



## *Who should read this document?*

Any published or soon to be published author, who cares deeply about the marketing of their books, sales ranking and actively seeking exposure to its readers.

Our network provides assistance to authors of various genres, publicity needs and for 17 years. Authors with clear marketing objectives benefit from our promotional projects that combines search engine with social marketing. Authors with less experience can also benefit from the guidance of our publicist on staff and the access to our Knowledge-base.

## *Why should you read this document?*

To learn more about the actual steps *Online Book Publicity* will take to gain the online exposure your book needs. This is also a task list that our staff will follow, to achieve our marketing mandate.

## WHAT IS INCLUDED IN A PUBLICITY CAMPAIGN

### ■ Campaign Preparation Stage

- 1 We will discuss and provide help with finding the most **effective marketing angle**, **key words** and **content** to maximize exposure to your targeted readers.
- 2 If requested, we will provide you with a list of suggestions on how to improve your book's presentation on Amazon.
- 3 We will adjust your cover and author photo, if needed.
- 4 We will create a **Search Engine Optimized webpage**, focusing on your book. Your page will include: cover, synopsis, your photo, 6 optimized social media connectors, links to Amazon and to your GDP compliant website or blog.  
→ *example*
- 5 We will include your photo, bio, link to your book and website within our **Directory of Authors**.
- 6 We will promote your book on minimum 3 bookstore pages of our network.
- 7 We will feature and promote your book on its category page.  
→ *example*

## ■ Campaign Launch Stage

- 8 As soon as we launched your campaign, we will immediately start working towards your book being visible on the **first page of Google**. Improvements in SERP can be noticed within a few weeks.
- 9 We will monitor ratings and make adjustments accordingly all throughout the year.
- 10 We support and back-up our **SEM goals** by also promoting your title on Social Media.
  - a) Your book will be promoted on our **Facebook pages** best suited to its genre. We run 103 pages followed by 94 000+ people.
  - b) Your book will be promoted on our **Facebook groups** best suited to its genre. We run 82 genre-specific groups of 62 000+ members.
  - c) Your book will be promoted on **Goodreads** to enhance your visibility on Amazon.
  - d) Your book will be promoted on **Pinterest boards** best suited to its genre. We run 52 boards. Generated 320 000 pins. Our boards are followed by 14 500 users.
  - e) Your book will be promoted on **Google+** via feeds.
  - f) Your book will be promoted on **Twitter** via tweets and feeds. Our company is followed by 19 000+ people.
  - g) Your book will be featured and promoted on **Instagram**.
  - h) Your book will be promoted on **YouTube**, within its genre-specific video.
- 11 Your book will be included in our Promotional Rotations as well as in our Genre-specific Promotional Rotations.
- 12 You will be able to participate in various **free promotional projects** on content and visual based social media. Example: Twitter Days, Like Promos etc.
- 13 You will be able to monitor our work via a private group mandated to inform our clients about promotional projects. Guaranteed weekly feedback.
- 14 You will have access to our **Knowledge-base of articles** on marketing and publicity.

*All of the above will be included in your campaign!*

In addition, membership will allow you to apply to participate and/or to be represented at major book events for an additional charge (BEA, The London Book Fair, Frankfurt Book Fair). Membership will also allow you to apply for our Amazon Bestseller program.

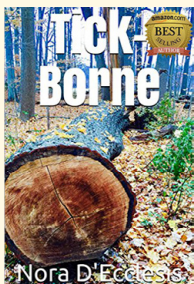
If you are interested in learning even more about these publicity options, feel free to introduce our publicity team to your book here:

[www.onlinebookpublicity.com/bookpromotion.html](http://www.onlinebookpublicity.com/bookpromotion.html)

Obligation free, GDPR compliant communication. No payment or credit card information will be required.



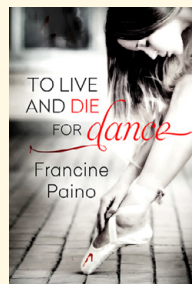
**HAJNI BLASKO**  
Online Book Publicist  
& SEM Specialist



*"OnlineBookPublicity under the direction of Hajni is run professionally and with intention to succeed. It is a fabulous service and a must for all authors, and after many years with them it is obvious to me that their publicity has been instrumental in my*

*achievement as a #1 Bestseller and award winning author. It has been my pleasure to refer many other author friends to this company, which is my highest compliment. Thank you Hajni for the good work that you do for us!"*

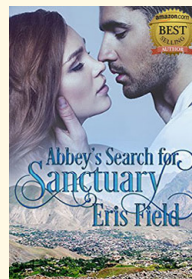
Amazon Bestselling Author  
NORA D'ECCLESIS



*"Hajni and Substance Books – Online Book Publicity are fabulous. She is up-to-date on all the newest methods of promoting the books represented by Substance and she pushes her authors to be involved in their campaigns. Substance represents To Live and Die for*

*Dance and my newest release, Two Wolves Dancing. I hope to continue with her for many years to come."*

FRANCINE PAINO



*"Hajni is the best! She does what she says she will and when she promised to do it. In fact, she goes above and beyond what she promises to do. She has promoted two of my contemporary international novels – No Greater Love and Lattices of Love. As I work on another international romance,*

*I am already planning to ask her to help me with promotion."*

Amazon Bestselling Author  
ERIS FIELD



*"Such a great value for independent writers! Hajni knows what she is doing and cares about her clients. Too many out there will take your money and give you nothing in return. This is the place to be."*

Amazon Bestselling Author  
OWEN THOMAS