

Your Digital Book Marketing Assessment Report

Author Name: Joseph G. Peterson

Book Title: *Gideon's Confession*

Publisher: Switchgrass Books

Dear Joe:

As a published author, your goal is to build awareness for *Gideon's Confession*. This *Digital Book Marketing Assessment Report* is designed to help you delve even deeper into the two critical issues of your book marketing efforts:

- **The *Where*:** Is finding information about my book quick and easy?
- **The *What*:** Once that information has been found, is my book's discovery process quick, easy, fun and informative?

Assessment Matrix: The following is a glance at the effectiveness of your current digital book marketing efforts. It is based on the information you provided Storiad regarding *Gideon's Confession*. The KEY consideration is getting your book information out there. The more people exposed to your book, the higher the probability of a book sale. It is *that* simple.

Your Digital Book Marketing Assessment Matrix			
<i>Gideon's Confession</i>	Might Want to Add a Few Things	Very Nicely Done	Superior Stuff!
Networking Options			★
Print Marketing Material		★	
Audio Marketing Material	★		
Video Marketing Material		★	
Ease of Access to Book Info			★
Book Excerpt Availability			
Web Reviews	★		
Video Reviews		★	
Social Media Activity			★
Publicity - Buzz	★		
Communication Options		★	
Reader Engagement		★	
Buying Links			★

Next, we offer discussion points on the three components of every effective digital book marketing campaign: your Networking, Marketing & Publicity Plans.



Networking: If readers don't know who you are, they won't be looking for your book. Your *Networking Plan* should achieve two things -

- **Attract & Engage** your audience with compelling content; and
- **Develop content** to reflect “*who* you are as an author, *how* you write, *why* you write, *what* you've written”.

Marketing: Great marketing is getting the right message to the right people at the right time. Your *Marketing Plan* should achieve three things -

- **Research** your readership base;
- **Develop** informative, entertaining & interactive marketing materials; and
- Actively **Market** to that base.

Publicity: Publicity is the art of getting influential people talking about you and your book. Your *Publicity Plan* should achieve two things -

- **Identify** relevant industry influencers (anyone in the business of reading, reviewing, recommending, and/or buying books); and
- **Get** your marketing materials to these influencers.

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And Finally: Here are a few important questions you may want to ask yourself as you further develop the Networking, Marketing and Publicity plans for *Gideon's Confession*:

- Have I made it easy for prospective readers to find information about my book?
- Have I made learning about my book informative and entertaining?
- Do I have lots of video book marketing assets?
- Have I made it easy for reviewers to request a review copy?
- Am I easy to contact?
- Am I engaging my readers?
- Do I have a good target market research plan in place?
- Am I spending at least an hour a day (on average) marketing my book?

Please let us know if you have any questions. We'd be more than happy to help you find the answers.

Happy Book Marketing!
The Storiad Team

