Reviewers

Try to contact any potential bloggers or reviewers that you find (if appropriate).

Children's book

If you have written a children's book you may want to approach local schools in the relevant age group, to read some of your book to the children. You will get very truthful feedback from them. Give them all a bookmark to take home, as well as having an opportunity for students to buy books and get them signed by you.

Arrange events

Try to arrange signings in libraries as well as bookstores. A signing is an excellent way to promote the book and your self, but you also get to meet your readers.

Talk to your Publicity Director

Communicate with Publicity Director regarding all publicity activities, so that these can be promoted on the Publisher's website and on social media. Obtain photographs of events to be sent to Publicity Director to be shared online.

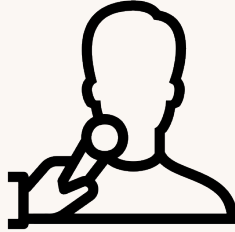
Self promotion

Although as a new author it may be hard, self-advertisement is increasingly necessary. It is no longer enough that a book is well written, the media are interested in personality. If the author is approachable, it makes marketing easier.

Your website

If you have a website, you may want to include the background to the writing of your book. Books have news value, especially if you have an interesting story to tell about yourself, how you came to start writing or there is a special angle to the book.

Tips to help you



Tips for a good radio interview

Be confident. Know your topic inside and out. Project an air of confidence, even if you feel nervous.

When preparing for the interview think about what message will interest the audience. The interviewer's job is to keep his audience interested, if he/she thinks you are entertaining the listeners you may be asked to stay longer or to be asked back at a future date.

Make an effort to sound warm and personable. If you come across as cold and detached, the listeners may 'detach' themselves from you and switch to another station.

Be prepared for confrontation. Remain firm and polite if there are any negative comments.

Don't be overly pushy. While you certainly want the listeners to know how they can purchase your book you don't want to offend the interviewer. Concentrate on being informative and entertaining. If you entertain the audience, the interviewer will gladly endorse you and your book.

Present your message succinctly, don't ramble, the audience will remember the details much better.

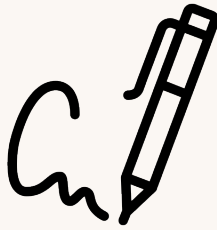
Find out about the show before the interview. If you know what the show and its audience are all about, you will be able to tailor your message to make it more acceptable.

Cultivate a good rapport with the interviewer. Compliment him/her on the show. If the interviewer likes you, you may get a good plug at the conclusion of the interview.

Remember names; write down the host's name and use it. If you are taking calls from listeners, always write down the first name of the caller and use it when possible. This makes the interview more personal and intimate. Listeners are more likely to engage with you and your topic.

Be punctual. If the station is calling you make sure that you stay by the phone.

Remember – your intention is to enlighten the audience about your book and interest them in purchasing it.



How to have an effective book signing

Make it into an event. Give a presentation; share some information about your subject or give a reading from the book.

At some book events, particularly those in libraries and schools, it may be a good idea to hold a brief Q&A session after a reading. Guests can ask questions about the book, yourself as an author, and about your writing process.

Be friendly, even to those who don't buy a book. They may change their mind.

Make friends with the book shop staff, talk to them about your book and take an interest in them. Remember, they have the final say on what happens to your book in regards to their store.

Practice your reading or talk beforehand. Make sure you know what you are going to say, and make sure it is not too long; your job is to entertain and interest people in your book. Invite questions. Engage the audience by including points of interest that you don't explain in detail, someone is bound to ask you to elaborate. Or ask yourself the first question by saying 'people often ask me'.

Thank the staff and audience.

Keep smiling and try to appear relaxed, this will help the audience to feel relaxed and be more engaged.

Have some photographs taken. These can be used for publicity. Put them on social media, your website if you have one and send them to the marketing team for our use.

When people approach you to sign their copy of your book, ask how they would like the book personalised, or what else they like to read. Perhaps ask how they heard of the event; this will help you to know what publicity has been effective. Keep it brief though if there are a lot of people waiting.

If there are a lot of people waiting to have their book signed, it might be a good idea to have a friend help you by going down the line with a stack of sticky notes. They can ask each person how they would like the book dedicated, and how to spell their name, and then write it down. The customer can then hand the note to you when they reach the front of the line.

Ask the staff if you can sign any unsold copies.

Word of mouth is an excellent selling tool, if the audience goes away happy they will tell someone about it.



Tips for social media

Social media is a great way of advertising your book and yourself as an author. If you have a social media account for your book, that allows us to see what activity is happening regarding you and your readers. Your readers/potential readers can see if you have book signings or launch parties coming up and can view photographs from previous events.

It also gives us the opportunity to share what you post to reach a wider target audience and gain you more publicity and more readers.

Keep your personal social media separate from your book promotions.

If you are already on Facebook, you can create a separate page for your book, or for yourself as an author.

Some other social media channels you may wish to try include:

Twitter
Instagram
YouTube
Facebook
Pinterest

You might like to consider starting up your own blog.

We understand that social media may not be something everyone is comfortable using. It is entirely your choice. If you require any advice on social media, our marketing team will be happy to advise you and can provide you with links to some of our author's pages so that you can get an idea of the types of things they post.

Be consistent, and post often. However, do not 'spam' your followers by posting the same message, or a variation on it, several times in one day. Vary the content of messages that you post. Share book related news and news about other authors too.



Approaching Bloggers and Reviewers

At Pegasus, we have an ever-growing list of bloggers and reviewers who we contact in regards to our new releases. However, sometimes bloggers in particular prefer to be approached directly by an author. This can appear far more personal than being approached just by the publisher.

Search for blogs relevant to your book's subject and target audience. For example, if your book is a young adult romance novel, search for bloggers who review young adult novels. Those who only review adult crime novels would probably not be interested.

YouTube is another good place to search. There is a thriving community of book vloggers who use YouTube to discuss, review and recommend books. This can be particularly fruitful as, if they enjoy a book, they will most likely mention it again in future videos too.

When approaching a blogger to enquire if they would like a review copy of the book, be friendly, yet professional. Many blogs have rules listed on how to contact them and the types of books they are currently accepting for review.

If a reviewer/blogger does not respond, or declines, continue to be polite and accept this as a no. They may change their mind at a later date, or they may decide to buy a copy after a while. Do not 'spam' the same reviewers again and again in hopes of receiving a response. There are hundreds of other blogs to try.



Marketing always works best as a joint effort
between the publisher and the author.

Above all, be patient, it could take several months
to get your book reviewed in the media. It takes time to build sales
and to get your name known and gain an interested audience.
Don't be tempted to think that after a year all possible leads have been
followed, new opportunities can come along at any time.

If for any reason you feel that you cannot personally become involved
in promotional work, your ideas and contacts will still be valuable to us.

Although both parties can do their best to promote any book,
the ultimate success or otherwise is down to the readers.
Success cannot be guaranteed.