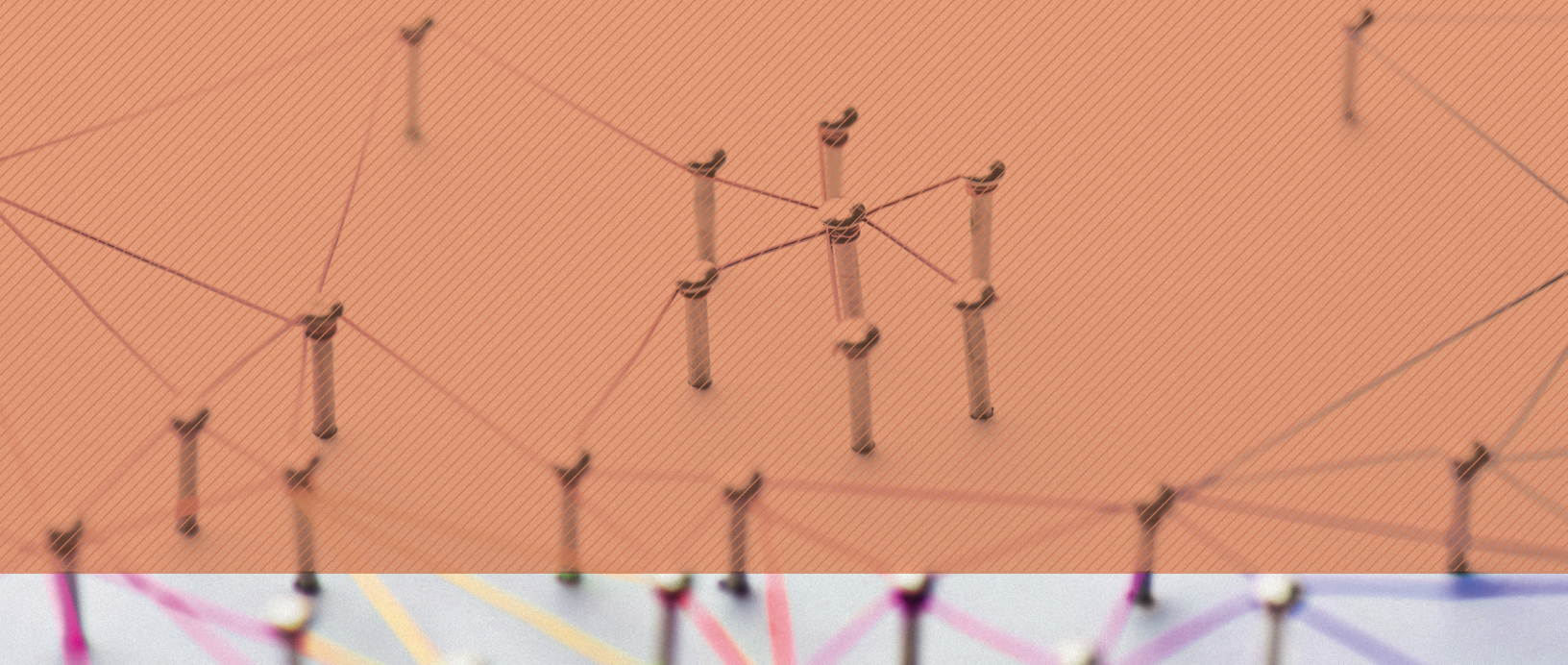


LAVIDGE

Marketing Map



in
partnership
with



BALBOA[®]
PRESS
A DIVISION OF HAY HOUSE

Publicity Recommendation Table of Contents

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Strategy – Based on our review of your book

Campaign Recommendation:

Based on our review of your book we recommend this publicity option(s).

Objectives:

Overall Strategies:

Branding angles

Our team distilled major themes and concepts from your book, questionnaire, and informational call, and cross-referenced them with current trends in the media (i.e. popular culture, national events, trending news, etc.). Using the branding statement, we developed the following primary and additional angles to use with media outlets from various categories.

Primary Angle	Description	Rationale	Sample Media Categories
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Additional Angle	Description	Rationale	Sample Media Categories
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The sample media categories will be used to compile lists of media outlets, and the contacts working at these outlets who may be interested in the messaging of the book.

Tactics – What Publicist will do on your behalf

Forms of media we will be reaching out to:

- Print media such as national newspapers, community newspapers, and magazines
- Trade publications – newsletters, magazines
- TV Broadcasts (stations, programs, networks)
- Radio Broadcasts (stations, programs, networks)
- Websites, Online Magazines, blogs, and podcasts
- Association publications – newsletter, magazines

Target Audiences and Sample Media Targets:

- National media:
- Local media:
- Other media:

Media Relations:

- Distribute press release via newswire service PRWeb
- Develop and pitch targeted story angles for print, broadcast, and online interviews
- Research and pitch bylined article and op-ed opportunities

PR Toolkit:

- Draft press release for newswire service distribution, utilize for pitching and sending with review copies
- Draft PR timeline for weekly media activity and outreach

Ongoing PR Activities:

- Send review copies of book with press release (both cold and by request)
- Create and send weekly status reports

Marketing outreach tactics that *you* can do

Utilize Online and Social Media Marketing:

- The important online and social media platforms that should be created to help promote your book and brand are as follows:
 - **Author website** – an important promotional tool to direct journalists and readers to that provides key information about you and your book
 - **Facebook** – one of the most popular social media websites that allows users to connect with others of all ages from all over the world
 - **Twitter** – a popular social media micro blogging service that allows registered members to broadcast short posts called “tweets” which are limited to 140 characters and are visible to other users

Event Marketing Opportunities:

Additional Marketing Ideas:

- Join author groups and communities (for both self-published and traditional) such as:
 - **The Author Learning Center (ALC)**
 - The Author Learning Center (ALC) is a one-of-a-kind online author education community designed to help educate, motivate, and support you at every stage of your writing and publishing journey, including marketing your book. The ALC offers content on writing, editing, publishing, and marketing from a variety of industry experts, agents, best-selling authors, publicists, and editors. In addition, the ALC gives you access to unique tools, the Book Launch Tool and Author Circles, to help you reach your goals. The ALC offers a free 30-day trial and you can learn more by visiting: <https://www.authorlearningcenter.com/>

Additional Marketing Services Recommendations

Additional Publicity

- Social Media Strategist
- Media Outreach Publicity

Book Reviews

Events

Print Advertising

Hollywood Book-to-screen

Online Marketing