

Matador Serious Self-Publishing



Social Media Marketing

The use of social media to promote books and ebooks has become an industry-standard means of reaching a diverse yet closely-targeted audience. For many people, however, social media like Twitter and Facebook remain something of a mystery. For this reason, we have introduced separate social media marketing services, designed to establish an author presence online, that enable authors promote their work using various social media.

We focus mainly on Facebook and Twitter, the leading social media sites; these are also the most author-friendly, and are proven in increasing discoverability of authors and books. It can take years to build an author brand, but this campaign will kick-start your knowledge and use of the social media sphere. It is especially suitable for those who struggle to find their way around the internet or learn how to use new websites. These services, along with our invaluable social media handbook, will have you tweeting and posting in no time!

Our social media marketing services are cost-effective social media campaigns that provide the building blocks for your online author brand and allow you to expand your reach to a huge, worldwide audience.

We create professional-standard social media accounts on your behalf and start building your author brand, while gently introducing you into the world of social media. This campaign will give you a period of dedicated social media support from our experienced marketing team. Our aim is to fully involve you in using the accounts we set up for you, so that by the time the campaign has ended you will be confident with using them yourself.

Social Media Marketing (£300+VAT)

Our social media marketing service is a cost-effective social media campaign that provides the building blocks for your online author brand and allows you to expand your reach to a huge, worldwide audience. This service includes:

- Creation of a branded, author-specific Facebook page.
- Creation of a branded, author-specific Twitter account.
- Setting up an author profile and book page for you on Goodreads, the most popular book recommendation website.
- Creation of an author-specific Gmail email address (which we use to register your Twitter and Facebook accounts, and then pass over to you for personal use).
- A three-week comprehensive social media campaign that starts when your book or ebook is available.
- One week of daily tweets and two subsequent weeks of ongoing support, and tweeting/posting from author submissions.

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- When the campaign has been concluded, all social media accounts established are handed to you so that you can continue to use them.
- A handbook showing how to use your social media accounts, and how to be creative with your 'posts', so that you can take over posting and continue to build your online author brand.

Note that we require you to have your own computer and internet access to be able to use social media services.

Extended Social Media Marketing (£400.00+VAT)

This includes all of the above, plus:

- Two extra weeks of ongoing support, and tweeting/posting from author submission
- Bespoke banner artwork for your Facebook and Twitter pages

**If you would like more information contact:
marketing@troubador.co.uk 0116 279 2299**