

THE MEDIACASTER'S COMPLETE MARKETING CHECKLIST

Pre Launch

- Determine your Branding
 - Conduct market research
 - Set up your website
 - Start collecting subscribers for your newsletter and email marketing
 - Set up a blog
- Choose your Social Media
 - Instagram
 - Facebook
 - Twitter
 - TikTok
 - Pinterest
 - ClubHouse
- Reveal your cover
- Make business cards
- Set up your author pages
 - Amazon Author Central Page
 - Goodreads Author Page
 - Bookbub Page
- Video Trailer
- Set up your digital landing page
- Network with other authors

COMPLETE MARKETING CHECKLIST --CONT.

Launch

- ARC TEAM
- 10-day Video Countdown
- Launch Party
- Interviews
- Podcasts
- Breathing Life into your book
 - Reviews
 - Book Signings
 - Swag Packages
 - Giveaways
 - Affiliations and Collaborations

Keeping Your Book Alive

Free Advertising:

- Social Media
- Online Course Creation and Workshops
- Blog Tours
- Public Speaking
- Grow Your Reach
- YouTube Channel
- Book Marks

Paid Advertising

- Google Ads
- Amazon Ads
- FaceBook Ads
- BookBub Ads
- Paid Newsletters and Promo Sites
- Influencers
- Using Media Outlets
- Press Kit
- Press Releases
- Pitching Podcasts
- Radio and Television

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