



# ADVANCED BOOK MARKETING

Once you have your basic marketing in place (social media accounts and a website), you may want to implement more advanced marketing strategies. Several of them require a lot of research and time, but if done well they could help promote your book and be a lot of fun! If you want to pursue some of these options and need help let us know. We offer author assistant services [luminarepress.com/pricing](http://luminarepress.com/pricing)

## ONLINE MEDIA KIT:

If you plan to do marketing that involves sending press releases, writing articles, reaching out to news organizations, blogs, podcasts, etc., include an online media kit on your website. Here are some items to include in your media kit: book synopsis, author bio, front cover JPG, author photo JPG, press release(s), prior media, scheduled media, and events.

## ONESHEET:

Reaching out to bookstores? A onesheet is a helpful tool. Onesheets include all pertinent book information in one place: info about the book and how to order, an image of the book cover, and an author bio, and photo.

## PRESS RELEASE:

A press release is a great way to let the media know about your book especially as it relates to the news of the day. [forbes.com/sites/robertwynne/2016/06/13/how-to-write-a-press-release/#339c025e3b93](http://forbes.com/sites/robertwynne/2016/06/13/how-to-write-a-press-release/#339c025e3b93)

## ARTICLES:

Writing short articles or essays to submit to article banks, ezine compilers, or print publications is a savvy way to promote your book. It might be worth a trip to a bookstore that has a magazine section to study all the magazines related to your niche. Also, consider your alma mater's alumni magazine and your local newspaper's op-ed section as potential publications. Be sure to include your book title in your bio. [articlecity.com/](http://articlecity.com/) [ezinearticles.com/](http://ezinearticles.com/)

## VIRTUAL BOOK TOUR:

Virtual book tours offer an alternative to live book events to promote the launch of your book. Try connecting with blogs, podcasts, websites, radio shows, and other venues that have the same target audience as your book. Be ready for a couple of months of campaign prep. You'll be reaching out to different venues, tracking information, prepping for each venue, and following up during and after the campaign.

## LIVE EVENTS:

Live book events may be a good option for your book. Book launch parties, book tours, and book signings are not always best for book sales but can help promote your book to a new audience. Other live event options include giving a talk or seminar or hosting a party with other authors. Local independent bookstores are great locations to host your event, but other venues may work as well, depending on your subject matter. Get creative!

## BOOK AWARDS:

Submitting your book for an award is a fun way to promote your book. Be sure to do your research about the company hosting the award before you submit. The Alliance of Independent Authors (ALLi) offers a list of rated and reviewed contests and awards. [selfpublishingadvice.org/author-awards-contests-rated-reviewed/](http://selfpublishingadvice.org/author-awards-contests-rated-reviewed/)

## BOOK REVIEWS:

Paid book reviews can be a valuable option for indie authors. Before submitting to a book review company, do your research to make sure the company is reputable and that they review self-published books.

[booklife.com/about-us/review-submission-guidelines.html](http://booklife.com/about-us/review-submission-guidelines.html)  
[www.kirkusreviews.com/indie-reviews/](http://www.kirkusreviews.com/indie-reviews/)