RELATIONSHIP MANAGEMENT

Strategic Promotional Guide

As an Influencer, when/what you post can make a HUGE impact on an author's campaign. Thank you so much for taking the time to look over our recommended promotional plan.

WEEK BEFORE LAUNCH

(4-7 days before launch date)

- Post a social graphic to <u>two</u> of your most used social media platforms.
  - Examples and Recommendations:
    - "Mark your calendars! On [Date], [Author Name] is launching their book [Title]."
      - Make it personal: Talk about how you know the author
      - Include WHY their topic matters
      - "Stay tuned for a launch announcement because there will be plenty of bonuses that will be given away for free when you buy the book on launch day"
    - We recommend you include a photo of you and the author
      - OR a photo of you and the book
      - OR a photo of the author only

LAUNCH DAY

- Send an email to your following that includes:
  - WHY the author's topic matters
  - How you personally know the author with a short story about your relationship
  - Why you felt compelled to share this with your audience
  - Make sure to include:
    - Links to purchasing page
    - Mention bonuses again which can be claimed when they purchase the book
  - We recommend this email to be sent at 4:00am ET on launch day

- <u>Additionally, we recommend you do one of the following options:</u>
  - Option 1: Go LIVE on your favorite platform (LinkedIn, Instagram, Facebook, YouTube)
    - Interview the author LIVE or go LIVE by yourself
      - Share stories about the author (how you met, impactful moment)
      - Share the book topic, why you're excited about it
      - Drive the traffic to the author's Book Sales Page where followers can purchase and collect bonuses
  - Option 2: Social post
    - Swipe copy from the launch day email you sent to your following
    - Use sample social posts and swipe graphics from your author's Influencer Promotional page (marketing materials)
    - Post to your main feed of your most frequently used social network

POST LAUNCH

(2-3 days after launch date)

- Post one final <u>social media post</u> to thank your network and ask for their continued support for the launch.
  - Include purchasing links
  - Thank the audience for their attention
  - Remind people again to purchase the book and write an honest review
    - The author has worked extremely hard to get their message into the world and anything we can do to support them is meaningful work.

NOTE: Please refer to your author's Influencer Promotional page to swipe marketing materials including sample emails, social posts, and promotional graphics.