

Koehler Books Marketing Program

KOEHLER BOOKS PARTNERS with our authors to create a shared comprehensive marketing program that combines our marketing with the authors. This program utilizes a combination of guerilla marketing techniques that we will train and coach you in, as well as conventional media, social media and other ways to build a buzz and raise awareness about your book. Our goal is to help you think and act like a professional author who uses marketing and promotions in an intelligent way that—combined with our marketing—brings results and sales.

As the publisher, Koehler Books markets and promotes the your title to the 40+ buyers and reps from our distributor, Ingram Publisher Services (IPS). Through IPS catalogs, ads and online information services, we also market to thousands of distributors and booksellers across the globe, both print and digital, brick and mortar and online.

Because we do not have large marketing budgets, our methods rely on intelligence, hard work, and teaching you, the author, how to promote yourself and your work. We will show you how to do things that will cost you little or nothing to do.

We will also provide you with a list of trusted design and marketing professionals we work with as well as our authors. They can help you with everything from marketing, publicity, social media, website design, book trailers and more. You will meet one of the marketing pros on the Marketing Coaching & Training Call we will have with you and you will have the you will have the option to hire them to help you with your marketing program.

What We Expect From The Author

The Right Mindset

We are looking for team players. Authors willing to learn and be coached and trained in new ways. Authors willing to share information, ideas and solutions, and work with us to help make their book a success. We will be training and coaching you in some areas, but we do expect you to reach out and figure out the rest. We want you to become a marketing pro.

SOCIAL MEDIA

Social media refers to the entire network of online tool, websites, blogs and networks you can use to increase your reach and awareness about your title.

Author's Website

Your author's website is the linchpin of your social media program. It needs to look good and work smart. It needs to connect readers to the rest of your social media empire through Facebook, Twitter, etc.

We recommend WordPress or another similar type web application which allows the author to easily make changes, add posts, photos, etc. You can learn how to build your own site or trade or pay a professional to build it for you. The key is that it looks professional, is loaded with the right information and is accessible, searchable and easy to use.

If possible, try to use a plugin or other tool that will automatically send all new posts to your social media networks like Facebook and Twitter. That is a great way to easily expand your reach and save you time.

If you have a budget for creating your website, we will provide you with our list of Publishing Partners for you to consider. They are trusted pros who have worked with some of our authors. You may hire them or another pro, but as usual, author beware!



Facebook

Facebook is king according to some book publicists. No doubt it is important and the author needs to have an author Fan Page. Instead of friends you want likes. Make sure that your FB page is connected to your website and that you take the time to flesh it out with relevant information.

Twitter

Twitter tends to make a lot of people groan. But a lot of readers use it, so you should too.

LinkedIn

An author once asked, "Isn't LinkedIn for professionals?" To which we replied, "Aren't authors professionals?" LI is the place to post your resume. It is another place you establish yourself as a professional author.

YouTube

Don't overlook YouTube. It is a great tool for sharing book trailers and author talks. Don't overthink the production values. Readers want to hear from you and they don't expect heavy makeup and perfect lighting. You can do it on your computer. Keep them short, less than 5:00. Add the video to your site.

Goodreads

Goodreads is the Facebook for readers, a place authors want to be. You can create a profile, add your books and even do giveaways which Goodreads will manage and then provide you with the addresses and names of the winners. You ask them to post a review.

Amazon's Author Central

Amazon's Author Central is a great way for you to see reviews, track sales and pay attention to your activity.

Blogs

We recommend that you add a blog to your website. Fewer clicks the better for readers and it adds your voice to your work. Regardless of how you do it, this is the place for you to share your thoughts as a writer and author and reader.

Conventional Media

Newspapers, magazines, TV and radio are all viable sources for acquiring reviews. They are tougher to

navigate, but the results can be spectacular. This is an area where a publicist or marketing pro can be especially helpful due to their established network.

Advanced Review Copies (ARCs)

We expect our authors to use print and digital ARCs that we will provide to acquire endorsement quotes and reviews. The quotes and reviews can be used on the book front and back cover and in the text. They establish validity and quality. We add them to book prior to release. They are priceless.

We will provide an agreed amount of ARCs as part of our publishing agreement. Author may also purchase additional ARCs for well under wholesale prices. Our authors typically purchase 50-100 ARCs for personal and professional use. They may sell them but the sales do not include royalties.

Book Talks, Signings & Events

Authors often will set up a series of talks and other events as a way to spread the good news about their book. These can be at book stores, for book or reader's groups, writer's groups and clubs, professional organizations that bring in speakers and more. If the event is held at a bookstore, they must purchase the books. Otherwise the author may use their own ARCs.

Blog Tours

A blog tour is essentially sending an ARC to a number of blogs that are related to the subject matter of the title. Many publicists and book marketing pros have a list of bloggers they work with.

Share the Wealth

When our authors set up a tour, or a series of talks or anything else that would be considered newsworthy and relevant to readers and the industry, we ask them to send it to us. We may post it on our website and/or share it with the reps at Ingram.

Hiring A Pro

This is always an option, if you have the budget. We will share our Publishing Partners list and watch over what they do for you. We are happy to have a look at any other vendor you are considering. Be smart. Be careful.

What The Author Can Expect From The Publisher, Koehler Books

Book web page

Each title gets a stand alone web page on the KB website. It includes the cover, description, author bio and photo, an excerpt as well as buying and other optional information.

Author's Questionnaire

This is a comprehensive document that solicits the author for information about their title, the cover, marketing plans, description, comparative titles, etc. This information becomes the bedrock for Ingram's Title Management System (TMS).

Title Management System (TMS)

Ingram's TMS provides title information and graphics to booksellers and distributors. This includes descriptions, endorsement quotes, marketing plans and other information from the author's questionnaire. Booksellers can download tip sheets and package the information in a number of ways.

Tip Sheets

Tip sheets are a comprehensive single page sheet that originate from the author's questionnaire and are produced by Ingram's TMS. Koehler Books modifies the information to fit on the page and adds other items. Tip sheets are invaluable for authors to send along with ARCs for endorsement quotes, and also useful when visiting booksellers.

Advanced Reader Copies (ARCs)

Each author receives at least ten ARCs after the book has been approved for distribution. Authors are urged to use them for soliciting endorsement quotes and reviews, and for their personal enjoyment. They are finished books in every way.

ARC Author Purchases

Koehler Books authors may purchase additional ARCs at any time for cost plus 30%, buying their books well under wholesale. Books may be sold for profit and also used for promotional purposes.

ARC Endorsement/Review Assistance

Koehler Books will assist authors by sending out ARCs for review and endorsements in situations where they must come from the publisher.

Ingram Catalog Inclusion

All Koehler Books titles are included (unless they are crashed to market) in one or more of Ingram's catalogs, usually trade and/or Christian, Children, etc. Catalogs are available to booksellers online.

Catalog ads

Koehler Books purchases ads or listings in specialty catalogs put out by Ingram, such as Black History, Military, etc.

Ingram Publisher Services (IPS) Sales Force

All Koehler Books titles are presented to the 45+ person IPS sales force via a series of pre-sales and sales meetings, remotely and in person. Initial orders are booked at both meetings by reps of major distributors and booksellers, including Amazon, Barnes and Noble, Books a Million, Baker & Taylor and many other major and minor buyers. Throughout the pre and post sales period of the titles, the team is available to assist with issues such as book tours and other needs.

Media Releases and Posts

Koehler Books issues a series of releases and posts using their website as the primary source, and simultaneously releasing on Facebook and Twitter.

Vote the Cover Campaigns

Koehler Books will post a VOTE THE COVER poll on our website to get the pulse on two opposing covers. While this is not used as the primary method of deciding a cover, it can show trends and provide valuable insights as well as stir interest in the title.

Marketing Coaching & Training

Working with a professional publicist or marketing pro, along with other members of our team, authors participate in a call that will coach them on guerrilla marketing techniques for promoting their title, and teach them other effective methods to use.