**Marketing Consultancy Plans**

**Fly on the Wall Press:** Offering marketing services for literary industries.

*"Thank you for the exemplary job you have done. You did everything we discussed with great ability and professionalism and created a lot of awareness where previously there was none." – Michael Maul, Poet and Author*

**Book Marketing**

All the below plans are flexible based on the requirements of each author or publisher.

**Isabelle says…**

*“Marketing and publicity are the key to successful sales. Introducing yourself as an author to readers and buyers in your target markets is as essential as writing the book itself. I can help authors who have published books through other publishers or who published via self-publishing routes. My goal is to help you reach new readers and help you achieve any goals you set yourself, when you sat down to write the book!*

*I prefer to start this process by listening to what you hope to achieve for your book. Every author is different and so I will work to your requirements. You may be comfortable promoting your own books and therefore seek support in this, but on the other hand you may be terrified of marketing your own work and require more promotional help from my side. I am open to both inside and outside the box approaches.”*



**Background:**

Isabelle Kenyon has a background in Arts Marketing and has worked in theatre marketing for the last five years and book marketing for the past three. As well as running her own successful publishing company, she currently works with publishers and authors internationally and has ran social media marketing campaigns for Sabotage Reviews and Clare Songbirds Publishing House, New York. In the past, Isabelle has designed advertising and PR campaigns for reputable theatres and authors, written press releases, designed social media campaigns and has organised Blog Tours for her clients.

**For a bespoke package and quote based on your requirements, please email** [**isabellekenyon@hotmail.co.uk**](mailto:isabellekenyon@hotmail.co.uk) **with an overview of the publicity required and the time period you would like to work together within. Example packages can be found below.**

**Example Packages:**

**Fly on the Wall Blog Tours**

* I currently specialise in creative fiction blog tours, with a speciality in poetry books. I can organise anything from a seven day tour up to a four-week tour.
* I currently work with publishers and directly with authors. I have a growing list of Blog Tour host bloggers - all are very active on Social Media; Facebook, Twitter and Instagram.
* I ensure that each book is matched with the appropriate bloggers and will co-ordinate the tour from beginning to end. All stops on the tours are shared on Social Media.
* Examples of previous Blog Tours can be supplied, along with testimonials and references from both publishers and authors.

**What do I need from you?**

* A secured publication date (if Blog Tour taking place ahead of publication)
* A cover image (jpeg or png file, preferably 1MB+)
* Physical copies available on request (book bloggers will have a format preference)
* An idea of Tour content – are you looking for reviews, interviews, guest posts or a mixture of all three?

Typically, quotes are £90 for a 7 day tour/£115 for a 10 day tour/£130 for a 14 day tour. Larger time period quotes depend on content required.

**Contact me for a quote and outline your hopes for your Blog Tour’s timeframe to** [**isabellekenyon@hotmail.co.uk**](mailto:isabellekenyon@hotmail.co.uk)

**Social Media Maintenance Packages**

Quote customised to number of social media accounts and preferred post frequency per week and month. Ranging from £12 a week per social media account.

This may include:

* Regular posting to social media channels, with the bulk of content provided by the author.
* Uploading photos, as provided by the author.
* Updating information
* Building likes and a following through interaction.

**(Available in one, two or three month contract periods.)**

**PR Package: £45**

* A customised press release designed for your book to target local and national press.
* Email contact with at least 10 newspapers.
* Press release sent to online blogs and websites.

**Mixed Plans:**

**Plan 1: £80**

Follow up sessions can be negotiated.

What it includes:

* An initial email consultation to discuss your book
* A personalised 1-month social media marketing plan creatively tailored for you to reach your audience
* Correspondence with book reviewers and editors to gain reviews and features about you as a writer and/or your book.
* Can include a personalised press release designed for you to gain coverage in local newspapers and magazines for an additional fee of £30.
* Evaluation as to promotional progress and exposure.

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**Plan 2: £210**

* An initial email consultation to discuss your book (or 40-minute Zoom call/phone call if preferred for an additional £20)
* A personalised 3-month marketing plan creatively tailored for you to reach your audience as well as book reviewers, journalists, and editors.
* Securing up to 8 author interviews
* Organising up to 12 book reviews.
* Social media strategic advice.
* Evaluation as to promotional progress and exposure.
* (Reviews can be co-ordinated to include a Blog Tour for an additional £45.)

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**Plan 3: £390**

* This will include all the above and in addition:
* A customised, sustained 6-month marketing plan, which we can reassess (via 2 Zoom consultancy meetings of half an hour each) based on the successful marketing tactics of previous months.
* Evaluation as to promotional progress and exposure along the process.
* An author interview on the Fly on the Wall blog/social media platforms.
* (Reviews can be co-ordinated to include a Blog Tour for an additional £45.)