

MY Books Marketing Services

Services 2016

- 1. Amazon Direct Marketing** - Our new Amazon direct marketing service, offers a direct new and exclusive route for authors to effectively reach targeted customers on the world's largest online bookstore. We create adverts that are displayed within the Amazon website that link directly to your Book's page with one click. Your advert will only appear in front of people who are using words within their searches that match those chosen from your book, with a typical budget per advert from £250.00 plus Vat for two months advertising based on a pay per click system we believe it offers effective marketing within a small budget. Typically we can guarantee over 500,000 page impressions and we will feedback to you how many people have seen the advert, how many clicked through on to the product page and how much revenue has been generated in additional sales. Once the advert is created we monitor and manage it for you ensuring it is as effective as possible.

Set up Fee is £110.00 per title per advert. Plus a minimum of £100.00 Click through budget.

- 2. Qualified professional Reviews on Amazon, Good reads and Barnes & Noble, Apple I book Store** – The Best way to boost sales is to have well written validated reviews offering 4 – 5

star rankings on these websites. We have a team of professional reviewers that also are active member of the Good Reads.com book review website where the listings of the books they read are visited by thousands of book lovers every week. Service includes your book onto and up on 100 Goodreads Lists as well as 100 Goodreads Shelves Also the review of your choice shared with over 11000 Facebook Followers and over 16000 Twitter Followers. Review only £150.00 posted on Amazon.com or Co.uk includes book purchase. Review and the Good Reads.com services £650.00

- 3. Your Review shared on book loving Facebook groups** - with a membership of around 260,000 book lovers. - £150
- 4. Author Facebook Page**– Facebook is the largest online community in the world. Save time and money by using our Facebook page service to create a unique online presence for you and your book. Replacing the need for an expensive website a custom Facebook page with professional banner, editorial and updates will link you in with your book buying public and open cost effective ways for you to advertise to like minded people who can be interested in your writing - Set up fee is £150.00 – plus £30.00 per month update fees, including posting on the page and creating custom adverts for the Facebook Community.

6. Advertising on Facebook – creating and managing advertising campaigns reaching specific Facebook users from £100.00 – minimum reach 3,000 people.

7. Video Trailers – Book Promotional videos or trailers are increasingly important online as we all try to reach our busy potential readers. Bringing your book to life with well-chosen images and an engaging professional voice over gives impact to your book and what is it trying to say. As a company we are uniquely placed to upload video content onto your books Amazon page. Our professionally produced Videos feature

information about your book – with illustrations or related content and a short authors biography. - includes professional voice over –duration 3-4 minutes. Prices From £400.00

8. Twitter Marketing –Managing promotion of your titles on twitter to include daily tweets to over 45,000 Followers and aiding your book to go Viral prices from £200.00

All Prices Exclude Vat