

SERVICES & PRICING

mariaux  media
COMMUNICATIONS

AUTHOR BRANDING BUNDLE

\$2,099

Over a million books are published every year, which also means over a million authors are flooding the marketplace, striving to make their presence known.

As we establish ourselves as the most trusted audience development partner in the publishing industry, we provide our authors with everything they need to build a successful digital platform. Our Author Branding Bundle compiles a set of tools specifically selected to lay the foundation for an attractive, memorable author persona.

What You Get:

- Branded Facebook Fan Page
- Branded Twitter Profile
- Branded Instagram Profile
- Goodreads Profile
- Facebook Advertising Campaign
- Amazon Exposure Program

Why should you let our Author Branding Team set up your social media pages?

1. Visual Branding. For your Facebook and Twitter profiles, we will create a custom header graphic for your page that represents you as a professional author as well as your book(s).

2. Consistency. An important component of author branding is consistency across channels; if a new fan finds you on Facebook, they should also know exactly what name they will find you under on Instagram. After supplying us with your choice of social media handle (ex: @AuthorJohnSmith), our Author Branding Team will complete the task of researching which handles are available on Facebook, Twitter and Instagram for a consistent presentation.

3. Audience Targeting. We will also get your social media presence jump-started by posting your first post on Facebook, Twitter, and Instagram to welcome those eager new fans with open arms!

GOOGLE BANNER AD

\$759

Our **Google Banner Ads** are optimized and targeted by our in-house Marketing Specialists to make sure your target audience are the ones seeing your ad. How much influence will it have? Well, it's all about the number of impressions you purchase. When we say 20,000 impressions, we are guaranteeing that your ad will be seen 20,000 times! At the end of the ad campaign, a report is pulled and sent to your account representative to show you just how effective your advertising was.

GOODREADS PROFILE

\$699

Be where 30 million readers are: Goodreads. On Goodreads, users read and review books, and make lists of books they want to read. To connect with your potential readers, garner reviews, and promote your book, you will want a Goodreads profile.

What You Get:

- Development of your Goodreads book page
- Development of your Goodreads author page
- Addition of your book to six Goodreads Listopia lists
- Author verification for the Goodreads Author Program
- Goodreads Giveaway of three copies of your book (print books only)

For your book's Goodreads page, we'll add all necessary information about your book, including the cover image, synopsis, author website link, publication date, and book specifications.

We'll also develop your Goodreads author page and set up your author profile, making you an official Goodreads Author. The more information you add, the more your readers can learn about you. Items you can add include:

- Biographical information
- Your literary influences
- Favorite quotes
- Books you have read, are reading, or want to read
- Blog posts

If you have a print book, we'll also host a giveaway of three copies. Book giveaways are a great way to increase exposure and create excitement among readers who want the chance to win a copy. Finally, we add your book to six existing Goodreads Listopia lists that relate to your book's genre, subject matter, and theme. This will help readers find your book based on their unique reading interests.

TV CONNECT 30s w/ BOOK VIDEO

\$3,999

Television has always been a key medium for the marketing and advertising of products and services. Authors like you can now use this powerful tool to drive attention to your title.

What You Get:

Your spot will run in one of the top 25 American markets, such as Chicago, Philadelphia, Dallas, San Francisco-Oak-San Jose, Boston, Washington DC, Atlanta, Houston, and Miami.

This service includes:

- A 30-second Premium Book Video to be aired as a TV ad
- Airing of your book video at least 3 times on cable networks over the course of one week, in one of the major market areas closest to you
- A summary of airings including the ad run date, network, time, and the paired programs that will be provided at the end of the campaign
- A 60-second version of your book video that will be on YouTube, Vimeo, etc.

Note: The campaign will be handled by TV advertising professionals who take care of selecting the most suitable markets and airings for your book video.

YOUTUBE VIDEO MARKETING

\$4,499

A recent survey notes that 72% of people prefer watching videos to learn more about a product. * That's a wide audience you could potentially reach out to. With our Video Marketing on YouTube service, not only do you get a professional video of your book, but you also can get your video featured as an ad in one of the most popular online video sites today—YouTube.

Does this sound like a good marketing platform for your book? Then grab this opportunity to have your book video introduced as YouTube ad with our Video Marketing on YouTube service.

What You Get:

- A Premium Book Video marketing service
- A 30-second version of the Premium Book Video to be used in the YouTube campaign
- A 30-day video marketing campaign on YouTube via YouTube Ads. Your book video will be introduced as an advertising break before or in between YouTube videos. When clicked, users will be redirected to your book's online bookstore page or your website.

CUSTOM COVER ILLUSTRATION

\$999

Elevate your book to the next creative level with custom cover art produced by our in-house art studio. Our team of seasoned studio artists will work with you to produce a striking cover illustration that will help your book get noticed. Artwork can be created in a variety of mediums depending on what you think will enhance your book.

How does a Custom Cover Illustration enhance your book?

- People really do judge a book by its cover - your book cover is your first and foremost marketing tool
- Custom Cover artwork is created that is unique to your book
- Dynamic cover artwork will make your book more attractive to both readers and booksellers

How does the process work?

- Written and verbal communication between you and our art team to discuss initial cover concept and timelines
- Approve concept sketch and sign-off on your final color artwork
- Work with our design team to create a finished cover using the final artwork

What You Need to Know

Illustrations usually take 6 to 12 weeks to complete depending on our work queue and the complexity of your project.

SOCIAL MEDIA ADVERTISING

\$2,999

People log into their social media accounts for many reasons. They might be chatting with their workmates or searching for an old friend. But they could also be scrolling their feed for their next book too. So why not advertise your book on social media sites like Facebook and Instagram? With its huge user database, Facebook has the traffic to help give your book's marketing campaign some traction. Even Instagram, another social media website owned by Facebook, is a viable marketing platform that is used by many brands. However, to effectively promote your work, you must cut through the online clutter and put your book in front of an audience interested in your book.

What You Get:

- We will create a custom audience that specifically targets potential readers who might be interested in your book.
- An image ad, a short video ad, and an interactive mobile ad will be shown at least 4 million times on Facebook and Instagram's news feeds and on Facebook's audience network of mobile apps. Note: Instagram ads appear on mobile only. Click these links for a sample of the image, video, and mobile ads.
- We will monitor and manage your ad campaign.

Note: Facebook retains the right to decline to show ads based on their own policies and practices.

HOLLYWOOD PITCH

\$3,699

A campaign to adapt a book into motion picture by making it accessible to Hollywood decision-makers such as executives, agents, producers, directors, writers, and actors searching for new material to turn into feature films, TV series, and digital content.

What You Get:

- a proposal or query letter containing the log line and synopsis.
- Pitch to more than 800 Hollywood executives, producers and companies for film or TV consideration.
- Fifteen (15) guaranteed responses within 4-6 weeks.
- This service can be bundled with book-to-screenplay adaptation (movie script) for an additional fee.