

Social Media Proposal for Fiction Lover's New Book Line

Introduction

As Fiction Lover prepares to launch a new line of fiction books, the company recognizes the importance of building a strong social media presence. Establishing a recognizable brand across digital platforms will help generate public interest and encourage readers to engage with new titles as they are released.

Objectives

Our objective is to attract a loyal audience and build anticipation for each book launch. By using short-form content and interactive strategies on TikTok and Instagram, we aim to create buzz around new publications and strengthen Fiction Lover's identity as a go-to source for compelling contemporary fiction.

Deliverables

Aurora Media will produce and manage a campaign consisting of:

- 48 scheduled posts and 8 short-form promotional videos
- Author Q&As; and book teaser clips
- Monthly contests and giveaways
- Analytics tracking of engagement and conversion

The campaign will run over a two-month period, with detailed reporting and adjustment phases.

Credentials

Our team includes award-winning creatives, including social media strategist Eva Janssen and videographer Luca Meyer. We've worked with several independent publishers and literary events across Europe, most recently increasing audience reach by 270% for a Dutch YA imprint. (See attached samples)

Value

The total cost of the campaign is €9,000. This includes content production, ad placement, and influencer partnerships. Based on prior campaigns, we project at least a 3x return in direct sales and long-term audience growth. The investment will build lasting visibility across key platforms.

Conclusion

This campaign offers Fiction Lover a dynamic and cost-effective way to reach its target readers. As social media continues to influence purchasing behavior, a professionally executed digital launch is essential. We are confident this campaign will drive awareness, spark engagement, and support sustainable book sales.

