

Marketing Services

All of the services described here are available as part of our many publishing packages (see separate info sheet) or on an ad hoc basis.

Amazon Direct Marketing

Set-up fee: £110.00 per advertisement, per title

- A new, direct, exclusive and highly effective way for authors to reach targeted customers on the world's largest online bookstore.
- Adverts that link directly to your book's page with a single click to be seen by people who are using words in their searches that match those you've chosen from your book.
- Terrific value: typical budget per ad of £300 + VAT for two months' advertising (pay-per-click). Typically, we can guarantee 50,000 page impressions or more – we report the number who've seen your ad, how many clicked through and how much revenue has been generated.
- Ads monitored and managed ensure they're as effective as possible.

Facebook Page Service

Set-up fee £150.00 + £300.00 per quarter

Save time and money by using our Facebook page service to gather fans and raise your book's profile with a unique online presence among the world's largest online community.

- A cost-effective alternative to, or complement to, a dedicated author website, a custom Facebook page with professionally designed banner and professionally written editorial and updates will link you with your book-buying public – like-minded people who'll be interested in your writing.

- The cost above includes posting new content on the page and creating custom adverts for the Facebook community.

Facebook Advertising

From £150.00 per ad

We create and managing your advertising campaign targeting specific Facebook users – minimum reach 3,000 people.

Promotional Video Trailers

3-4 minute video production from £500

- A promotional trailer is not quite the same thing as an advertisement, although it fulfils much of the same function – and these are an increasingly important part of any publisher/author's online marketing portfolio.
- With well-chosen images, illustrations and related content, short author biog and an engaging professional voiceover we can give your title real impact and presence on your book's Amazon page, your Facebook page, website and everywhere else online.
- Think of it as the trailer for the blockbuster movie that hasn't yet been made!

Twitter Marketing

From £200

Managing promotion of your titles on Twitter to include daily tweets to over 45,000 followers and helping your book to 'go viral'!

NOTE: All Prices Exclude Vat