

Tiered Release Strategy, Preorders / Newsletters / Launch / Paid Ads

Tier 1: Hard Release	Tier 2: Medium Release	Tier 3: Soft Release
<p>Preorder Strategy:</p> <ul style="list-style-type: none"> • Hit newsletter 2-3 times (character spotlights – share chapters – you’re-so-excited, video inspiration, etc.) • Post chapters in NL / on website • Content marketing in groups / pages / social media • Send BookBub preorder alert (\$\$) • Run sales on previous books in series BEFORE LAUNCH (\$\$) • Run preorder ads (AMS at minimum) (\$\$) • Cover reveals 	<p>Preorder Strategy:</p> <ul style="list-style-type: none"> • Hit newsletter 1-2 times. • Send BookBub preorder alert (\$\$) • Content marketing on social media / groups • Run sales on previous books in series AT LAUNCH (\$\$) • Run ads on Day 1 of launch (AMS at minimum) (\$\$) 	<p>Preorder Strategy:</p> <ul style="list-style-type: none"> • Have book in your newsletter for preorder – no real special attention • Mention on social media a couple of times • Start ads the following week (\$\$) • TO NOTE: On a soft launch, you’re counting on your previous MEDIUM and HARD launches to sell-through to this book. THOSE launches sell THIS book.
<p>Newsletter Strategy:</p> <ul style="list-style-type: none"> • Hit in one day – whole list • Plan a swap / sale for the next day / few days later • Hit them AGAIN with that new release on that day • Send to unopens 5 days after launch • One week out: Send NL with reviews from the book • Alternately – you can segment the NL and send 3 times – AM / PM / following day AM • Keep in NL with every send • Long time between releases? Add preorder to drip campaign 	<p>Newsletter Strategy:</p> <ul style="list-style-type: none"> • Segment into 3; send at different times, 3 days in a row (AM Day 1 / PM Day 2 / Noon Day 3) • “Weekend Sale” with a book that’s VERY close to the one you just released – feature them side-by-side – send on Day 4 • Add to bottom of your newsletter as a reminder until the next release / Continually and briefly talk about it in every send 	<p>Newsletter Strategy:</p> <ul style="list-style-type: none"> • Segment into 5 – send over 5 days • Send to unopens on Day 6 • Newsletter swaps upon launch



<p>Ads Strategy:</p> <ul style="list-style-type: none"> • Preorder ads on AMS (could do FB, depending on budget) • AMS / FB ads on Day 1 of launch • Continue within budget indefinitely 	<p>Ads Strategy:</p> <ul style="list-style-type: none"> • Preorder GROUP ads • AMS / FB ads on Day 3 of launch – lower budget • Continue as budget allows until next release 	<p>Ads Strategy:</p> <ul style="list-style-type: none"> • Preorder GROUP ads • AMS / FB ads 1-2 weeks out (or longer, if you do CPC ads at all)
<p>Launch Strategy:</p> <ul style="list-style-type: none"> • Budget: \$1000-\$2000 between preorder and launch week. \$5000-\$6000 in release month* • Texting Club • Messenger Group • Giveaways • Facebook takeovers • Live events • Book clubs • Bookstagram tours 	<p>Launch Strategy:</p> <ul style="list-style-type: none"> • Medium: \$1000 between preorder and launch week. \$2000-\$3000 in release month* • Increased content marketing on social media • Messenger Group / Texting Club • Chapter shares • Teasers • Goodreads paperback events 	<p>Launch Strategy:</p> <ul style="list-style-type: none"> • \$500 between preorder and launch week. \$1000 in release month (maybe)* • Newsletter swaps • Content marketing – character sketches, etc. online or in newsletter • Ask for social media follows / add book to Wishlist or To-Read Shelf <p>*Budgets vary. These are NOT hard and fast numbers. Please operate within your budget responsibly. ©</p>

