

## WORMFEED (working title) Marketing Strategy

### INTRODUCTION:

I am going to target my work towards editors, literary agents and other industry professionals, while also reaching out to individual readers. I will do this by releasing regular book project work to my social media accounts, as well as my own website. I will also regularly write reviews, essays and short stories to bulk out my portfolio to convince agents that I can consistently write, even if not about my main project.

This content will be published in an eye-pleasing, professional manner, and will give the air of someone who knows a lot more about what they're doing than he necessarily does.

I will market my work by using examples of similar works in my genre, and comparing the style, content and tone with these more established pieces, leveraging their success to generate interest.

I've laid out a few target audience members, who are as follows:

Alan is 48 and is an agent for a small publishing house in the south-west of England. He looks for local authors of little public knowledge to grow his publishers, with the goal of expanding his business in the coming decade. In his free time he is interested in skiing, and follows the news closely.

Tiffany is 22 and is a student at UWE. She is an avid reader, who follows booktok closely. When she's not studying Marketing, she's finding small coffee shops and going to live music events at pubs. She's interested in true crime documentaries and in finding unusual authors at her favourite local book shops.

Norman is 33 and is a primary school teacher, who likes to steal himself away in his precious lunchtimes to relax with a book. He comfortably reads a book a week and would not describe himself as a literary fiction enjoyer. He wants good, unusual (if easy to digest) stories that can take him away from the classroom for little chunks at a time. He likes supporting local businesses, as he is integrated deeply with his community and wants to promote the success of those around him.

These three people represent a spread of targets, from the industry side of publishing to the consumer.

Below is a table laying out a weekly marketing strategy to reach these target audiences.



Day	Theme	Marketing Activity	Results
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2 <sup>nd</sup> and 4 <sup>th</sup> Monday	<b>Portfolio work</b>	<b>Short Story, sample chapter, book / film review</b>	<b>Build a portfolio of work for end consumers and also industry contacts. Mainly an industry effort to show off range of writing styles and reach smaller publishing houses and editors.</b>
Tuesday			
Wednesday			
Thursday			
Friday	<b>Social Media Posting</b>	<b>Posting to social media, reposting associated content,</b>	<b>Build a social media presence that can be used as marketing and general brand awareness to the wider public. When the book is actually released, this can be leveraged with publishers to get better book deals and the book in more stores, as well as further contracts for future titles.</b>
1 <sup>st</sup> and 3 <sup>rd</sup> Saturday	<b>Internet Presence</b>	<b>Blog post/ article/ update</b>	<b>Similar to portfolio and community outreach, I picture this as being the Venn crossover between the two. Building an online presence and reminding users/ followers that I am active without contributing to a body of work to send to industry contacts.</b>
Final Sunday	<b>Community outreach</b>	<b>Q&amp;A, responding to commenters,</b>	<b>Purely crowd work to engage users and followers,</b>

			<b>to show off my personality and to humanise the creator behind the social media channel. Opens myself up to more vulnerability, but also builds a better rapport with the community.</b>
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For more details:

<b>Marketing Activity</b>	<b>How frequently</b>	<b>Who does this?</b>
Portfolio work (the work changing per week but not so structured as to set specific routine, e.g. one short story every other post)	Bi-weekly	Me, all the way down.
Social media posting – posting aesthetic representations of work, reposting fellow authors and linking to blogs and articles on my website. Character sheets and information with visual representations. Goodreads reviews.	Weekly	
Internet Presence – Writing blog posts, writing longer book reviews, progress updates.	Bi-weekly	

I will attempt to conform to an annual marketing plan to keep me accountable with my writing, but also to give prospective readers something to look forward to throughout the year and to generate interest.

<b>Month</b>	<b>Themes</b>	<b>Marketing Activities</b>	<b>Progress</b>
<b>January</b>			
<b>February</b>	<b>Valentines</b>	<b>Small release / themed short story</b>	
<b>March</b>	<b>Spring</b>	<b>Release of significant chunk of work</b>	
<b>April</b>			

<b>May</b>			
<b>June</b>	<b>Summer</b>	<b>Release of significant chunk of work</b>	
<b>July</b>			
<b>August</b>			
<b>September</b>	<b>Autumn</b>	<b>Release of significant chunk of work</b>	
<b>October</b>	<b>Hallowe'en</b>	<b>Small Release / themed short story</b>	
<b>November</b>			
<b>December</b>	<b>Winter</b>	<b>Release of significant chunk of work</b>	