

PICK-A-WOOWOO

PUBLISHING

GROUP

Marketing Services

Traditional Marketing



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Traditional Marketing & Publicity



Traditional Media Outreach Service

Many of the social media and online media marketing options are important as is a great website and a visible listing on Amazon and yet from time to time it takes tried and tested traditional marketing techniques to get the job completed.

That said though, dealing with old-school media outlets means you need to know how to talk the talk and walk the walk of traditional publishing to even get a second look. Sometimes even just a professionally drafted media kit to distribute to your network and your own media outlets coupled with our publicist (and additional contacts) to reach out to the media for you.

The basic traditional media service will give you the tools to pitch your network. However, if you do not have the time to pitch your book to members of the media yourself?

At the intermediate level, our Traditional Media Outreach Program includes all the press kit materials from the basic level, a list of 25 media outlets, plus one of our publicists sending a personalized email pitch to each one of the contacts on your media list. We'll follow up with interested parties and coordinate author interviews, book reviews, or any other applicable coverage that comes in.

Interested in targeting more media outlets? At the most comprehensive level, the Traditional Media Outreach Program includes the press kit materials from the basic level, a media list of 50 outlets, and one of our publicists sending personalized email pitches to the appropriate contacts at each of these outlets. Your publicist will then follow up and coordinate author coverage with any interested outlets. With the comprehensive level you will also receive press release distribution, which will get your press release in front of thousands of media professionals

(Basic)

Traditional Media Outreach Service

Cost \$497

- What's Included?
- A press release announcing your book's release
- A pitch letter designed to accompany any physical books you send out
- An industry standard sell sheet – the document booksellers request when considering a book for sale in their stores
- All files provided to you in .doc and .pdf formats for distribution

(Concierge)

Traditional Media Outreach

Cost \$1997

- What's Included?
- A press release announcing your book's release
- An industry standard sellsheet – the document booksellers request when considering a book for sale in their stores
- All files provided to you in .doc and .pdf formats for distribution List of 25 media contacts that cater to your book's audience
- Personal, customized email pitches sent to each one of the 25 contacts by our publicity team
- 300 online news sites (e.g., Yahoo! News, – Google News, Entrepreneur.com), and 500,000 bloggers
- A campaign end report, including all coverage secured throughout the duration of the campaign.
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Full Book Publicity

The full book publicity campaign is a custom-designed publicity campaign for your book and book genre.

You will work directly with one of our in-house book marketing publicists to create a strategic PR campaign that aims at targeting traditional media outlets (such as radio and television) and online media (blogs, websites, etc.).

This campaign is definitely for those who are seeking to make maximum impact, treat their books as a business and be totally committed. The consultancy rate under Traditional Book Publicity is \$120.00 per hour. So your time and commitment to this program is important as is your existing author platform, book's potential audience, and your financial and time commitment to marketing your book.

A full book publicity campaign runs for approximately 3 months and may include pitching more than 35 media contacts, setting up book signings and author speaking events, and more.

Our publicity team and Online Media Director will create and execute a media strategy. You will be required to purchase consultancy hours for the assessment of this campaign upfront.

Traditional publishers set large fees towards a book publicity campaign for maximum effectiveness and for indie authors / self published authors it takes a lot of work to get your book into traditional media outlets, but it is possible.

An initial assessment fee is required and then a complete strategic PR campaign is created and as the author you will work with one of our book publicists closely.

Assessment Fee

\$247

The cost of the full book publicity campaign is between \$5000 – \$15000 depending on the scope of the campaign. An assessment will give you an idea of the scope of your campaign. Contact us for further details.