

KENYON
AUTHOR SERVICES

MARKETING CONSULTANCY PLANS

Kenyon Author Services: Offering marketing and PR services for literary industries.

“Thank you for the exemplary job you have done. You did everything we discussed with great ability and professionalism and created a lot of awareness where previously there was none.” – Michael Maul, Poet and Author

Isabelle Kenyon says...

“Marketing and publicity are the key to successful sales. Finding and speaking to your target audiences online is as essential as writing the book itself. I can help traditional publishers with running their marketing and public relation campaigns, or directly assist authors who published via self-publishing routes. I prefer to start this process by listening to what you hope to achieve for your book.”



BACKGROUND:

Isabelle Kenyon has a background in Arts and corporate company marketing as well as venue and events management, before she embarked upon a career as both a publisher and a book marketing consultant for the past five years. As well as running her own successful publishing company, she currently works with publishers and authors internationally and has ran marketing campaigns for South Asian Heritage Month, Sabotage Reviews and Clare Songbirds Publishing House, New York. Isabelle has designed advertising and PR campaigns for reputable theatres and authors, written press releases, designed social media campaigns and has organised Blog Tours for her clients such as Lendal Press, Valley Press and Platypus Press.

All packages and quotes will be bespoke based on your requirements. For a quote, please email isabellekenyon@hotmail.co.uk with an overview of the publicity required and Isabelle will be able to advise on the time period required. Example packages and rates can be found below as a guide.

BOOK A FREE 15 MINUTE DISCOVERY CALL WITH ISABELLE KENYON:

isabellekenyon@hotmail.co.uk

LOOKING TO BUILD YOUR BRAND AS A WRITER, WITH THE HOPES OF WORKING UP TO A BOOK?

I'd love to chat to you about **online and offline presence** for yourself as a writer. Ensuring you are presenting yourself as professional and an expert in your genre of writing can massively improve your chances of future publication. I prefer to do this in **two 30 minute Zoom sessions**: one to set your marketing **goals and strategy** (with resources) and one to **evaluate** how it is going and where you can continue to add value/set yourself new goals for visibility and perhaps get yourself booked for **writer appearances**! Each Zoom session is priced at £35 - let's get you out there!

MIXED EXAMPLE BOOK MARKETING AND PR PLANS:

A successful three-month book marketing plan begins with identifying and targeting your ideal audience. This includes creating a customer profile and identifying key words, hashtags, and relevant bloggers within your genre to reach potential readers. We will also craft a compelling press release that highlights the author and the themes of the book.

To maximize the impact of your marketing efforts, we will also focus on highlighting the key selling points of your book and elevating the language in your book's blurb to capture attention.

To address any time constraints, I offer the option to upgrade your plan by taking on the management of your social media accounts for an additional £15 per week per account. This includes creating eye-catching graphics, author profiles, and a cohesive color scheme that complements your book cover. Depending on your budget, we can also work with influencers to promote your book to a larger audience.

If your book has a unique or timely story, we can also secure coverage in newspapers and magazines through our network of journalist contacts. Alternatively, we will focus on reaching out to literary journals, book bloggers, and influencers to gain exposure for your book. We will also explore opportunities for radio and podcast interviews and festival bookings.

In the final month of the campaign, we will promote any coverage gained across our channels and create graphics with key quotes from the book. We will provide progress updates every month and a comprehensive evaluation of the campaign's progress and exposure at the end.

The cost for a typical three-month mixed marketing and PR campaign, including all of the above services, is £900. A six-month campaign is available for £1,800. Payment plans and references are available upon request. We are also sensitive to personal aims for projects and can work within your budget to design a bespoke plan.

KENYON AUTHOR SERVICES BLOG TOURS

- I currently specialise in creative fiction blog tours, with a speciality in poetry and fiction. I can organise anything from a seven day tour up to a four-week tour.
- I currently work with publishers and directly with authors. I have a growing list of Blog Tour host bloggers - all are very active on Social Media; Facebook, Twitter and Instagram.
- I ensure that each book is matched with the appropriate bloggers and will co-ordinate the tour from beginning to end. All stops on the tours are shared on Social Media.
- Examples of previous Blog Tours can be supplied, along with testimonials and references from both publishers and authors.

What do I need from you?

- A secured publication date (if Blog Tour taking place ahead of publication)
- A cover image (jpeg or png file, preferably 1MB+)
- Physical copies available on request (book bloggers will have a format preference)
- An idea of Tour content – are you looking for reviews, interviews, guest posts or a mixture of all three?

Typically, quotes are £100 for a 7 day tour/£120 for a 10 day tour/£140 for a 14 day tour. Larger time period quotes depend on content required. Blog tours must be booked two months in advance.

Contact me for a quote and outline your hopes for your Blog Tour's timeframe to isabellekenyon@hotmail.co.uk

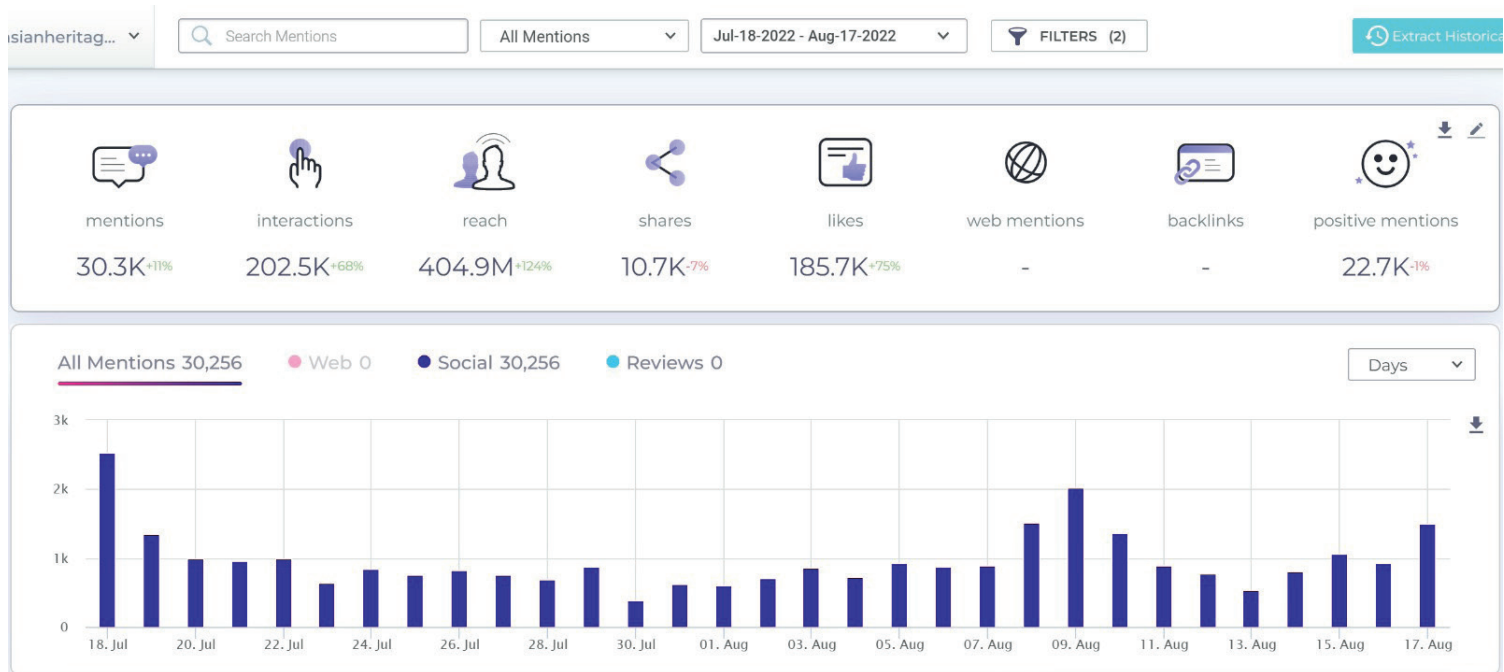
SOCIAL MEDIA MAINTENANCE PACKAGES

Quote customised to number of social media accounts and preferred post frequency per week and month. Ranging from £15 per hour per social media account.

This may include:


- Regular posting to social media channels
- Uploading graphics using photographs as provided by the author/publisher.
- Updating information
- Building likes and a following through interaction.

STATISTICS ACHIEVED FOR SOUTH ASIAN HERITAGE MONTH SOCIAL MEDIA OVER THE PERIOD OF ONE MONTH:





EXAMPLE SOCIAL MEDIA GRAPHICS AND RECENT COVERAGE ACHIEVED:

Abbigail Nguyen Rosewood's
Constellations of Eve

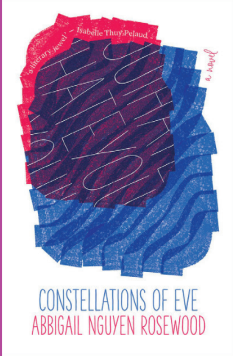


“Here, novelist Abbigail Nguyen Rosewood recalls how anxiety before her wedding returned her to the impermanence of life, to its multiple pathways and infinite realities, as explored in her new book.” - Lucy Writer’s Platform

11. 08. 22






Abbigail Nguyen Rosewood's
Constellations of Eve



“The writing is uncompromising but also lyrical. Scenes depicted are often graphic yet feel necessary for progression. Imagery hovers between the brutal and ethereal. As tension rises the author reveals paths this reader was not expecting, raising the tale to new levels.”

11. 08. 22

@FOLLOWTHEHENS - JACKIE LAW

Author Interview:



besea.n



Stella Backhouse:

“If we as a society choose to see ourselves reflected in Kahlo’s life and art, that in itself is a commentary. We are Frida. Frida is us.”



Foolish Heroines Blog Tour

@june_mw #FoolishHeroines @valleypress

Jan 17th @bookswithbecs	Jan 24th @Lou_Bookmarks
Jan 18th @teacherwithabook	Jan 25th @MagicofWorldsBE
Jan 19th @Chedgee	Jan 26th @jaffareadstoo
Jan 20th @brownflopsy	Jan 27th @h_elisestewart
Jan 21st @bookbound2019	Jan 28th @north_bookworm1
Jan 22nd @The_LadyB	Jan 29th @charlyblogs
Jan 23rd @molsbymoonlight	Jan 30th @_silvrx



KENYON AUTHOR SERVICES BLOG TOURS