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## TITLE

Subtitle

#### by Author McFancypants

#### **About the Book**

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### Marketing

- Full scale On-going National Radio, TV and Print Media Campaign
- Online and Print Review Campaign
- National Book Chain Outreach Campaign
- Public Library Campaign
- Online Blog and Librarian Review Outreach
- Online Media and Optimization Campaign
- Social Media to post reviews, free give aways, solicit reviews
- Promotions with Choosy Bookworm, Book Gorilla, Pixel of Ink
- Online Book Tour
- Weekly Blogger outreach and guest posts
- Active promotion on Library Thing
- Advertise and promote via Goodreads
- Shelfari, Worldcat, Googlebooks
- Regional Book Tours and Signings
- Outreach to Book Club Organizers
- Promotional Discounted Days
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- Send updates to over 100,000 strong fan base

