

# Marketing Services



## Online Book Marketing



## Social Media Marketing



## Traditional Marketing and Publicity

PICK-A-WOOWOO

**PUBLISHING**

GROUP

# Social Media Tools

Add a little bit of body text



# Social Media Tools

Cost: \$297



Our online marketing experts will set up your Amazon author profile, 10 keyword tags for your book on Shelfari, create 3 Goodreads Listopia lists to help readers. All of which will help your book become more visible and stand out from the crowd on Amazon.

What's Included?

- Custom-designed Facebook author page for your book
- Two rounds of page revisions
- Social media planning template
- Facebook for Authors ebook download
- Market cheat sheet

# Social Media Tools

Cost: \$297

Creating a Facebook author page is the first step to promoting your book on the world's largest social media network.

Unlike a personal Facebook page, your Facebook author page will be designed specifically around you and your book.

A professional looking Facebook author page will allow you to start building an online social media presence for your book that will go some way to establishing credibility with potential readers.

Through this page, you can announce book signings, link to your book's sales page and interact directly with your fans.

## The Customised Facebook Page Facebook Author Page Creation



Artist, Band or Public Figure

### Artist, Band or Public Figure

Have a profile? [Learn more](#) about letting people follow your public updates.

Choose a category

Name

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

**Get Started**

Initially, we create a Facebook author page for your book using your book cover, author photo (if you wish) and biography.

Using design elements from these elements allows us to create a professional-looking page where readers will easily identify you and your brand. You receive two rounds of revisions to make ensure we have the chance of incorporating your feedback into the design.

## Social Media Planner



TASK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Respond to all new comments and messages [Daily]							
Post daily post to Facebook page in the morning [Daily]							
Post to personal Facebook profile [Daily]							
Like all comments on personal & biz page, reply as needed [Daily]							
Engage in Facebook groups using your personal profile [Daily]							
Check hashtags relevant to local area and industry for opportunities to interact (For example: searching #Vancouver or #socialmedia) [Daily]							
Schedule following day's post if you will not be able to post it live [Daily]							
Contribute to conversations on other business pages by providing relevant comments [Daily]							
Dedicate 30 minutes building your own FB group [Weekly]							
Check Facebook insights to see best performing posts [Weekly]							

You can organise your Facebook posts on a daily, weekly or monthly basis through the social media planning template. This easy-to-use planner lets you fill in the blanks so you can execute well-planned social media campaigns.

Professional marketers plan in advance how and when to post, which helps create a cohesive campaign. Managing a social media page on a regular – say weekly basis – becomes much easier when you can spend just five minutes selecting and posting content you have already developed.

This template provides a simple and effective system for managing social media content.

# Personal Facebook Account

We ask all authors to sign up for a personal Facebook account during this process if they do not have one.

The Facebook author page is first created in our account and we transfer the management of the page to you. If you already have a personal account, you can manage your Facebook page from that account as well.

Remember, you just need a Facebook account; you don't have to have a public-facing personal profile.

The sign up process takes about two minutes and can be done at: [www.facebook.com/signup](http://www.facebook.com/signup).

We provide you with the most up to date ebook on this topic for authors at time of purchase of this service.

Here you will find tips for getting started on Facebook, managing your page and effectively marketing books on Facebook – in short, how to get the most out of your Facebook author page (Our Gift).

# Facebook® Advertising Campaign

Cost: \$497



## What's Included?

- \$200 in advertising
- Ad management for the length of the initial campaign
- Three ad groups, each having 1–3 ads
- Option to continue the campaign and have us manage the ads, or have ad management transferred over to you.

Use the power of Facebook Advertising to get your book in front of potential readers on Facebook.

Pickawoowo will help find your core audience on Facebook based on their ages, locations and profile interests. The benefit of using Facebook to advertise is that the message can be targeted to specific audiences.

Facebook allows us to deliver advertising to users with specific profile interests so we are sure your book gets in front of the people most likely to select your title.

# About the Facebook Advertising Campaign

## Facebook Ad Creation

After we have researched and determined your target audience, we will compose specific ads for your book that will be displayed on Facebook.

These ads will be visible only to the potential readers we have determined to be a good fit for your book. Every time someone clicks on one of your ads they will be directed to your book's Facebook page (or your author website) and an advertising fee will be incurred.

The first \$200 of advertising is included in this service, though you are free to add more to your advertising budget if you wish.

The image shows a screenshot of the Facebook Ad targeting interface. On the left, the 'Locations' section is set to 'Australia' with 'All Australia' selected. The 'Age' range is set to '18 - 50'. The 'Gender' is set to 'All'. The 'Languages' section is empty. The 'Interests' section includes 'Additional Entries' such as 'Epic poetry', 'Novel', and 'Short story', and 'Entertainment > Reading' with sub-interests like 'Books', 'Fiction books', and 'Literature'. On the right, the 'Audience Definition' summary shows a gauge indicating the audience is defined, with 'Specific' on the left and 'Broad' on the right. The 'Audience Details' list: Location: Australia; Interests: Novel, Short story, Fiction books, Literature, Epic poetry, E-books or Books; Age: 18 - 50. The 'Potential Reach' is 6,100,000 people.

**Locations** ⓘ Australia  
All Australia  
Add a country, state/province, city or ZIP

**Age** ⓘ 18 ▼ - 50 ▼

**Gender** ⓘ All Men Women

**Languages** ⓘ Enter a language...  
More Demographics ▼

**Interests** ⓘ Additional Entries  
Epic poetry  
Novel  
Short story  
Entertainment > Reading  
Books  
Fiction books  
Literature  
Search interests

**Audience Definition**

Your audience is defined.

Specific Broad

**Audience Details:**

- Location:
  - Australia
- Interests:
  - Novel, Short story, Fiction books, Literature, Epic poetry, E-books or Books
- Age:
  - 18 - 50

Potential Reach: 6,100,000 people

## Directing your Facebook Ads

While it is recommended to keep the traffic within Facebook, you have the option of having the advertising redirect to your website instead.

This is a good option for authors who want to generate a buzz for their book using targeted Facebook traffic but do not wish to engage with their customers directly via social networks.



## Who manages the Ad after the campaign?

After the \$200 worth of advertising has been spent, we can either manage the account for a monthly fee or you can assume the management of your ads.

While a Facebook page for your book is not required to participate in this service, it is recommended. If you do not have one, you can create a page at [www.facebook.com](http://www.facebook.com), purchase our Customised Facebook Author Page Service, or choose to have the advertisements direct people back to your author website.

# Customized Twitter® Page

Cost: \$297



## What's Included?

- Two rounds of design revisions
- Twitter page for you rbook with a stylized background
- Market cheat sheet
- Social media planner
- Tweet deck Account
- Twitter for Authors download (our gift)

Twitter is an effective tool to stay in touch and keep fans up-to-date on your latest projects and developments.

Design your Twitter page to reflect your books potential fans can find and follow you easily.

At Pickawoowo Publishing Group, we develop customised Twitter pages for authors to help them better establish themselves on Twitter.

# Author Twitter Page

Let us set up and design your Twitter page with a customised, themed background. To ensure your feedback is incorporated into the final design. We afford two rounds of design revisions to your page, free of charge, to incorporate any changes you make into the final design.

The result will be a professional and polished Twitter page for your book. We also provide you with a unique Twitter “handle”, which is commonly structured: @authorname. If your name is unavailable or does not fit, we will work with you to provide alternative options.

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
2,459	1,534	11, 935	320	15

**Join Twitter today.**

**Tweets**

**Full name**  
John Doe ✓ Name looks great.

**Email address**  
JohnDoe@pickawoowoo.com ✓ We will email you a confirmation.

**Create a password**  
..... ✓ Password is perfect!

**Choose your username**  
JDoe35 ✓ Username is available. You can change it later.

Suggestions:

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:  
These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications,

Printable versions:  
[Terms of Service](#) · [Privacy Policy](#) · [Cookie Use](#)

**Create my account**

## Social Media Planner

The social media planner helps you organise your tweets for a daily, weekly, or monthly posting schedule.

This easy-to-use planner allows you to fill in the blanks so you can execute well-planned social media campaigns. Investing time upfront on planning how and when you post makes managing your page for an extended period much easier.

On the day you want to post you simply spend five minutes selecting and posting content from your pre-filled template. This template is a simple yet effective tool to manage social media content.



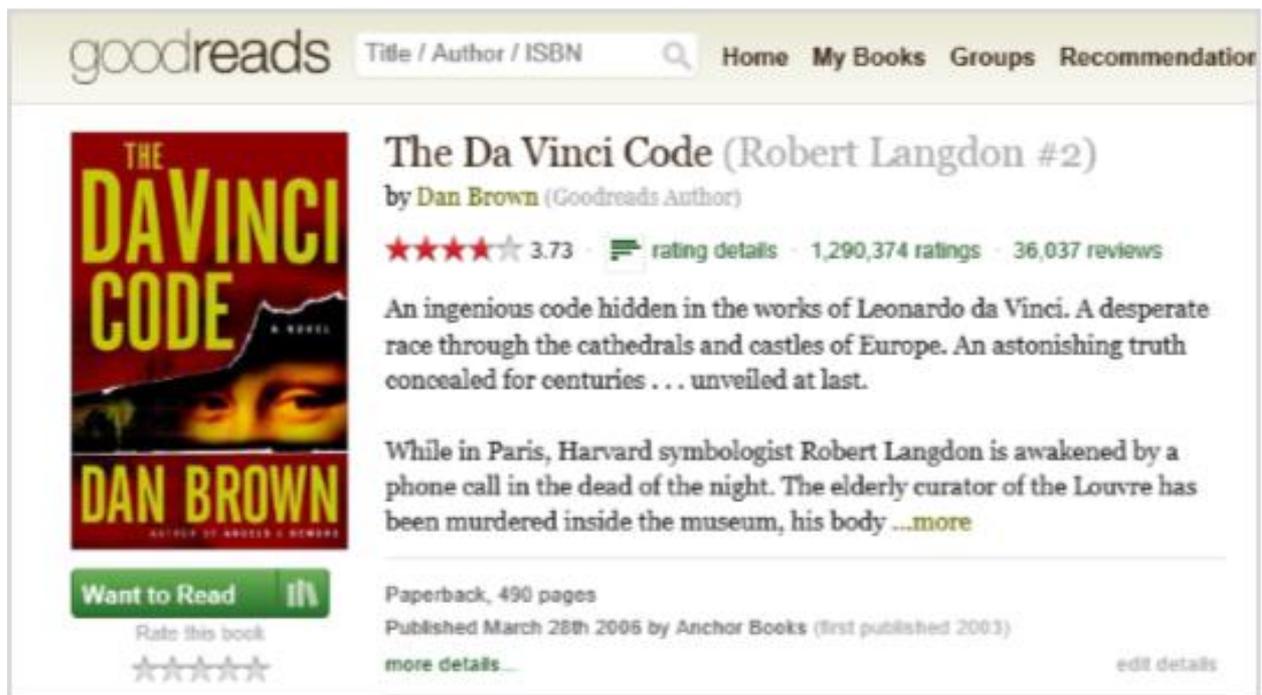
## Twitter for Authors

As well as creating and setting up your Twitter page, we will provide our download Twitter for Authors – a step-by-step guide on how to use Twitter effectively to promote your book.

It covers common Twitter terminology, Twitter etiquette, tips on how to find and interact with your audience, and much more.

# Goodreads® Page

\$297



The screenshot shows the Goodreads page for the book "The Da Vinci Code" by Dan Brown. The page includes the book cover, the title "The Da Vinci Code (Robert Langdon #2)", the author "Dan Brown (Goodreads Author)", a star rating of 3.73, and a brief description: "An ingenious code hidden in the works of Leonardo da Vinci. A desperate race through the cathedrals and castles of Europe. An astonishing truth concealed for centuries . . . unveiled at last." Below the description, there is a "Want to Read" button, a "Rate this book" section with five stars, and a "more details..." link. The page also shows the book's format as "Paperback, 490 pages" and its publication date as "Published March 28th 2005 by Anchor Books (first published 2003)".

## What's Included?

- Development of your Goodreads book page
- Development of your Goodreads author page
- Author verification for Goodreads Author Program
- Goodreads Giveaway of three copies of your book

With over 30 million members, Goodreads is the largest book-centric social media site in the world.

Readers from across the globe use Goodreads to discover new books, see what their friends are reading, and read and write book reviews.

As an author, Goodreads is a vital site to connect with potential readers, garner reviews and promote your book. Goodreads currently has more than 100,000 verified authors in their Goodreads Author Program.

# Goodreads Page Development

At Pickawoowo Publishing Group, we can help set up your Goodreads book and author pages, bringing you one step closer to connecting with readers.

For your book's Goodreads page, we will include all necessary information about your book.

This will include your book's cover, synopsis, author website, publication date, and book specifications

<b>Title:</b>	●	<input type="text"/>
<b>Sort by title:</b>	●	<input type="text"/>
<b>Author:</b>	●	<input type="text"/> Add role
<b>ISBN:</b>		<input type="text"/> ISBN 13 <input type="text"/> Click for ASIN
<b>Publisher:</b>		
<b>Published:</b>		
<b>Number of pages:</b>		
<b>Format:</b>		
<b>Edition:</b>		
<b>Official url:</b>		
<b>Description:</b>		

<b>Edition language:</b>	<input type="text"/>
<b>Created:</b>	.....
<b>Work Settings</b>	
<b>Original publication, date, characters, awards, and setting apply to all books in this work.</b>	
<b>Original title:</b>	<input type="text"/>
<b>Publication year:</b>	<b>Year:</b> <input type="text"/> <b>Month:</b> <input type="text"/> <b>Day:</b> <input type="text"/>
<b>Media type:</b>	<input type="text"/>
<b>Literary awards:</b>	New Award:
<b>Characters:</b>	(add characters)
<b>Series:</b>	(add characters)
<b>Book settings:</b>	(add a new setting)
<b>Default chapters:</b>	(set as default for work)

## Goodreads Author Page

We will also develop your Goodreads author page, where we can include as much — or as little — information as you like.

However, the more you add, the more your readers can learn about you, building that author-reader relationship and bond. Items that can be added include:

### Author's background

- Influences
- Favourite quotes
- Books you have read, are reading, or want to read
- The incentive to write your book
- Blog posts

## The “Goodreads Author” Badge

Once verified by Goodreads, your account will receive a “Goodreads Author” badge. This shows that you are the actual author. It is quite exciting for readers to have the opportunity to rate books, share their reviews and interact with their favourite authors on a more personal level.



# Goodreads Giveaway

In addition to building up your book's Goodreads page and your author page, as part of this service we will host a giveaway of three copies of your book. Hosting book giveaways is an excellent way to increase the exposure of your book and create excitement around the chance of winning a book copy. Goodreads Giveaways can result in hundreds of people requesting a copy of a book, and although not everyone will win, this is a great way to get otherwise unknown books onto readers' radar.

Number of copies to give away \*

Publisher url

Countries \* ?  
United States  
Canada  
United Kingdom  
Australia  
---  
CTRL-click to select multiple countries (CMD-click on a Mac)

Tags (separated by a comma)

Contact information \*

save

goodreads Title / Author / ISBN Home My Books Groups Recommendation

List Your Giveaway

Complete the form below and read the terms and conditions to start building buzz for your book! Please note winning members are encouraged but not required to write a review of the book they receive. All user entries are subject to the Giveaway Terms and Conditions

cancel

Begin giveaway at 12:01 am Pacific time on \* 2015 April 23

End giveaway at 11:59 pm Pacific time on \* 2015 April 23

Book release date

ISBN/ISBN-13 \* ?  Switch to Book ID

Restrict to members who are 18+ years old?

Description of giveaway content

## Become Active On Goodreads

After your Goodreads page has been set up, you can take the reins to interact with your readers, host more giveaways, join groups, search for quotes and more! We also offer a Goodreads Advertising Campaign service. Contact us for more details!

goodreads Title / Author / ISBN Home My Books Groups Recommendation

Groups

Find Groups by Title or Description Search

My Groups

Lean And Clean For Life  
In this group we will share w... more  
3 members, last active 3 hours ago

Reading books with my friends  
A goodreads group for choos... more  
7 members, last active one year ago

Recently Active Groups

Aussie Readers  
A group for all Australian Goodreads members (and those interested in Australia), no matter what... more  
4,032 members, last active 2 minutes ago

Perseus Jackson: Tartarus's Nightmare, Leader O...  
There are so many Percy Jackson groups out there, I can't say this is the best. But it is a plac... more

Featured Groups

All Souls Trilogy Re-read  
Over the next several weeks, we'll be re-reading the first two books of the All Souls Trilogy (A... more  
234 members, last active 3 hours ago

Around the World in 80 Books  
Reading takes you places. Where in the world will your next book take you? If you love world lit... more  
8,060 members, last active 24 minutes ago

Contemporary YA  
This club is for fans and writers of contemporary young adult books. Read, discuss, and enjoy!  
638 members, last active 5 hours ago

Groups in Ithaca, NY

Ithaca Generator Science Fiction Book Club

Discussion Board

general

What are you reading?  
By Lena · 156 posts (156 new) · 239 views

Introduce Yourself  
By Andra · 152 posts (152 new) · 205 views

author talk

By Windy · 3 posts (3 new) · 47 views

# May Group Read Nominations  
By Lena · 45 posts (45 new) · 130 views

I'm going to a book signing. What to expect?  
By Andra · 6 posts (6 new) · 19 views

Group Reads

\* April Group Read Nominations  
By Andra · 5 posts (5 new) · 64 views

The DUFF: Designated Ugly Fat Friend  
By Andra · 24 posts (24 new) · 102 views

Me and Earl and the Dying Girl

# Goodreads® Advertising Campaign

## Cost: \$297

goodreads Self-Serve Advertising (beta)

### Self-Serve Advertising (beta)

Promote Your Books on Goodreads

#### Promote Your Books on Goodreads

- Easily create an ad for your book or product.
- Your ads will show on Goodreads in locations where members are searching for and exploring books.
- Target your ad by book genre, location, gender, or age.
- Ads cost \$0.50 per click
- View custom stats for your ad to see views, clicks, and the number of people who add your book. Watch as Goodreads' virality helps your books reach a wider audience.

get started »



#### **They Who Fell**

"This book earned a 5-star rating from me for its uniqueness."

[www.amazon.com](http://www.amazon.com)



#### **Minus Me and You**

Will she have the courage to tell him the truth, knowing it may push him irreconcilably away from her?

[www.goodreads.com](http://www.goodreads.com)

[5 five star ratings »](#)

### What's Included?

Ad management for one (1) month

– Ad campaign with 4–6 advertisements

– Option to continue the campaign and have us manage the ads, or have ad management transferred over to you.

Just type in Goodreads into google and you will see the positive feedback. As an author you really need to be where the readers are, and the readers are on Goodreads. They have over 30 million users, and growing, who are reading, reviewing and making lists of books they want to read.

With over 900+million books listed on the site, standing out from the crowd can be challenging, yet our Goodreads Advertising Campaign can help. This campaign increases your book's visibility on Goodreads by getting your book in front of the Goodread masses rather than waiting for them to find you

# About the Goodreads Advertising Campaign

## Advertising on Goodreads –

Through the Goodreads Advertising Campaign, the idea is to find your target audience based on such factors as preferred book genre, gender, age and location.

The main benefit of Goodreads Advertising is that we can promote your book to users whose reading preferences match your book ... and as such are more than likely to take action and read it.

When someone clicks on your ad, they will be redirected to your book's Goodreads page. Here they can find out more about your book, and then mark your book as “want to read”, or write a review.

The screenshot shows the Goodreads Self-Serve Advertising (beta) interface. At the top, the Goodreads logo is followed by the text "Self-Serve Advertising (beta)". Below this is the heading "Create a New Campaign and Your Ad Within the Campaign".

The form includes the following fields and options:

- Name your campaign:** A text input field with a placeholder "(only visible to you)".
- Ad name:** A text input field containing "My Ad 1" with a placeholder "(only visible to you)".
- Type of ad:** Radio buttons for "book" (selected) and "other".
- Book ISBN/ASIN:** A text input field with a "load" button next to it.
- Age group:** Radio buttons for "Everyone" (selected), "18+", and "21+".
- Gender:** A dropdown menu currently set to "Both".
- Country:** A dropdown menu currently set to "...".
- Target fans of specific genres:** Radio buttons for "Off" (selected) and "On".
- ... Or target fans of specific authors:** A dropdown menu currently set to "None".
- Additional text:** Below the "Or target fans of specific authors" dropdown, it says "Only fans who rated the author's book 3 or more stars will see the ad".

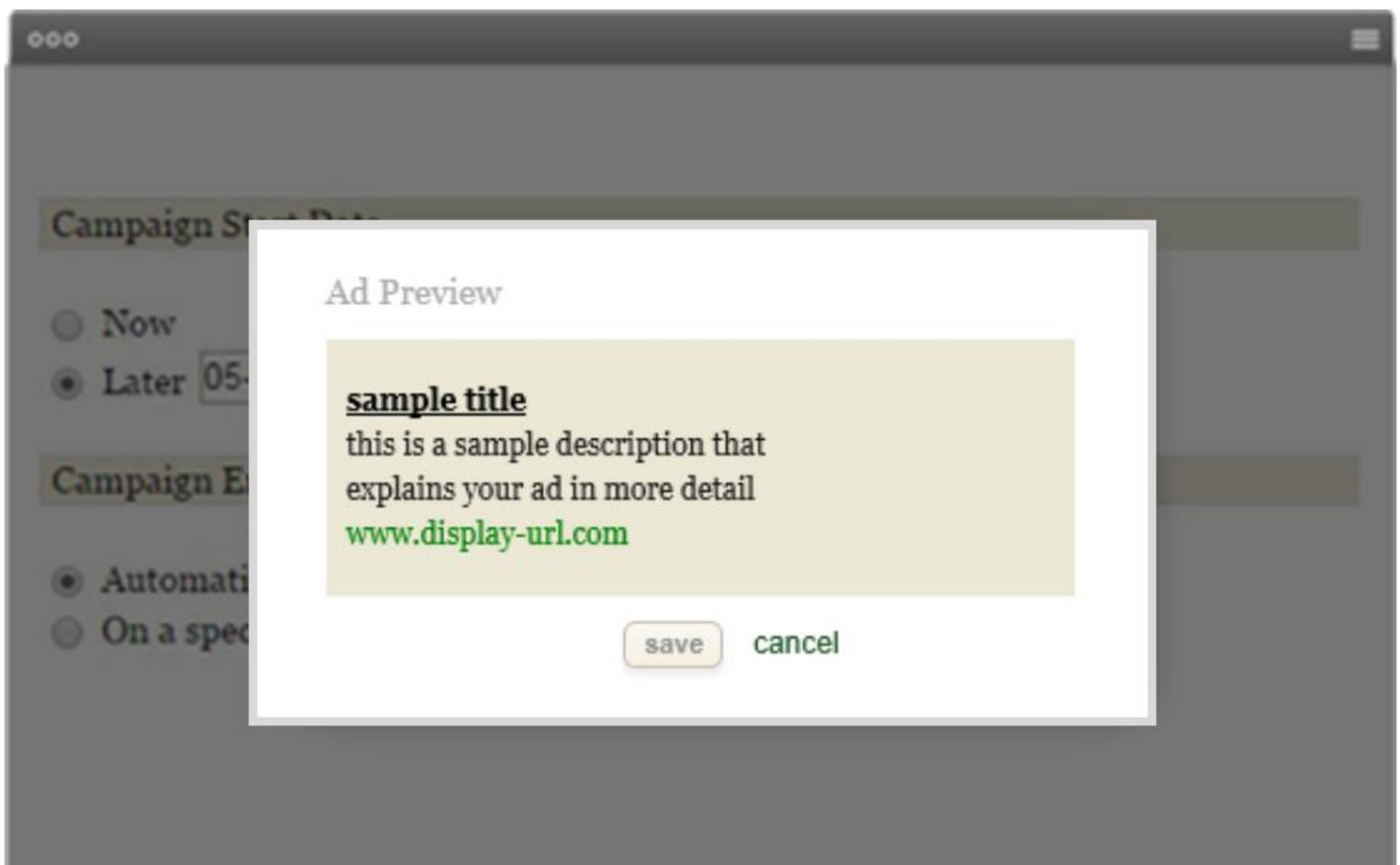
## Goodreads Ad Creation

After finding your ideal target audience, we will compose 4–6 ads specific to your book. These will be visible only to those readers who we have assessed to be the best fit.

Each time a person clicks on your ad, a fee is incurred based on the amount you choose to bid.

The default bid is set at \$0.50, and of course the higher you bid, the higher your ad's priority will be. Essentially you will have the option to either direct the traffic from your ads to your Goodreads page or your personal website.

As reviews are important we would suggest that you redirect them to your Goodreads page as it is an excellent site for readers to write reviews and interact with books.



# Your Goodreads Advertising Budget

We will ensure we stay within your budget when we are setting the bidding prices.

After the budget has been spent, you can either get us to manage your account for a monthly fee, or have ad management transferred to you.

## Set Your Budget

## Common Advertising Questions

### Campaign Funding

Total amount you want to add to this campaign: \$

Self-serve advertising campaigns typically run \$50.00 to \$ 150

- Auto-renew this campaign after 30 days  
If auto-renew is enabled, your credit card will be charged the total campaign funding amount every 30 days

### Campaign Budget

Daily budget: \$  maximum 2 clicks per day

Bid amount: \$  per click

Minimum Bid \$0.10

Higher bids ensure that your ad gets shown first. The average bid on the site is \$0.50