



## BOOK MARKETING PLAN



Publishing ■ Marketing ■ Distribution





## BOOK MARKETING GUIDE

### IS YOUR BOOK WORTH IT?

You have an idea for a new book. You may even have a solid draft ready to submit to an agent or an editor. But you hesitate. Is your book idea good enough to withstand the trials of publishing?

If you have put a great deal of heart and more than one long night into your book—if you have passion for what you are writing—it's worth crossing your fingers and sending it out to someone who can help you publish.

### YOUR TARGET AUDIENCE

We can help you understand your target audience/readers. This is important for the book distribution cycle. So if you are targeting based on demography i.e location, age and gender, we can make it easy combining the stats, figures and ideal channels of reaching them.

### YOUR BUDGET

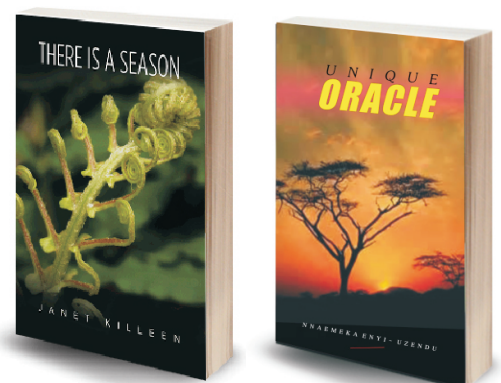
When it comes to creating awareness and generating sales for your book, your BUDGET comes to play. However, there is no minimum spend on marketing. 60% of our marketing efforts are based on how far you are willing to go with your budget.

Marketing must be strategic and must reflect both your primary and secondary goal. Marketing with your budget will cover both free and paid marketing channels which we would share with you in the preceding pages.

**if you have the will,**  
**we have the way...!** >>

Moonlight Publishing

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## BOOK MARKETING GUIDE

### OFFLINE MARKETING CHANNELS

We work well with a variety of marketing channels be it online and offline. You can always count on us to craft out a compelling marketing plan based on your goal and budget.

#### BOOK REVIEWS

Book reviews are a good way to reach avid book readers here in Nigeria and abroad. Newspapers, journals, blogs radio, and a host of other platforms that pull massive traffic and a genuine reader base would do lots of wonders.

#### Book Fairs

As a company we get first hand information on fairs and exhibitions which can be very beneficial to our authors. We attend these fairs with authors books thereby creating tangible awareness and probable sales.

#### Promotional Items

You cannot underestimate the effect of promotional items for marketing your book. It is one thing to have your book distributed to bookstores, it is also another thing to create awareness for readers to locate your book at various locations.

Flyers, Book markers and Roll up Banners are ideal promotional materials to get you going.

#### Book Launches

Book launches if done well have the capacity to make your book an instant hit. Book launches are at the discretion of the Author, however we don't have a direct impact on attendees to your book launch, we can help clear grey areas as regards planning and logistics.

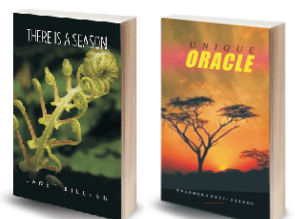
#### Bookstores

Trust us to deliver your books to major bookstores in Nigeria. We take care of the trouble and hassels, you manage your profit and returns from your book. We connect you directly with bookstores who have your books so you can monitor and track the success rate of your books.

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## BOOK MARKETING GUIDE

### DIGITAL MARKETING CHANNELS

Over the years, internet penetration in Nigeria has grown massively. You cannot underestimate the reach and potential of the internet in reaching your target audience both locally and internationally.

#### Online Book Stores

Get wider reach and make your book available to millions of avid book readers worldwide. Everyday book readers shop for books on their favourite online bookstores. Be where your audience is to get maximum returns on investment.

#### Social Media

Your readers are on every social media platform available. Social media is one great way to create awareness, popularity, reviews and ultimately generate sales for your work. Our army of social media influencers can always create a social media strategy that not only convinces, but also converts.

#### Search Engine Marketing

Talk about being on the first page of google, or to be more precise ~THE TOP 3~ on google searches containing the keywords matching your book. We can always make that happen without a fuss.

Google is Nigeria's No 1 most used website with millions of monthly searches. You don't want to miss out when users look for books relating to your topic or core focus.

#### Display Banner Advertising

Imagine your book being displayed across all the websites visited in Nigeria and beyond. Yes..thats how far we can go to drive awareness and ultimately generate sales for your work. We constantly do researches on the top most visited sites in the country to give you the edge with your project.

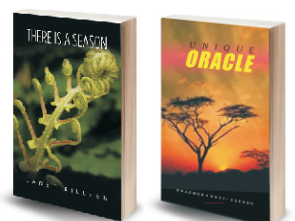
#### Book Reviews

A good review can do wonders to your book. Blogs and news platforms are the trending stuffs of today and guarantee you tangible results from your marketing efforts.

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### PRICING AND PLANS

#### BASIC PLAN



**N5,500 Monthly**

N20,500 Quarterly

Online Bookstores  
Search Engine Marketing  
Social Media Marketing

#### SILVER PLAN



**N8,500 Monthly**

N31,500 Quarterly

Online Bookstores  
Display Banners  
Search Engine Marketing  
Social Media Marketing  
Book Reviews

#### PREMIUM PLAN



**N11,500 Monthly**

N43,000 Quarterly

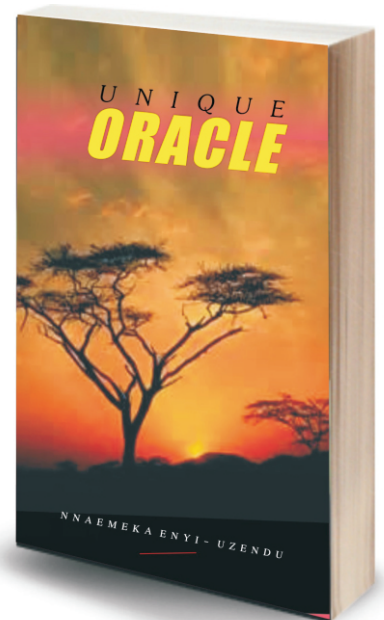
Online Bookstores  
Display Banners  
Search Engine Marketing  
Social Media Marketing  
Book Reviews  
Promotional Materials  
Exhibitions and fairs

## BOOK OF THE MONTH

**Author:** Nnaemeka Enyi-Uzendu  
**Publisher:** Moonlight Publishing  
**Year:** 2014

#### Review:

Unique Oracle is a page turning epic story, centered on the great people of Onuogba kingdom and their unforgettable journey towards salvation. It showcases the constant classic conflict between good and evil. Abbot Camillus in all his ways; selfless worship to God Almighty, represents good while Agunti, the blood thirsty god of Onuogba people represents evil and exemplifies that truly the devil's number one agenda is to devour.



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