



21ST CENTURY LITERARY PROMOTIONS

GETTING THE WORD OUT ABOUT YOUR
BOOK, EVENT, OR ORGANIZATION

WHY SHOULD YOU BELIEVE ME?



[Home](#) [Company](#) [Clients](#) [Services](#) [Blog](#) [Newsletter](#) [Contact](#)



WHO DO WE HELP?

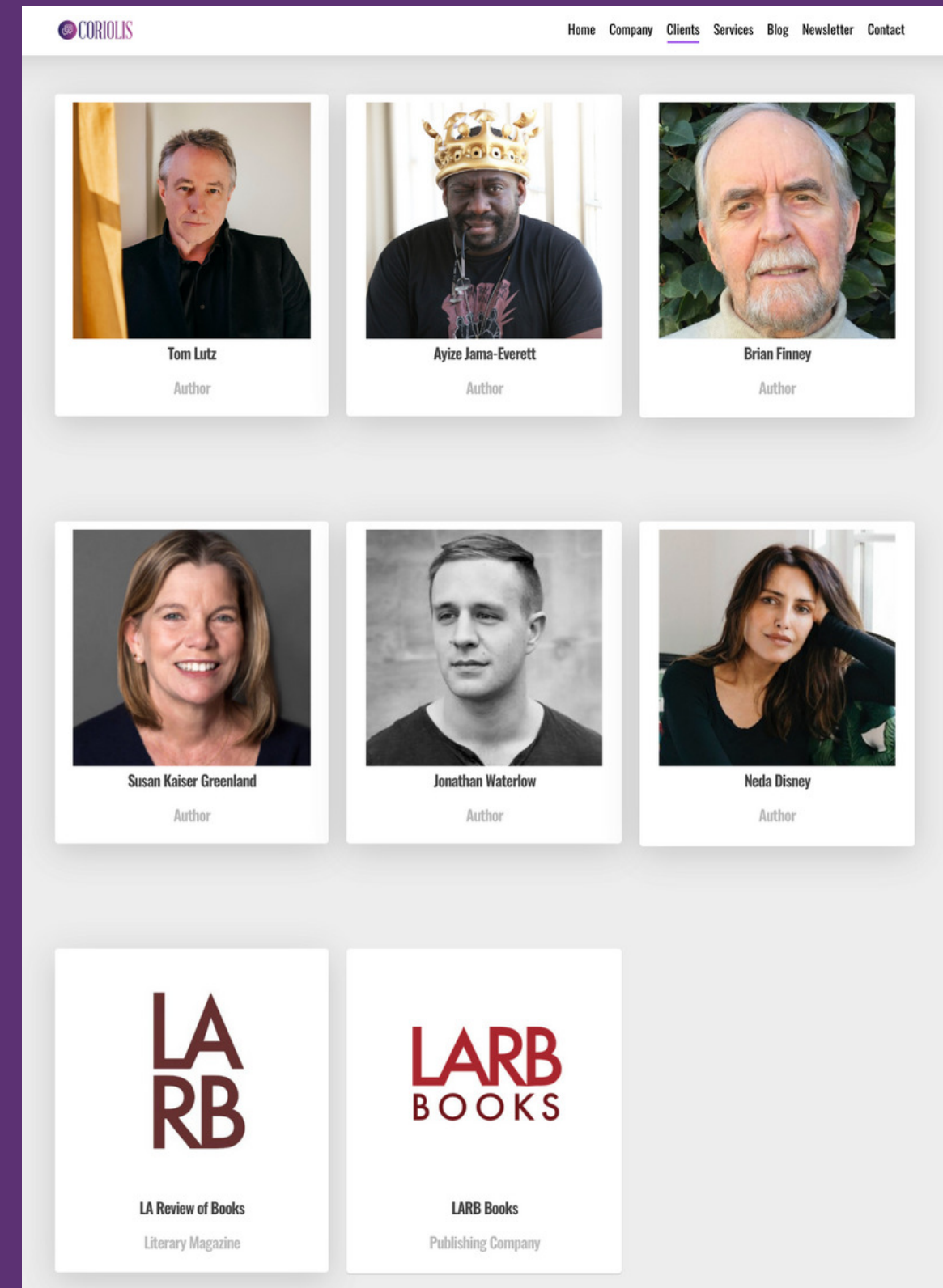
AUTHORS:

- TRADITIONALLY PUBLISHED

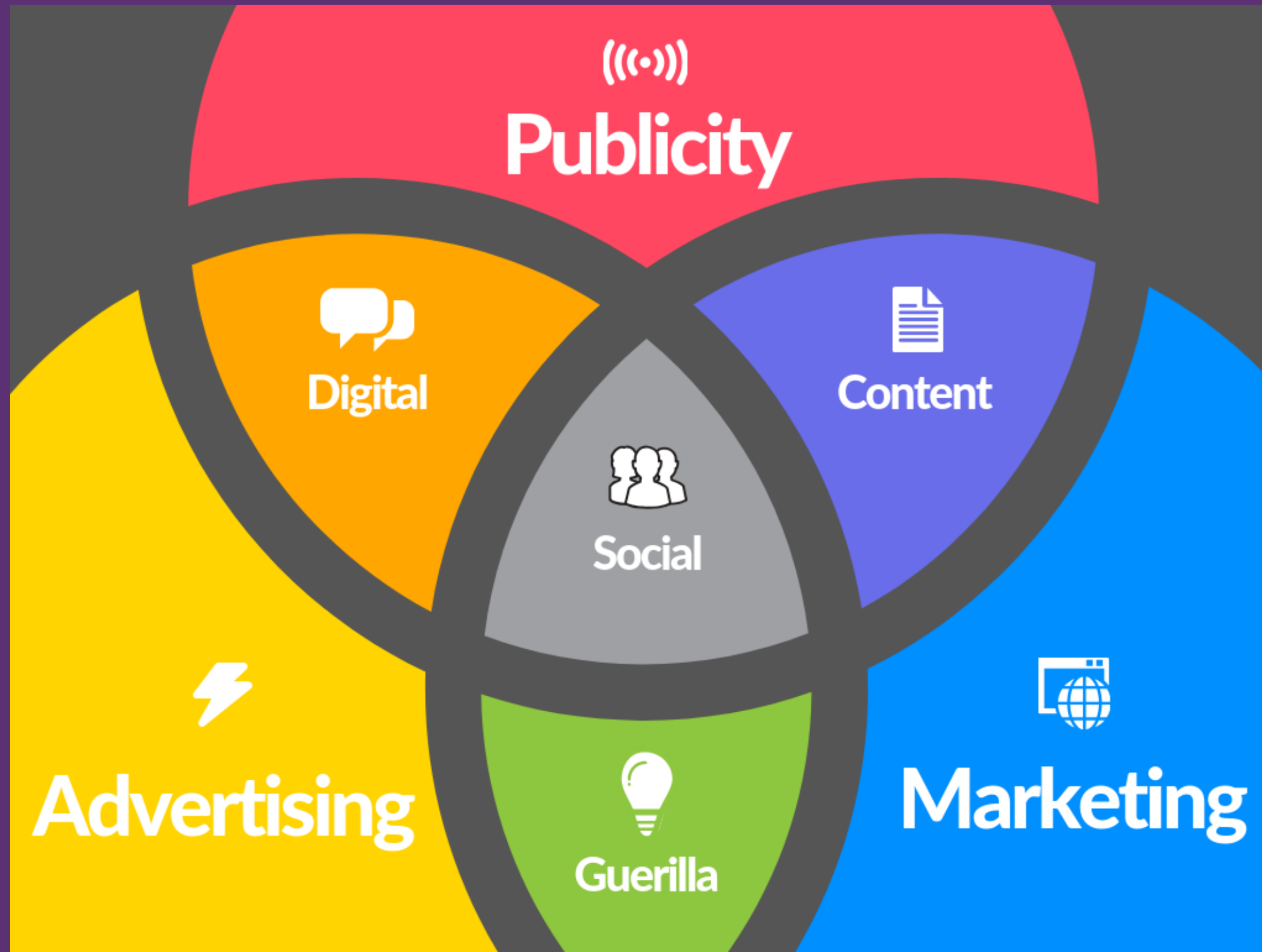
- SELF-PUBLISHED

PUBLISHERS

LITERARY ORGANIZATIONS



WHAT DO WE DO?



MEDIA:
EARNED
OWNED
PAID

AKA.

S
A
L
L
E
S

AKA. "PROMOTION"

SO WHAT DO WE MEAN BY

**"21ST CENTURY
LITERARY
PROMOTIONS"**

?

A LITTLE MARKETING HISTORY

- 1450 - the first flyers and brochures printed (Thanks, Gutenberg!)
- 1600 - paid advertising in Italy
- by 1730 half of the space in newspapers in London are devoted to ads
- 1864 - spam appears in the form of unsolicited telegraphed messages
- 1876 - the first paid product placement appears in the Lumiere brothers' movie for Sunlight soap
- 1920 - radio ads start
- 1941 - the first TV ads appear
- 1950s - telemarketing is systematized
- 1970s - e-commerce is developed
- 1980s - database marketing (later CRM) emerges
- 1984 - guerrilla marketing tactics introduced
- 1998 - Google and other modern search engines appear
- 1998 - Viral marketing phenomena identified
- 2003 - Social networks emerge: Myspace, LinkedIn, etc.
- 2017 - Micro-influencers emerge

MARKETING:

THE ACTION OR BUSINESS OF PROMOTING AND SELLING PRODUCTS OR SERVICES, INCLUDING MARKET RESEARCH AND ADVERTISING.



Limited offers &
Limited
competition



Marctus --> Marketing

Before the 1960s



www.CoriolisCompany.com

Late 20th century



**Today, we are
bombarded with up to
700-4000 ads per day.**

**Most of us are
COMPLETELY FATIGUED
by all the information
competing for our attention...**



So to preserve our sanity...

**We find a way to tune
it all out...**



**But what happens
when you have a
book, magazine,
event**

**and you need to
GET THE WORD OUT
about it?**

It's a
GREAT IDEA...



What happens when you don't promote (advertise, market, publicize) your product?



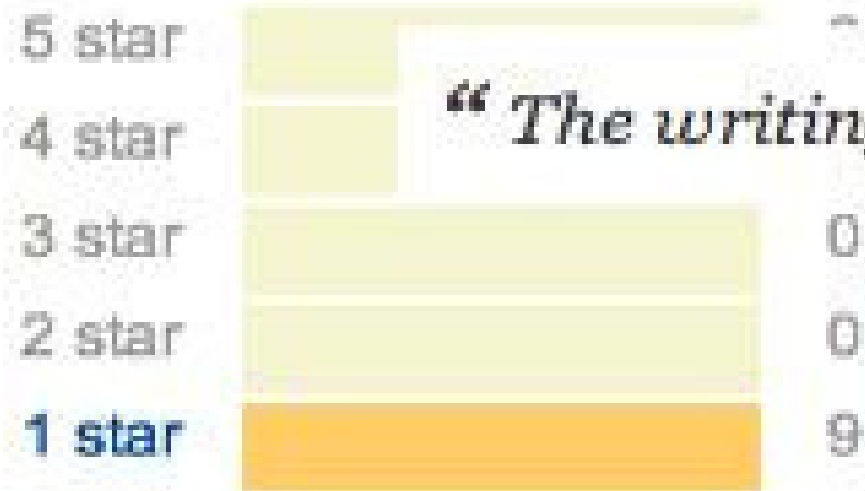
A bookstore no one knows about?



A reading no one attends?

★☆☆☆☆ (9)

1.0 out of 5 stars



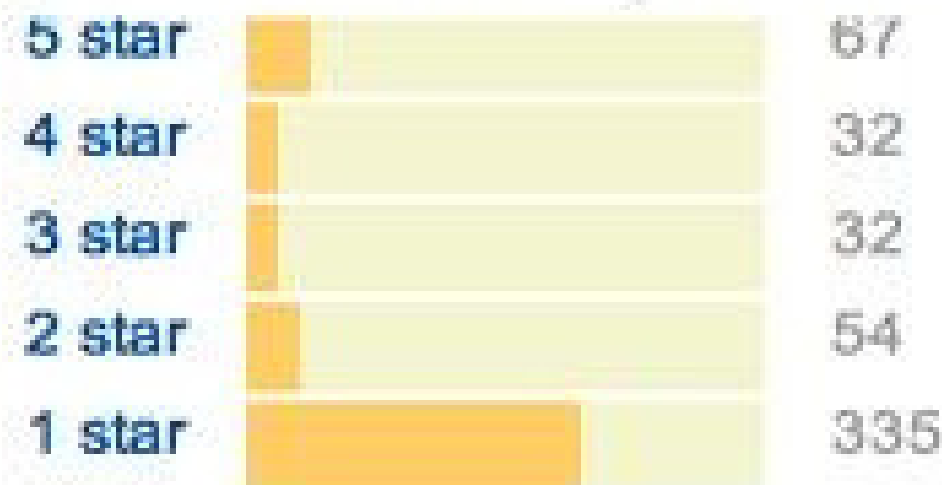
“ I haven't read the book: I've only been spammed at

1 star

13

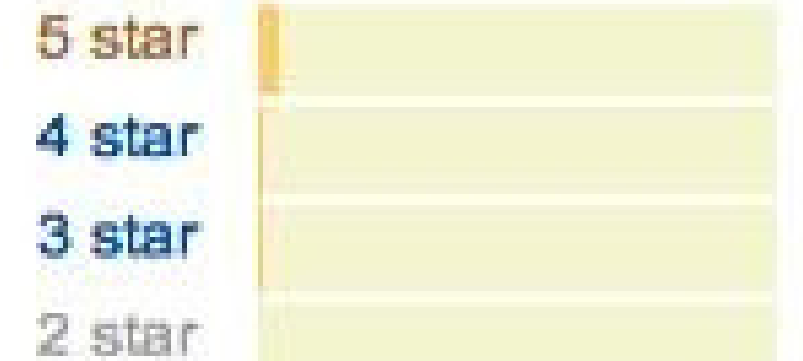
★★☆☆☆ (520)

“ The writing and plot were not very well done; it seemed to read like a rough



★☆☆☆☆ (95)

1.2 out of 5 stars



“ Do not encourage this author's behavior. ”

A book no one buys, or worse...

**Without promotion something
terrible happens... Nothing!**
—P.T. Barnum

CONSIDER

MARKETING COMES FIRST!

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CONSIDER

**CONCEPT, PRODUCT,
SERVICE**

What is unique about
this?

MARKETING COMES FIRST!

CONSIDER

CONCEPT, PRODUCT, SERVICE

What is unique about
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CLIENTS, CUSTOMERS

Who is this for?

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COMPETITION

Who else is selling
something similar?

(Corrections)

MARKETING COMES FIRST!

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CONNECTIONS

Who can help you with this?
(Cross-promotion)

MARKETING COMES FIRST!

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CAPITAL

What do you have vs. what do you
need?
(Competencies and Compromise)

SO WHAT METHODS WORK
(AND DON'T WORK)

**TODAY IN
PROMOTION?***

***YES, MARKETING.**

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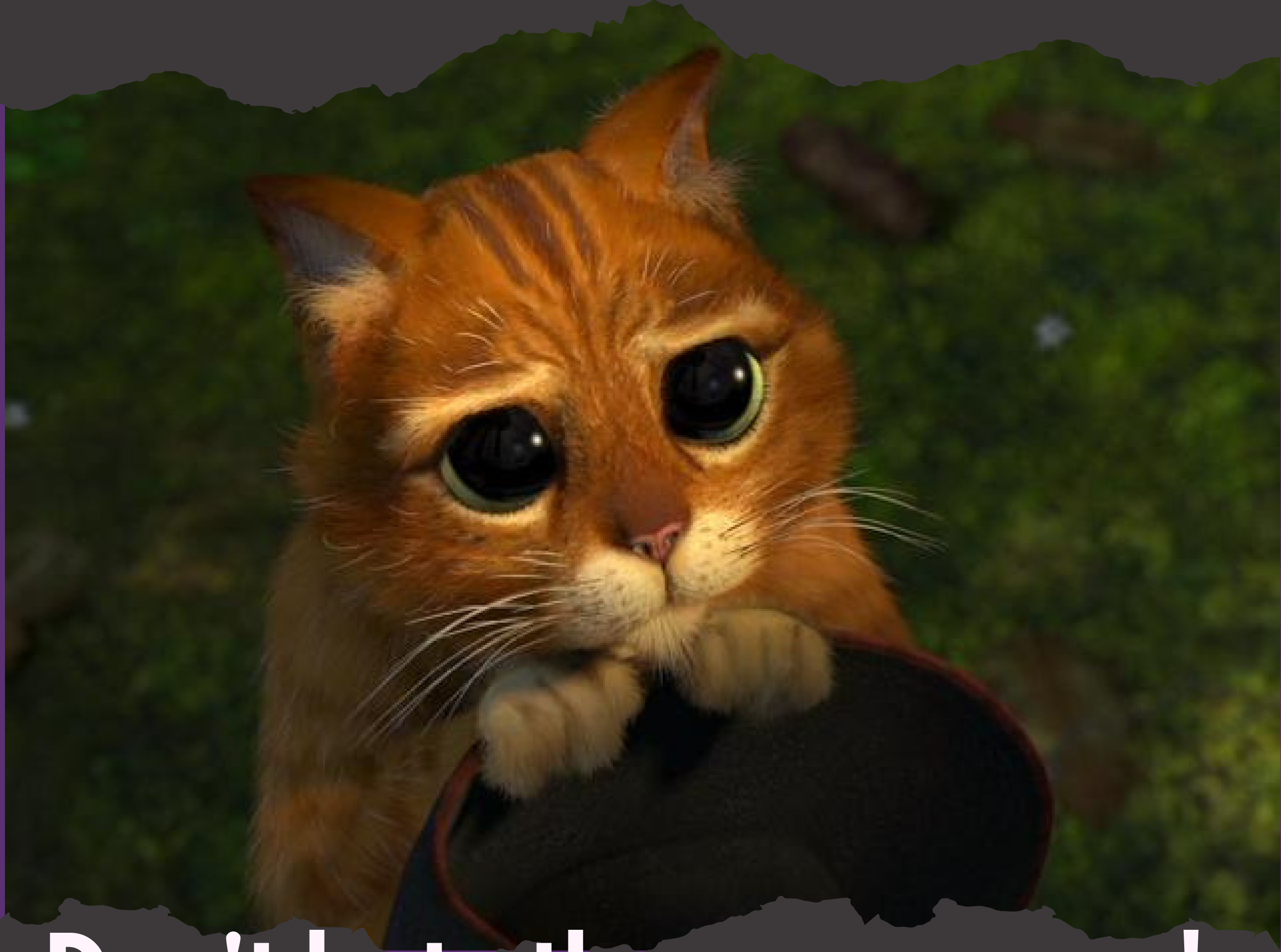
**WE'RE GOING TO LOOK AT THE OLD WAYS
TO SEE WHAT WE CAN SALVAGE...**

**Do flyers and
brochures
still work?**

Do flyers and brochures still work?

- older demographic
- expensive products
- *Make it visual
- *Deliver creatively

What about print/newspaper ads?



**Ahem...
Sort of.**

Don't hate the messenger!

**What about
radio ads?**

What about radio ads?

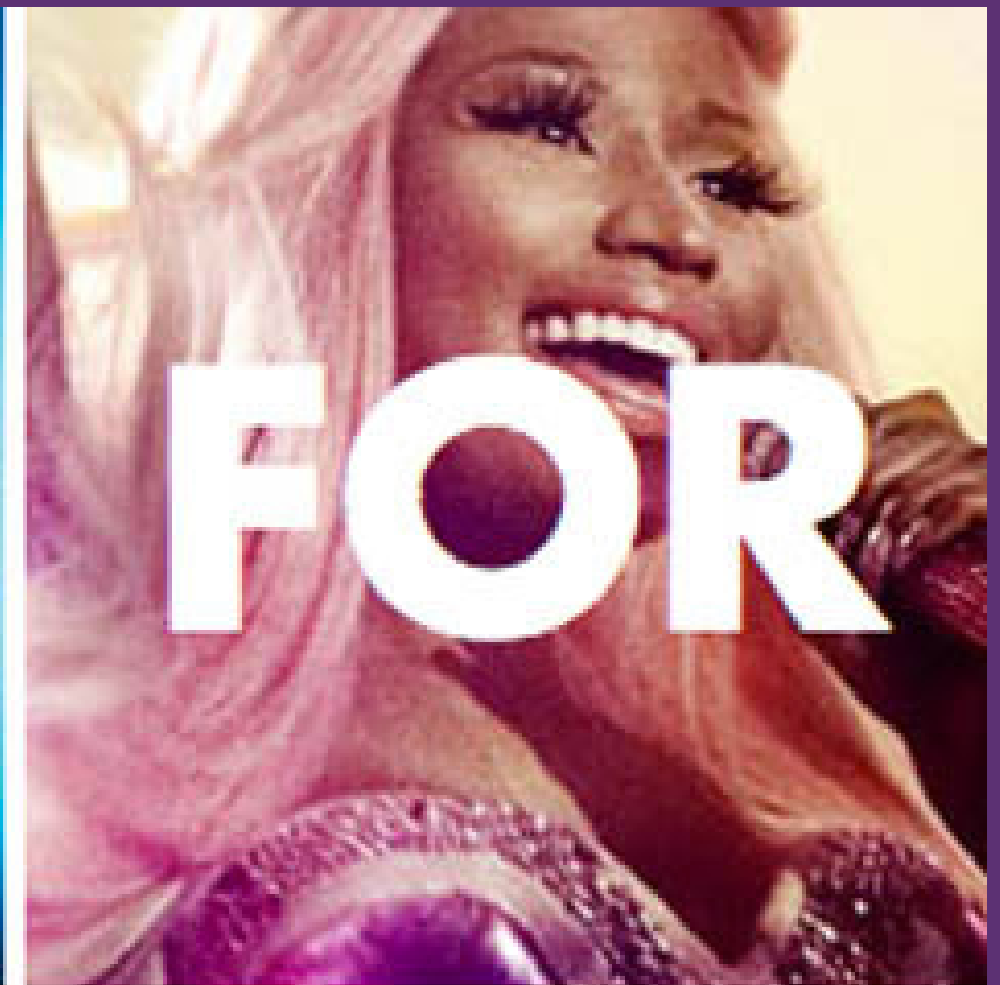
- for brand building**
- low to mid-cost
products**
- cheaper than TV**

**Niche
podcasts are
a better
alternative!**

**Cheaper than radio
and more targeted.
Works better for a
younger audience.**

How about TV?

For Goliath, yes...



David needs to get clever...

That's where PR comes in



What else can you do?

What else can you do?



Telemarketing



Telemarketing



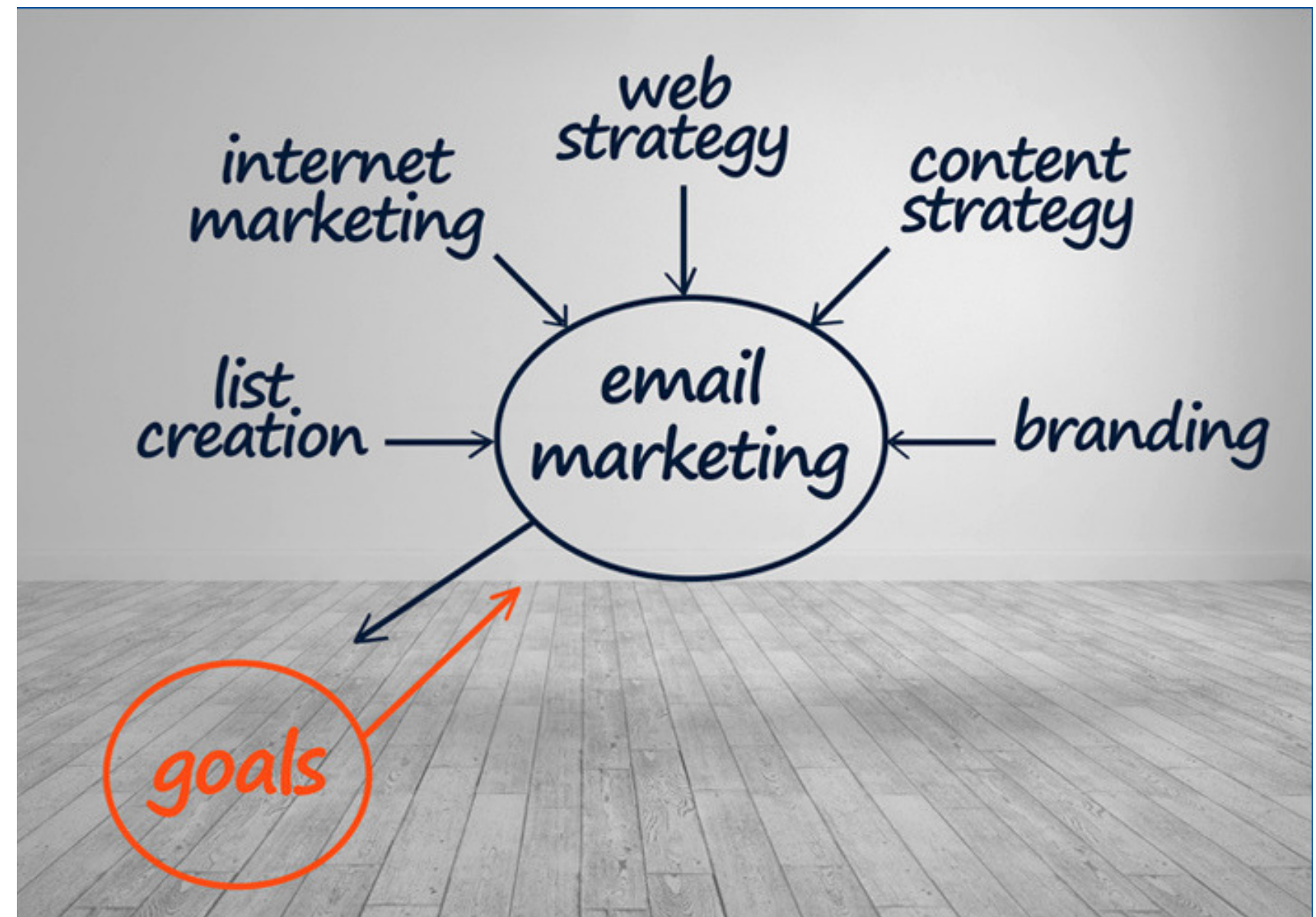
Other people feel just like you do...

What about spam?

What about spam?



INSTEAD OF SPAM



EMAIL MARKETING

- TARGETED: Relationship and Permission based

EMAIL MARKETING

- **TARGETED: Relationship and Permission based**
- **RELEVANT: AIDA - Attention, Information, Desire, Action**

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EMAIL MARKETING

- **TARGETED: Relationship and Permission based**
- **RELEVANT: AIDA - Attention, Information, Desire, Action**
- **Higher engagement rates -- Great sales!**
- **--- BUILD YOUR LIST!**



EMAIL BRINGS US TO THE DIGITAL AGE

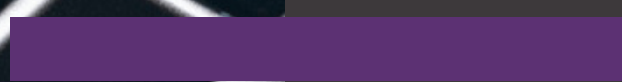
FACT:

People no longer live in their homes, they actually live online.



YOUR WEBSITE IS THE GATEWAY TO YOUR BRAND

E-COMMERCE — WEBSITES



**Your website is where you keep
whatever you have to sell.**

It needs to be found.



This is where you send everyone.



You all know about social media



FACEBOOK



INSTAGRAM



TWITTER

And many more.

**THESE DAYS, NETWORKING ONLINE IS MUCH
MORE EFFECTIVE THAN IN PERSON.**



**How many business cards can you collect vs
how many LinkedIn connections can you make
in an hour?**

And many more.

SOCIAL MEDIA IS A MUST, BUT...

- START WITH A FEW CHANNELS --
LESS IS MORE**

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**- LEVERAGE CONNECTIONS --
BUT KNOW WHEN TO TAKE A "NO"**

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**- START WITH A FEW CHANNELS --
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**- LEVERAGE CONNECTIONS --
BUT KNOW WHEN TO TAKE A "NO"**

**- IF YOU WANT RESULTS YOU'LL
HAVE TO PAY TO PLAY**

WHAT WORKS ON SOCIAL NOW?

SOCIAL NETWORKS FAVOR VIDEO

- PRE-EVENT / PRE-LAUNCH VIDEO**
- SPEAKER / AUTHOR INTERVIEWS**
- FACEBOOK REMARKETING (plus FB ads)**

CREATE FOMO!

SOCIAL NETWORKS FAVOR VIDEO

- EVENT VIDEOS = CONTENT!!!

**- LIVE
STREAM!!!**

SOCIAL NETWORKS FAVOR VIDEO

- POST EVENT VIDEOS = CONTENT**
- GUARANTEE FUTURE SALES**

WHAT ELSE CAN YOU DO TO BRING CUSTOMERS TO YOUR WEBSITE

TO HAVE THEM BUY YOUR PRODUCT?

GUERRILLA MARKETING



COMBINING ONLINE AND OFFLINE

LOW COST

SURPRISING

AN EXAMPLE OF GUERRILLA MARKETING



AN EXAMPLE OF GUERRILLA MARKETING

**FREE
ADVICE?**

FRONT



BACK

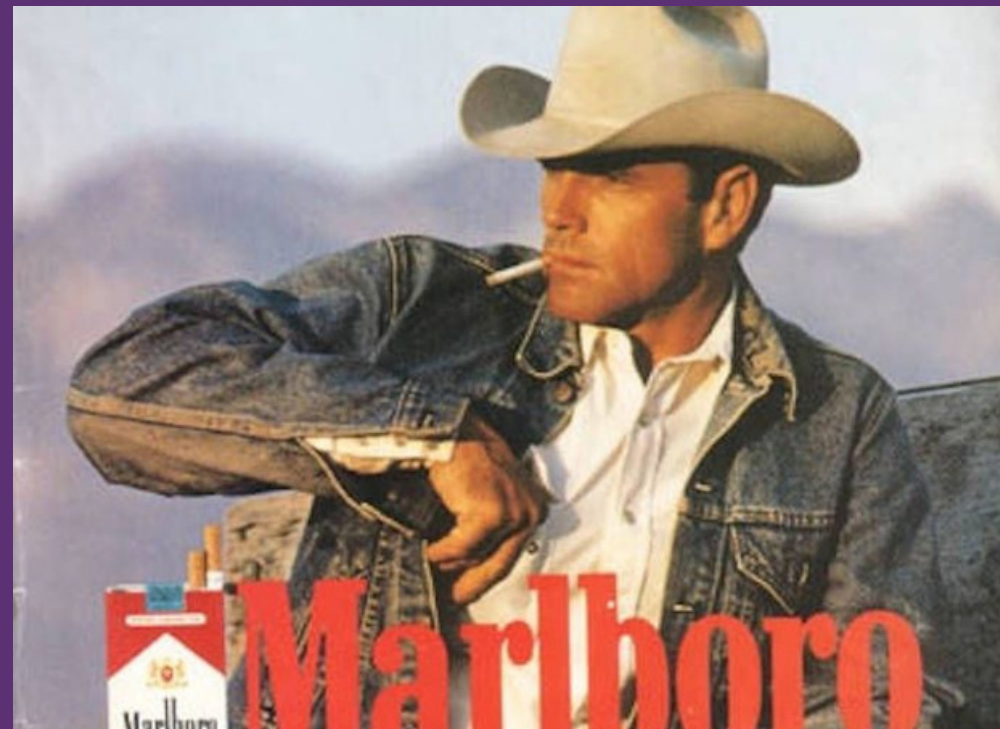
INFLUENCERS

FROM CELEBRITIES AND ACTORS
PRE-INTERNET...

EXCLUSIVE



Getty

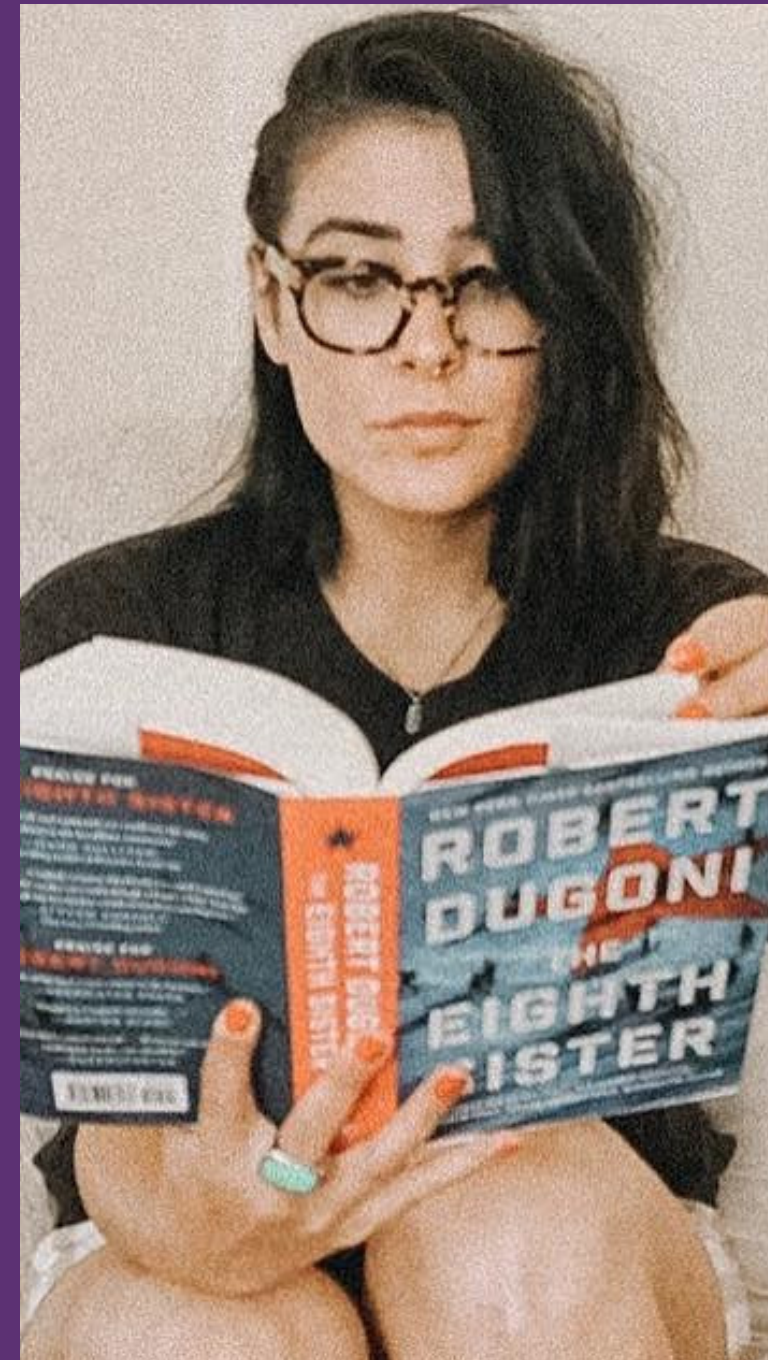


INFLUENCERS

TO VLOGGERS/BLOGGERS AND MEGA
INFLUENCERS



NOW WE ARE IN THE AGE OF MICRO-INFLUENCERS



**NOW WE ARE IN THE AGE OF
MICRO-INFLUENCERS**

AND THERE'S A BIG BOOKISH CROWD!





**WE HOPE THIS HELPED.
GOOD LUCK WITH YOUR
LITERARY PROMOTIONS.**



**IF YOU NEED HELP, YOU CAN CONTACT US
THROUGH OUR WEBSITE OR SOCIAL MEDIA:**



www.CoriolisCompany.com



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@CoriolisCo