



Your Marketing Roadmap and Resources

Marketing Roadmap

Follow this progressive roadmap to build sustainable book marketing success. Whether you're just starting out or looking to optimize existing efforts, each phase builds upon the previous one.

Foundation Phase · Build your marketing infrastructure

1. Establish your book's digital presence

- Set up or optimize your book's profile across key platforms: KDP, Goodreads, and your website. Use the Book Details section to ensure consistent information everywhere. Upload your cover, paste your Summary for consistency, and claim your book's metadata on all retail platforms. For complex works or series planning, a [Book Bible](#) provides comprehensive character, plot, and thematic reference materials to ensure consistency across all platforms.

2. Build your review and credibility foundation

- Develop a strategy for gathering quality reviews through NetGalley, BookSirens, or your ARC team. Aim for 10-15 solid reviews as a foundation for future promotional opportunities. Document positive feedback in your Press Release template for ongoing use in marketing materials.

3. Start building your reader community

- Create lead magnets using content from your Sales Copy or offer exclusive excerpts to build an email list. Set up newsletter swaps through StoryOrigin or BookFunnel to cross-promote with authors in your genre. Tag subscribers using your Target Audience personas for personalized communication.

Preparation Phase · Optimize for discovery

1. Maximize retailer visibility

- Implement your top KDP Categories and integrate SEO Keywords into your book description and author website. Use the Keywords section to optimize your Amazon subtitle and ensure your book appears in relevant searches.

2. Create engaging content for organic reach

- Share theme-based discussion questions from your Themes section in relevant Facebook groups, Reddit communities, or book forums. Create TikTok or Instagram content highlighting your Book Tropes using hashtags like #FoundFamily or #EnemiesToLovers to tap into existing reader communities. For comprehensive content creation, consider [Social Media Ads/Content](#) to get 20 promotional posts tailored to your book.

3. Develop media-ready materials

- Prepare your Synopsis and Press Release for podcast pitches, blogger outreach, and media opportunities. Having professional materials ready allows you to quickly respond to promotional opportunities as they arise. Consider a [Blog Series](#) to transform your book into 10 engaging articles that establish thought leadership and drive organic traffic.



Active Promotion Phase · Deploy your marketing assets

1. Launch coordinated review campaigns

- Activate your review network with targeted outreach including direct retailer links and key talking points from your Sales Pitches. Create social media graphics featuring positive quotes using tools like Canva or Book Brush.

2. Execute targeted email marketing

- Deploy audience-specific messaging from your Sales Pitches by Audience section. Use email segmentation to ensure each subscriber receives the pitch most relevant to their reader profile and interests.

3. Implement promotional campaigns

- Submit to discount promotion sites like BookBub, BargainBooksy, and BookCave. Use your Comparisons data to craft compelling "If you liked X, you'll love Y" positioning that resonates with readers of similar books.



Scale & Optimize Phase · Grow your reach strategically

1. Launch data-driven advertising

- Start with small-budget Amazon Ads using three campaign types: Auto-targeting, Category targeting, and Brand defense. Use exact-match keywords from your SEO Keywords section and competitor titles from your Comparisons as targeting options. Monitor performance and scale successful campaigns.

2. Test and refine your messaging

- A/B test different headlines from your Sales Copy across Facebook, Instagram, or TikTok ads. Track click-through rates and conversion data to identify your highest-performing creative angles, then double down on what works. For ready-to-deploy creatives, [Social Media Ads/Content](#) provides 20 high-converting promotional posts designed specifically for your book.

3. Expand your visibility through partnerships

- Pitch podcasts and bloggers using your Narrative Crossroads concepts as conversation hooks. Update your Press Release with current sales data and achievements to create fresh angles for ongoing media outreach.



Marketing Resources

Transform your marketing strategy with these powerful tools designed specifically for authors. Each tool helps you execute different aspects of your marketing plan more effectively.

ManuscriptReport.com Services

Expand your marketing arsenal with specialized reports and content

- [Full Marketing Report](#)

A personalized PDF report with 15 marketing assets every author needs (eg: blurbs, comps, marketing positioning, keywords, genres, detailed target audience, and much more).

- [Social Media Ads/Content](#)

Get 20 ready-to-post ads, including scroll-stopping images and compelling post text, all designed to convert browsers into buyers. Each post is crafted to capture your book's unique appeal and drive engagement!

- [Blog Series](#)

Transform your book into engaging blog posts. Get up to 10 professionally crafted articles that highlight your book's key themes and insights.

- [Book Bible](#)

Unlock Your Book's Blueprint: The Book Bible. Create a comprehensive reference guide for your manuscript, perfect for ensuring consistency in sequels, adaptations, or easy reference.

Market Research & Analytics

Understand your market and track your success

- [Publisher Rocket](#)

Research profitable keywords, categories, and competitor books for Amazon optimization. Use this to validate your KDP category choices and discover new keyword opportunities based on your genre analysis.

- [KDSPY](#)

Chrome extension that reveals Amazon bestseller data in real-time. Perfect for competitive analysis and tracking how your comparisons are performing in their categories.

- [ScribeCount](#)

Comprehensive sales dashboard that tracks royalties across all platforms. Monitor which marketing campaigns drive actual sales and calculate your return on ad spend.

- [The Big Indie Author Data Drop Report](#)

A collaborative initiative by the Alliance of Independent Authors (ALLi) and industry partners that aggregates and publishes comprehensive, data-driven insights—covering author income, publishing trends, sales channels, diversity, and more

Email Marketing & Reader Building

Build and engage your reader community

- [Author.Email](#)

The first (ever) email marketing service built specifically for authors.

- [BookFunnel](#)

Distribute ARCs, create reader magnets, and manage review campaigns. Essential for building your email list using the target audience segments identified in your report.

- [StoryOrigin](#)

Organize newsletter swaps, group promotions, and cross-promotional campaigns. Leverage your genre and theme data to find compatible authors for audience sharing.

- [MailerLite](#)

Author-friendly email marketing platform with book-specific templates. Use your audience personas to create targeted email sequences and deploy your sales pitches to the right reader segments.

Book Marketing & Design

Create compelling book marketing materials

- [BookCovers.com](#)

Offers thousands of customizable, professional premade book covers for indie authors and publishers.

- [Canva](#)

Design book marketing graphics, social media posts, and promotional materials. Use your book's themes and tropes to create visually appealing quote cards and teasers.

- [Book Brush](#)

Specialized tool for creating book marketing graphics, animated promos, and social media content. Perfect for showcasing your book alongside quotes and reviews.

- [Reedsy Design Editor](#)

Professional book cover and marketing material designer. Create promotional graphics that align with your book's genre and target audience.

Advertising & Promotion Platforms

Advertising tools that deliver results

- [Draft2Digital Promotions \(FREE\)](#)

Draft2Digital has a full-time author promotions coordinator who works with their retail and library partners to find promo spots to feature D2D authors. To be invited to these promotions, if you are a Draft2Digital author please fill out [this handy promo form](#) to tell them a little bit more about you and your books (you need to be logged in to your D2D account to access the form).

- [Amazon Ads \(KDP\)](#)

Run targeted book ads on Amazon using your keyword research and comparison titles. Start with the three-campaign strategy: Auto, Category targeting, and Brand defense.

- [Facebook Ads Manager](#)

Create highly targeted campaigns using your audience personas. Test different sales pitches and creative approaches based on your target demographics.

- [BookBub Partner Dashboard](#)

Submit for featured deals and run BookBub ads. Your comparison titles and genre analysis will strengthen your feature deal applications.

Author Platform & Community

Build your author brand and connect with readers

- [Reedsy](#)

Connect with publishing professionals and promote your book through Reedsy Discovery. Your comparison titles help readers understand if your book matches their preferences.

- [Goodreads Author Program](#)

Manage your author profile, run giveaways, and engage with readers. Your genre and theme data helps you connect with the right reader communities.

- [AllAuthor](#)

Author promotion platform with automated social media posting, book mockups, and promotional tools. Great for maintaining consistent author presence.

- [Draft2Digital](#)

Multi-platform distribution service that gets your book into Apple Books, Kobo, Barnes & Noble, and more. Simplifies wide distribution and provides unified sales reporting across all platforms.

Review & Launch Management

Manage reviews and coordinate launches

- [NetGalley](#)

Professional review platform for ARCs. Submit your book with your synopsis and press release to gain credible review coverage before launch.

- [Hidden Gems Books](#)

Book promotion service that helps connect authors with readers in their target genres. Use your genre and audience data to find the right promotional

opportunities.

- [Written Word Media](#)

Book promotion platform offering various promotional services including newsletter features and social media campaigns based on your book's genre and target audience.

- [BookSirens](#)

Professional book review platform that connects authors with reviewers and bloggers. Upload your ARC and synopsis to get quality reviews for launch. Great for building credible review coverage.