**Marketing Consultancy Plans**

**Fly on the Wall Press:** Offering marketing services for the theatrical and literary industries. *Please see pages 1-3 for Book Marketing and page 4 for Arts Marketing.*

**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. As well as running her own successful publishing company, she currently works with publishers internationally and runs the 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** **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, predominantly for a poetry audience. 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?

**Contact me for a quote and outline your hopes for your Blog Tour’s timeframe to** **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 20 minute phone call to discuss your book (or email correspondence if preferred)
* 1 hour Skype call to evaluate
* 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.

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**Plan 2: £115**

* An initial 20 minute phone call to discuss your book (or email correspondence if preferred)
* 1 hour Skype call halfway/to evaluate at end of 3 month period
* 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.
* (Reviews can be co-ordinated to include a Blog Tour for an additional £50.)

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**Plan 3: £235**

* This will include all the above and in addition:
* A customised, sustained 6-month marketing plan, which we can reassess based on the successful marketing tactics of the first month.
* 2 additional Skype calls of 30 minutes each and 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 £50.)

**Arts Marketing**

**Isabelle says***:*

*“The theatre industry is so competitive that talent can sometimes be overlooked. As creatives, we can often be a culprit of underselling our talents and abilities. I want to help writers, actors and Arts professionals market themselves effectively in order to stand out online and grow a following from an online network.”*

**Recent Testimonials:**

*“Social Media, getting that right is difficult! Especially when you are doing more than one thing. Like me, I am an actress, voice actress & screenwriter, lucky enough to work in all three fields and terrible in getting that across online.*

*So I decided it’s time to get some help. Isabelle reacted to a post on Facebook. Her first message already gave me the feeling that she knows what she is doing. She had a look at all my pages before sending me a proposal. From there, it was very easy to know that she is the one I was looking for.*

*Her input helped me so much! She inspired me on how to approach my entire online presentation, which is still in the re-making since our chat. She gave me lots of input on how to post, when to post, how to organise my social media pages, what headers to use, how to market myself with everything I am.*

*I am so grateful, and I will call for sure again, if I need more Social Media Marketing input for my projects.*

*Ps: She’s also just really lovely and her cute dog in the background during our online conversation made my day.”*

* **Laura Sophie Helbig**

**The whistle-stop tour.** *(One-month plan.) £50*

**What it includes:**

* One-hour Skype or phone call to discuss strategy and your business.
* One month’s worth of Social Media graphics specifically tailored to the dimensions of Facebook, Twitter, Instagram and LinkedIn, including cover images.
* Content writing to showcase skills across social media e.g. Social media biographies or website content.

**The three-month plan** *£70*

**What it includes:**

* One-hour Skype or phone call to discuss strategy and your business.
* Three months’ worth of Social Media graphics specifically tailored to the dimensions of Facebook, Twitter, Instagram and LinkedIn, including cover images.
* Content writing to showcase skills across social media e.g. Social media biographies or website content.