

Zg stories

Our author packages provide book marketing strategies and techniques that are effective, accessible, and customized for you.

As one of the largest and most respected book marketing firms in North America, we have collaborated with hundreds of authors and dozens of esteemed publishing houses. We've launched bestsellers, supported emerging voices and—above all—created highly effective strategies for helping books find their audiences. We know what works, what doesn't, what the most common mistakes are, and what questions will keep you up at night as you plan the last details of your book launch.

We've put all this knowledge and experience into our author packages to help you market your books effectively, whether you are traditionally or self-published, and regardless of where you are on your publishing journey. Packages can be matched with another or used alone.

Ready to get started? Get in touch: hello@zgstories.com.

1. The DIY Book Marketing Toolkit

Perfect if... you're about to launch a book and want to understand the essentials of marketing your book successfully — based on your goals, audience, ambition.

Social media accounts, Amazon ads, sales strategies, media coverage — the tactics for successfully marketing a book are wide-ranging and often complex or even contradictory. Demystify the ever-changing world of book marketing with this highly actionable toolkit. The DIY Book Marketing Toolkit will provide you with a book marketing action plan tailored to you. We'll work with you to understand your unique strengths, vision for your book, and your audience, before developing a marketing strategy and timeline for you to use to successfully promote your work.

We will provide:

- 1 hour of consulting prior to the finalization of your custom marketing plan to discuss which social media channels you hope to activate for your book, and to learn more about your mailing list, community, and any other resources you have available during your book's promotional period.
- A detailed summary of promotional marketing tactics, tailored to your book, which will support you in executing an engaging marketing plan that doesn't just rely on social media. These tactics will focus on boosting engagement, pre-orders, and awareness around your book. We'll cover social media, advertising, mailing lists, event and outreach activities, garnering reviews, optimizing your online listings, and engaging with the most active communities in your genre.
- A marketing timeline for your book, sharing important milestones in the essential three months prior to, during, and after publication of your book. This will share exactly what to do, and when, to support your book's launch.

\$1,200 plus GST.



2. The Book Publicity Toolkit

Perfect if... you want media to know about your book and consider reviews, interviews and features. Can be paired with Package 1.

Media coverage can significantly increase your profile — and your sales. Knowing best practices for garnering attention can mean the difference between success and wasted time, pitches and money. Whether you are self-published or working with a traditional publisher, our Essential Book Publicity Toolkit will provide key information and tools to help you publicize your book. You'll receive materials developed by our expert team of publicists who have a combined 30+ years experience in Book PR.

This package is ideal for you if you're a fiction or non-fiction author interested in increasing media pickup of your book, but don't want to pay for a fully-executed PR campaign.

We will provide:

- 1 hour of consulting to find out about your goals for media coverage, your skills and opportunities, and what angles and ideas you wish to share with a larger platform.
- An adaptable, pre-written pitch letter you can use to pitch media outlets, reviewers or other promotional entities for your book. Pitch letters may focus on driving professional reviews, interviews, or requests for additional promotion, such as on social media or in a newsletter.
- An annotated media list, sharing who to reach out to, and why. This list will include 15 outlets that have the highest probability of covering your work, including the name of the best possible contact, any publicly available email addresses, detailed notes about what sections/segments to suggest for placement, and useful information to know prior to pitching.
- This package is appropriate for authors in most genres and will include media outlet recommendations in the United States and/or Canada, compiled after consultation.

\$1,500 plus GST.

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3. The Online Strategy

Perfect if.. you're looking to elevate your online presence through social media and advanced Amazon strategies to promote any book, better.

You are ready to level up your book promotion through targeted social and paid opportunities on the platforms best known for book discovery. We're here to provide all of the strategic recommendations to make it happen. This package will connect you one-on-one with our social media and advertising specialists, who will walk through you and your book's online presence in three stages:

- **Social Media Content & Profile Audit.** We'll help to elevate the overall effectiveness of your social media efforts by auditing up to three accounts of your choice. Our specialists will then make recommendations on every element of your social media use, from your displayed bio and photo, to the tone of copy and quality of photos and articles shared. We will also review your hashtag and usertag strategies.
- **Analytics & Metrics.** By reviewing backend data on each post and your accounts' performance over time, you can glean significant insights into what strategies work best for you. Algorithms and trends change all the time: our specialists will guide you through the most important data to track in detail, and provide suggested benchmarks for the next stage of your accounts' growth. This package will share what days and times to post and how often, what type of content to share, and where to focus your energy.
- **Amazon A+ and Amazon Ad Opportunities.** You may not be familiar with Amazon A+, but customers know it well. A+ elevates your Amazon retail listings by adding eye-catching graphics on your product page, setting you apart from competitors. You will receive five banners designed by the Zg Stories team to augment your Amazon retail listing, in addition to recommended keyword and product targets for an Amazon's Sponsored Product ad campaign. Zg can also run these ads on your behalf for an additional fee.

\$1,500 plus GST.

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4. The Countdown to Launch

Perfect if.. you're excited for actionable, daily activities in the month prior to your official launch.

Your publication date will be here before you know it, but perhaps you're overwhelmed by your to-do list or simply aren't sure what to prioritize. It's a common problem for authors, and we're here to support. In our Countdown to Book Launch Program, our team will share an effective yet manageable 30-day action plan, delivered to you in a daily email with activities and advice. You'll have tips and tricks from our professional team, each of which can be completed in under an hour, plus additional ideas for future promotions. Get reminders for when to activate your community, when to share key posts on social media, and when to ramp up your efforts!

Reduce the anxiety of launching your book with daily marketing inspiration — right in your inbox, right when you need it.

Note: This package is recommended for authors nearing their book's publication who have at least one active social media channel.

\$1,200 plus GST.



Additional Services

A: Book Marketing Consulting

Engage in a one-to-one strategy session with our senior team of seasoned book marketers who have worked on hundreds of titles with dozens of publishers across North America. We listen deeply, answer honestly, and provide highly strategic consulting whether you're six months prior to launch or post-publication.

Some of the topics we can discuss include: publicity & media training, author platform optimizations, print & digital advertising, social media strategies for authors, audience building, newsletter & mailing list strategies, event & book launch approaches.

\$250 p/h + GST. Our consultation hours include 15 minutes of material review prior to consultation meeting time. Further reading is charged at an hourly rate.

B: Amazon Advertising Campaign

Leave the advertising to us! Get professional support to make your book shine on Amazon with Sponsored Product advertising. All you need to do is set a daily spending limit: our team will do the rest, optimizing your book's keyword and product targeting to support its competitiveness in Amazon's search rankings. Campaigns are run in 3 month periods, renewed as desired.

\$800 + GST

C: Meta (Instagram / Facebook) Advertising Campaign

Promote the pre-order of your book, an upcoming launch or incentive, or your book's retail listing across Facebook and Instagram with our ad campaigns. Zg Stories will design eye-catching graphics, craft scintillating copy, and curate an audience aligned with your work, before managing the campaign's progress from start to finish. Campaigns are run for 1 month, with an option to extend if conversions are performing well.

\$600 + GST