

# Tiered Release Strategy, Preorders / Newsletters / Launch / Paid Ads

Tier 1: Hard Release	Tier 2: Medium Release	Tier 3: Soft Release
<p><b>Preorder Strategy:</b></p> <ul style="list-style-type: none"> <li>• Hit newsletter 2-3 times (character spotlights – share chapters – you’re-so-excited, video inspiration, etc.)</li> <li>• Post chapters in NL / on website</li> <li>• Content marketing in groups / pages / social media</li> <li>• Send BookBub preorder alert (\$\$)</li> <li>• Run sales on previous books in series BEFORE LAUNCH (\$\$)</li> <li>• Run preorder ads (AMS at minimum) (\$\$)</li> <li>• Cover reveals</li> </ul>	<p><b>Preorder Strategy:</b></p> <ul style="list-style-type: none"> <li>• Hit newsletter 1-2 times.</li> <li>• Send BookBub preorder alert (\$\$)</li> <li>• Content marketing on social media / groups</li> <li>• Run sales on previous books in series AT LAUNCH (\$\$)</li> <li>• Run ads on Day 1 of launch (AMS at minimum) (\$\$)</li> </ul>	<p><b>Preorder Strategy:</b></p> <ul style="list-style-type: none"> <li>• Have book in your newsletter for preorder – no real special attention</li> <li>• Mention on social media a couple of times</li> <li>• Start ads the following week (\$\$)</li> <li>• <b>TO NOTE:</b> On a soft launch, you’re counting on your previous MEDIUM and HARD launches to sell-through to this book. THOSE launches sell THIS book.</li> </ul>
<p><b>Newsletter Strategy:</b></p> <ul style="list-style-type: none"> <li>• Hit in one day – whole list</li> <li>• Plan a swap / sale for the next day / few days later</li> <li>• Hit them AGAIN with that new release on that day</li> <li>• Send to unopens 5 days after launch</li> <li>• One week out: Send NL with reviews from the book</li> <li>• <b>Alternately</b> – you can segment the NL and send 3 times – AM / PM / following day AM</li> <li>• Keep in NL with every send</li> <li>• Long time between releases? Add preorder to drip campaign</li> </ul>	<p><b>Newsletter Strategy:</b></p> <ul style="list-style-type: none"> <li>• Segment into 3; send at different times, 3 days in a row (AM Day 1 / PM Day 2 / Noon Day 3)</li> <li>• “Weekend Sale” with a book that’s VERY close to the one you just released – feature them side-by-side – send on Day 4</li> <li>• Add to bottom of your newsletter as a reminder until the next release / Continually and briefly talk about it in every send</li> </ul>	<p><b>Newsletter Strategy:</b></p> <ul style="list-style-type: none"> <li>• Segment into 5 – send over 5 days</li> <li>• Send to unopens on Day 6</li> <li>• Newsletter swaps upon launch</li> </ul>



<p><b>Ads Strategy:</b></p> <ul style="list-style-type: none"> <li>• Preorder ads on AMS (could do FB, depending on budget)</li> <li>• AMS / FB ads on Day 1 of launch</li> <li>• Continue within budget indefinitely</li> </ul>	<p><b>Ads Strategy:</b></p> <ul style="list-style-type: none"> <li>• Preorder GROUP ads</li> <li>• AMS / FB ads on Day 3 of launch – lower budget</li> <li>• Continue as budget allows until next release</li> </ul>	<p><b>Ads Strategy:</b></p> <ul style="list-style-type: none"> <li>• Preorder GROUP ads</li> <li>• AMS / FB ads 1-2 weeks out (or longer, if you do CPC ads at all)</li> </ul>
<p><b>Launch Strategy:</b></p> <ul style="list-style-type: none"> <li>• Budget: \$1000-\$2000 between preorder and launch week. \$5000-\$6000 in release month*</li> <li>• Texting Club</li> <li>• Messenger Group</li> <li>• Giveaways</li> <li>• Facebook takeovers</li> <li>• Live events</li> <li>• Book clubs</li> <li>• Bookstagram tours</li> </ul>	<p><b>Launch Strategy:</b></p> <ul style="list-style-type: none"> <li>• Medium: \$1000 between preorder and launch week. \$2000-\$3000 in release month*</li> <li>• Increased content marketing on social media</li> <li>• Messenger Group / Texting Club</li> <li>• Chapter shares</li> <li>• Teasers</li> <li>• Goodreads paperback events</li> </ul>	<p><b>Launch Strategy:</b></p> <ul style="list-style-type: none"> <li>• \$500 between preorder and launch week. \$1000 in release month (maybe)*</li> <li>• Newsletter swaps</li> <li>• Content marketing – character sketches, etc. online or in newsletter</li> <li>• Ask for social media follows / add book to Wishlist or To-Read Shelf</li> </ul> <p>*Budgets vary. These are NOT hard and fast numbers. Please operate within your budget responsibly. ©</p>

