



Can You Hear Me Now?

Book Publicity That Pops!

Marika Flatt
PR by the Book





A look at book PR

What *hasn't* changed:

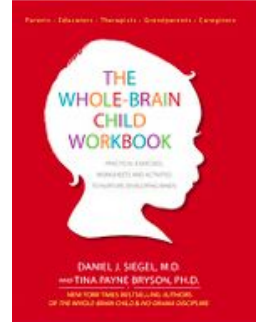
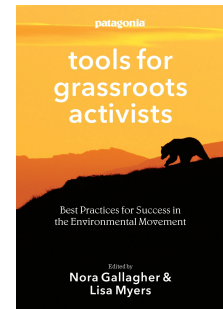
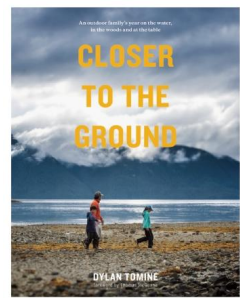
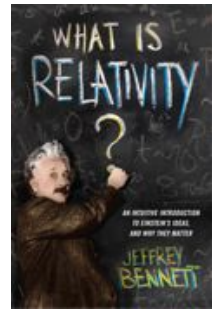
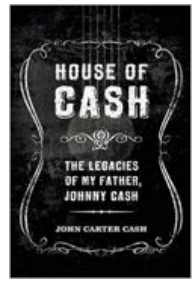
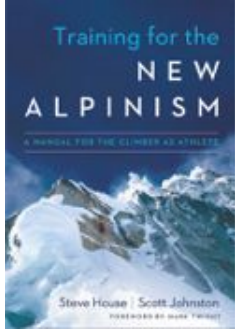
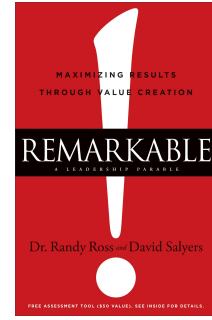
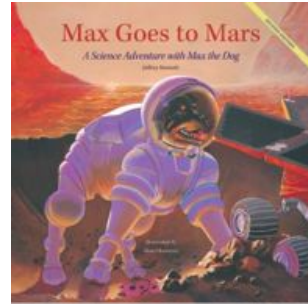
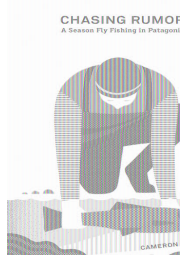
1. You still need a great book cover.
2. Timeline for traditional media + galley/ARC timeline
3. Competition is fierce





Book cover

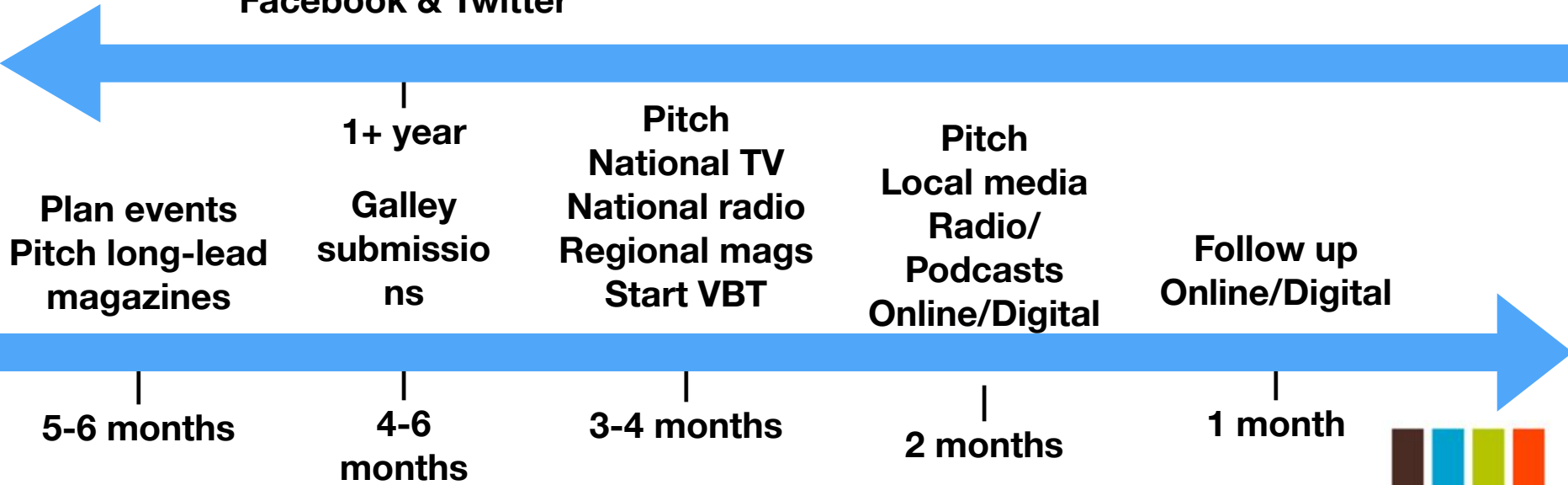
Design for print and online -
The cover needs to stand out at thumbnail size



Book launch timeline

You can never pitch too early; you can always pitch too late

**Author Website & Blog
Facebook & Twitter**



Galley Submissions

Format:

- Electronic galleys: Edelweiss, NetGalley, PDF, online flip books (protected PDFs)
- Galleys/ARCs: reviewers will accept electronic
- New covid protocols, electronic submissions -trades
- Have a box of physical copies on hand



A look at book PR

What *has* changed:

1. More online/digital opportunities - shifting away from print
2. Shorter attention spans / shorter pitches
3. Contributed content is king
4. The social conversation is dictating news coverage



AT&T 11:40 AM

prbythebook.com

PR by the BOOK
AUSTIN | NASHVILLE

HOME SERVICES ABOUT SUCCESS STORIES PRaise BLOG CONTACT

Kenneth Zak (San Diego, CA)
Author of *The Poet's Secret*
www.kennethzak.com

BOOKING INFO
Elena Meredith | elena@prbythebook.com | 512-481-7096
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FULL PRESS PACK: [CLICK HERE](#)

EXPERTISE

- Kenneth Zak is an aquatic nomad of Bohemian-Polish ancestry.
- Zak conceived of his debut novel, *The Poet's Secret*, in a mountaintop village on the Greek isle of Crete while on a three-year sabbatical from a successful career as an attorney.
- An avid surfer and free diver, Zak continued to work on his manuscript and poetry in Bali, Mexico, Costa Rica, Thailand, Cambodia and South America.
- *The Poet's Secret* was selected as a Golden Heart Award finalist in romantic suspense by Romance Writers of America.
- Zak holds a Juris Doctor from The Ohio State University, and graduated summa cum laude with a Bachelor of Science in Business and special interest in Art History.
- He serves as General Counsel for a large private brokerage company.
- Perju Publishing is a member of 1% for the Planet. For every copy of *The Poet's Secret* sold, \$1 will be donated to The Surflifer Foundation.

BOOK DETAILS
Perju Publishing
October 8, 2019
Paperback \$19.99
\$7.50-9.99 (2019-1-2)
345 pages
Fiction | Romance | Suspense

Book Trailer

CONNECT

Share

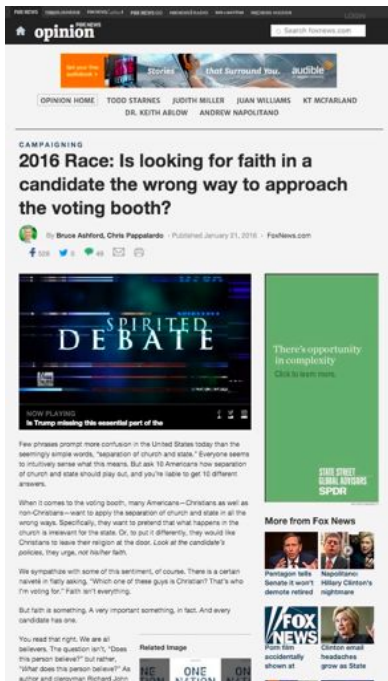
PR by the BOOK

EPs, Press Packs & pitches

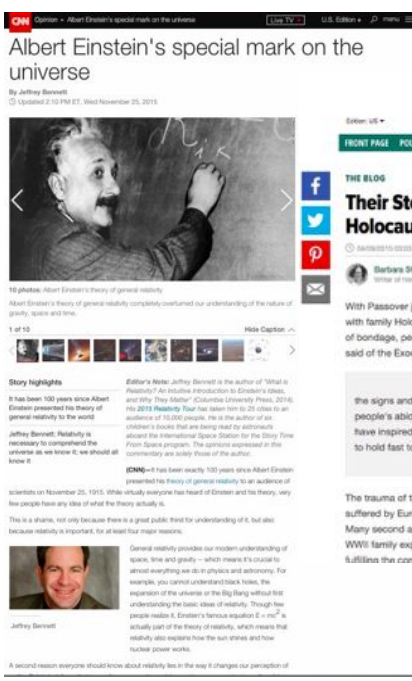
- Keep it short
- No more than 1-2 pages
- Email pitches that can be read/responded to from a phone
- Link to all info at a glance



Contributed content is king



The screenshot shows the CNN.com opinion page. At the top, there's a navigation bar with 'opinion' and a search bar. Below that, there are several featured articles. The main article is titled '2016 Race: Is looking for faith in a candidate the wrong way to approach the voting booth?' by Bruce Ashford and Chris Peppelardo, published on January 21, 2016. Below the article, there's a video player for 'SPIRITED DEBATE' and a section titled 'More from Fox News' with a grid of related articles. At the bottom, there's a 'Related Image' section with a small image of a person.



The screenshot shows a CNN article titled 'Albert Einstein's special mark on the universe' by Jeffrey Bennett, updated on November 20, 2015. The article features a photo of a young Albert Einstein with a chalkboard. The text discusses Einstein's theory of general relativity and its impact on our understanding of gravity, space, and time. It includes a 'Story Highlights' section and a 'General relativity provides our modern understanding of space, time and gravity' section. The article is part of a series of 10 slides.



The screenshot shows a HuffPost Books article titled 'Their Stories, Our Stories: Looking Toward Holocaust Remembrance Day' by Barbara Stark-Nixon, published on June 28, 2015. The article features a photo of a young girl and discusses the importance of remembering the Holocaust. It includes a 'FOLLOW HUFFPOST' section with social media icons and a 'SUGGESTED FOR YOU' section with related articles.





The social conversation controls the news tide

- Producers/hosts are no longer turning to a stack of books to find topics; they're looking on IG, TT, Facebook & Twitter, YouTube
- Response pieces online are key - authors need to be able to turn these around quickly
- Authors need to have a social presence- obviously!
- PR strategies need to be adaptable to the news of the day

The background is a solid blue color with a repeating pattern of various social media icons in a lighter shade of blue. The icons include Google+, YouTube, Facebook, Twitter, Instagram, LinkedIn, Pinterest, and Tumblr, arranged in a grid-like fashion.

TRENDS IN SOCIAL MEDIA

Why Does Social Media Matter?

- Clout
- Credentialing
- Getting the word out
- Building an audience
- Future opportunities

Social Media Creates...

Conversation

- Consumers mention brands 90 times per week to family, friends, and coworkers.
- Most people check SM platforms many times daily.

Community

- Social media allows readers and authors to connect across continents, instantly.
- Sites allow fans to communicate with each other, as well as with authors.

Conversion

- Shoppers have bought something based on a recommendation made through social media.
- More likely to buy the products of the brands they follow online.
- One click ordering

Can They Hear You Now?

- Branding matters for more than just brands.
- New platforms are constantly emerging.
- Social media is less about sales and more about building relationships.
- The influx of people using social media for marketing, means brands and authors can no longer afford to dabble. Professional help and guidance is needed to stand out from the pack!
- Traditional forms of marketing and advertising are less and less effective. New and innovative strategies are needed to survive.

What Next?



1. Discover which network(s) work best for you.
2. Design and optimize your profiles to match your brand.
3. Develop a strategy for what to post online.
4. Use strong, high-quality visuals to capture attention and increase engagement.
5. Post consistently and provide **value**.
6. Engage, engage, engage!

**Social media is a marathon not a sprint.
Focus on long-term benefits, not short-term goals!**

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