MARKETING STRATEGY

BRAND POSITIONING

Tone:

- Professional but creative
- Author-centric
- Transparent
- Strategic
- Results-driven

Core messaging pillars:

- Authority
- Trust
- Creative excellence
- Commercial success

AUDIENCE SEGMENTS & MESSAGING

Segment	Core Pain Point	Key Message
First-time fiction author	Overwhelmed	"We guide you every step."
Business author	Authority & credibility	"Turn your expertise into influence."
Children's author	Illustration & production concerns	"We bring your world to life."
Indie author	Marketing frustration	"Publishing is only step one."

CHANNEL STRATEGY - ORGANIC MARKETING

Content Marketing

- Blog (2x per month)
- Topics:
  - "Traditional vs Self Publishing"
  - "How to Build an Author Platform"
  - "Book Launch Checklist"
  - "How Much Does It Really Cost to Publish?"

SEO Strategy

- Target keywords:
- Hybrid publishing UK
- Publish my book
- Book publishing services
- How to publish a children's book
- Business book publisher

SOCIAL MEDIA STRATEGY

Platforms:

- LinkedIn (business authors)
- Instagram (fiction & children's)
- TikTok (BookTok community)
- YouTube (educational content)

Content types:

- Behind-the-scenes editing
- Author testimonials
- Cover reveals
- Launch day content
- Publishing myths

MARKETING STRATEGY

EMAIL MARKETING

Lead magnets:

- "The 10-Step Book Publishing Checklist"
- "How to Write a Book Proposal That Gets Attention"
- "Children's Book Starter Guide"

Email funnel:

- Welcome email
- Authority positioning
- Case study
- Publishing roadmap
- Call booking invitation

PARTNERSHIPS

- Writing coaches
- Literary consultants
- Business mentors
- Public speaking coaches
- Podcast hosts
- Universities

PR STRATEGY

- Founder interviews
- Author success stories
- Industry commentary
- Thought leadership articles
- Awards submissions

PAID MEDIA (MONTH 6+)

Budget split:

- 50% LinkedIn ads (business authors)
- 30% Meta ads
- 20% Google search ads

Focus:

- Lead magnet downloads
- Strategy call bookings
- Webinar sign-ups

SALES STRATEGY

Funnel

Traffic → Lead Magnet → Email Nurture → Strategy Call → Proposal → Contract

Sales Assets Needed

- Brochure PDF
- Pricing sheet
- Case studies
- Testimonials & ROI case examples
- Clear publishing timeline visual