

Marketing and PR Checklist

1. Website for Book and Author?

2. Press Kit & Materials?

- a. Press Release
- b. List of Reviewers
- c. Sheet of Endorsements

3. Goodreads.com and LibraryThing promotion?

4. Reviews

Is a Review Copy Available on Net Galley?
ARCs Available?

5. Trade Promotion Ad Placement

Baker and Taylor?
Shelf Awareness?
Local Newspapers or Online?
Themed Newsletters?
Budget for Ad for Library Venues?
Other?

6. Social Media campaign

Facebook:
Twitter:
Other:

7. Book Clubs campaign?

8. Print Media Campaign

Target key news and magazine placements for articles?
Online?:

9. Radio Campaign

Any interviews to be scheduled?
Give Aways planned?

10. Book Signings, Book Fairs or Events?

11. Book Blogger Campaign?

Active campaign focused on Book Bloggers and Reviewers online focused on genre/topic?