



E-Mail Ad Campaign
MULTI BOOK



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How can authors quickly reach an audience of thousands, and in some cases millions, of potential book buyers who would normally be unaware of their title? The e-mail marketing campaign is an easy way to spread awareness of your book in a professionally presented e-mail advertisement.

Every e-mail advertisement is composed of three core elements:

- :: A concise, 550 character message
- :: A picture of the book cover,
- :: A link to your book's page on our online bookstore, or a Web site of your choosing.

You're empowered with control over your ad by providing as much or as little direction as you like, and your campaign can never be launched without your approval.

After your advertisement has been approved, it will be grouped with three other randomly selected e-mail advertisements for other books, and all four advertisements will be combined to make an e-mail campaign. That single campaign will then be distributed to consumers who have indicated an interest in receiving commercial messages about books and magazines.

How The Process Works:

1. Our staff will ask you to fill out a very brief questionnaire.
2. A professional, creative team will write and design a customized e-mail advertisement for your book consisting of three core elements: an engaging advertisement message, a book cover image, and a click-through link directing recipients to the destination of your choice.
3. We will ask you to approve the final draft of your e-mail advertisement.
4. Your e-mail advertisement will be matched with three other ads to form a completed campaign.
5. We will distribute your e-mail campaign to a targeted demographic of your choice.
6. Three to four weeks after your e-mail is distributed, you will receive a post-campaign report that details the number of e-mails that were opened and the number of people who clicked on the link in your advertisement.