



COFFEEHOUSE WRITER

MANDI ALLEN

SINCE 2017

Marketing Plan for

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Author

Author Name:.....

Genre(s): [e.g., Fiction, Non-Fiction, Fantasy, Romance].....

Target Audience: [e.g., Young Adults, Mystery Enthusiasts].....

Author Website:.....

Social Media Profiles:.....

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Author Biography.....

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Book

Book Title:.....

Genre of the book:.....

Target Audience:.....

Brief Synopsis:.....

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Release Date:.....

Formats Available:.....

Purchase Links:.....

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Marketing Goals

Primary Goal: eg Achieve 1,000 sales in 1 month.....

Secondary Goals: eg Increase Social Media Followers by 500.....

Secure 50 book reviews.....

Record your KPIs (Key Performance Indicators- sales, reviewers, social media engagement, website traffic).....

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Audience Research

Demographics:: eg Age, Location, Gender etc:.....

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Interests & Hobbies: eg. reading, cinema, travel.....

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Where they spend time online: eg Instagram, TikTok, Good Reads

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Pain Points and Needs: Looking for Escapism, love, adventure.....

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Marketing Strategies- 3 months before

Build an Email List.....

Offer a FREE chapter or exclusive content for email sign-ups.....

Create a Book Launch Plan.....

Schedule blog posts, social media teasers, and interviews.....

Secure Reviews.....

Send advance copies (ARCs) to bloggers and influencers.....

1 Month Before

Launch Social Media Campaign.....

Create a series of countdown posts and book teasers.....

Host a Giveaway.....

Offer FREE copies or related merchandise in exchange for share.....

Organise a Virtual Book Tour- Tour Dates:.....

Schedule guest posts, interviews, and live readings on various platforms:.....

Post Launch (1 month after)

Engage with readers who leave reviews or comments:.....

Analyse sales data:.....

Use sales data to adjust ongoing marketing efforts:.....

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Set up targeted ads on platforms like Facebook and Amazon.....

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Marketing Channels

Platforms: (eg. Instagram, Facebook, X).....

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Strategy: (Post excerpts, run contests, share book quotes).....

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Email Marketing tools: (eg MailChimp, ConvertKit).....

Frequency: eg. monthly, launch updates.....

Content ideas: eg Writing tips; behind-the-scenes.....

SEO Strategy: (Use keywords related to your genre).....

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Book review sites: eg GoodReads; Amazon.....

SEO Strategy: (Encourage readers to leave reviews).....

Paid ads: Platforms:.....

Budget:.....

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Content Plan

Themes: eg Writing process, character backstories, book themes.....

Build a Content Calendar:.....

Content Types: eg. blog posts, social media updates, videos, newsletters.....

Partnership and Collaborations

Reach out to bloggers for reviews and guest posts:.....

Collaborate with bookstagrammers and booktokers for promotions.....

Partner with authors in similar genres for joint giveaways.....

Budget Allocation

Total Budget:.....

Advertising:.....

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Book Launch events:.....

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Marketing Materials:.....

Miscellaneous:.....

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Evaluation and Adjustment

Analyse KPIs and sales data to measure success:.....

Followers:.....

Books Sales:.....

Engagement:.....

Adjust Strategies:.....

Changes:.....

Collect Feedback from readers:

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Anything Else:.....

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