

indie·GO

EDIT

DESIGN

MARKET

Marketing Materials

for independent and self-publishing authors



www.indie-go.co.uk

Welcome!

For an independent author to stand out in a crowded market, your book or ebook not only has to be well written, but it must be properly marketed. At Indie-Go we have many years' experience helping independent authors.

We offer a range of marketing products and services to help authors who are self-publishing or publishing independently – perhaps an ebook with Kindle or a book with a print company.

All our marketing products are produced using the highest quality materials, and are designed by experienced designers to ensure that your work is presented in as professional a way as possible.

Professional design work is included in all of our quoted prices!

We try to be as flexible as we can with our marketing products, as the aim is to help you sell more copies of your book or ebook. If the products we outline here don't exactly match what you require, then please do give us a call – if there's anything we can do to help then we shall!

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A3 Display Posters

These A3 full colour single-sided posters are perfect for advertising signings and launches. They include the book's cover image, bibliographic data, ordering information, QR code and text as required.

190gsm gloss paper, 420x297mm

£36 for 10 | £50.00 for 20 | £74 for 50 | £114 for 100

(min. order 10 copies)

A2 Impact Posters

A high impact, A2 sized full colour single-sided poster, which includes your book's cover image, ordering information and space for event details if required. Perfect for larger spaces where you want to really make a splash.

190gsm gloss paper, 594x420mm

£48 for 5 | £96 for 10

(min. order 5 copies)

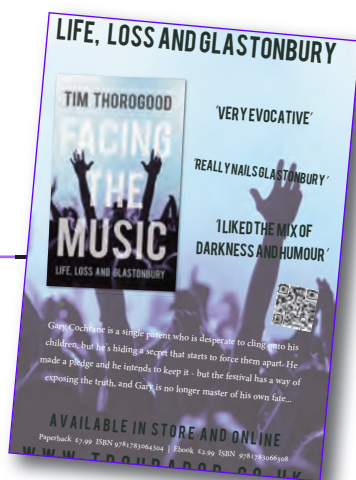
A5 Leaflets

Single- or double-sided, full colour leaflets. Includes your book's cover, descriptive text and an order form.

130gsm silk paper, 210x148mm

Single-sided: £32 (100) | £48 (250) | £75 (500) | £96 (1000)

Double-sided: £45 (100) | £64 (250) | £98 (500) | £132 (1000)

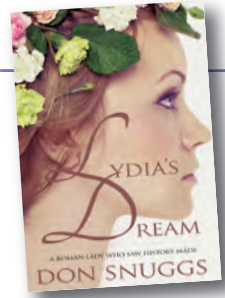


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A6 Postcards

Double-sided, full colour image of your book cover on one side, text, ordering information etc. on reverse.

300gsm board, gloss or matt finish, 148x105mm
£48 (100) | £84 (250) | £140 (500)



Business Cards

Full colour on both the front and reverse.

350gsm card, silk finish, 85x55mm
£38 (100) | £48 (250) | £90 (500)



Full colour front, glossy finish, black text on the reverse.

300gsm gloss card, 210x48mm
£85 (250) | £156 (500)

Round stickers

Full colour, 51mm in diameter, waterproof, 170gsm self-adhesive.

£48 (100) | £75 (250) | £96 (500)

08456 434 179

Showcards

A4, full colour display board that stands up – perfect for point of sale publicity.

190gsm, matt finish

£28 (2) | £38 (5) | £60 (10)

Pull-Up Banner

Make an impact at your event with a custom designed pull-up banner.

Comes with a full-colour printed panel and easy pull-up mechanism and stand, plus carry bag.

2 metres high, 80cm wide, silk finish on 125mic Opaljet

£88 each

All prices quoted are exclusive of VAT at the current rate where applicable.

The cost of delivery for physical marketing materials is passed on to the author at cost, and will depend upon what items are being sent, and by what method (ie. post or courier) and destination (UK or overseas).



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Discounted Bundles

We've put together the following discounted bundles for independent authors. These offer a selection of materials designed for use at specific events or to kickstart your marketing... and it's cheaper to buy as a bundle!

The Launch

This bundle contains everything you need to launch a book at an event: postcards to send as invitations, a pull-up banner for impact at the event, plus leaflets to give to attendees.

A great value package to get your event off with a bang!

Pull-up banner • 100 postcards • 250 A5 leaflets

Bundle price: £160 (saving £24)

The Bookshop Signing

This bundle contains everything you need to launch your book at a bookshop: posters to advertise the date and time of the event, a pull-up banner to attract attention in-store, plus point of sale giveaways.

A stress-free package for a happy event!

50 A4 local author posters • 10 A3 posters • 2 showcards • 250 bookmarks

Pull-up banner

Bundle price: £220 (saving £27)

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The Full Monty

For the author who wants to be working on a combination of bookshop events, private launches and networking, this bundle provides a wide range of marketing materials that you can use at the appropriate time.

A little bit of everything...

100 A4 posters • 20 A3 posters • 5 A2 posters • 250 postcards • 100 business cards • Pull-up banner • 2 showcards

Bundle price: £280 (saving £32)

All materials include the cost of custom artwork preparation (except where template-based). Note that all prices given above are shown exclusive of VAT. Delivery is in addition at cost.

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Book Trailers

A trailer is an increasingly popular and eye-catching way of promoting your book or ebook to a wide audience. Essentially, a book trailer is a short video to promote a book using a dynamic visual medium. From an atmospheric thriller to an illustrated children's book, we create a trailer that captures the essence of your book, pinpoints its genre and gives a flavour of your work in an exciting way. Our service costs £150.00, and includes:

- Creation of an approximately one minute book trailer.
- Use of your book cover artwork and text.
- Use of music to create atmosphere*.
- Important information – publication date, pricing and availability.
- A copy of the trailer in MP4 format for you to post on your website, Facebook and Twitter.

To see a sample Book Trailer, click on the images below.

*Music is usually used on book trailers; the cost of this is in addition to the £150.00 creation charge, and depends upon the music chosen by you (from around £20).



Author Websites

An author website can play an important part in marketing your new book, providing a focus for new and existing readers. A website raises the profile of your book by linking with other websites and appearing in search results in Google and Yahoo. A website also acts as a window to share your writing with others and, most importantly, it can help to sell your book by making it and you more accessible to a reading audience.

Good website design and the content of an author's website should enhance the author's writing and form an active link between author and reader. We offer a bespoke website design, hosting and maintenance service to authors with two options, depending on what level of functionality you require.

Entry-level Author Website (£350.00)

1. A unique web address (usually www.yourname.co.uk, or something similar).
2. The creation of a bespoke website to suit the style and genre of your work. Each website is designed individually.
3. A website of up to four 'pages', which might include a home page, a page about you as the author, a page for news, reviews and media coverage or a page with contact details.

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4. Hosting of your website on our servers for a period of one year.
5. Maintenance and ongoing updating of your website for a period of one year. This includes things like adding reviews, news, pictures, new books, new links, etc.
6. Submission of your website to search engines such as Google, Yahoo and Bing, as well as work on search engine optimisation to help gain the best possible ranking within these results.
7. Links to retailers' websites where your book(s) can be bought.
8. A site counter that monitors the amount of traffic to your website.

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Advanced Author Website (£500.00)

All of the facilities in the Entry-level website, plus:

1. Additional pages, which can include about the author, characters, reviews, extracts, competitions, blog, book trailer, contact... and more.
2. An online ordering facility to sell the book online yourself (requires you to have a PayPal account in your name).
3. Membership facility: to enable readers and visitors to join an online membership on your website, enabling you to send out bulk email shots to your readers with updates on news, book releases, etc.
4. Monthly detailed traffic reports via Google Analytics.

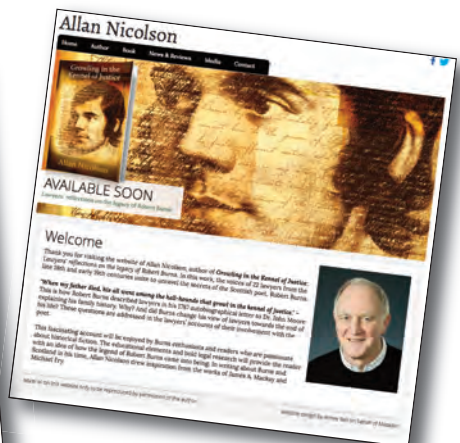
Our web designer will be happy to discuss what can be created within each option. Some sample websites can be viewed here:

www.jasperbarry.co.uk

www.lorettaproctor.co.uk

www.susangiles.co.uk

www.savingpicasso.co.uk



Social Media Marketing

The use of social media to promote books and ebooks has become a common way to reach a diverse yet targeted audience. For many people, however, social media remains something of a mystery. For this reason, we offer a social media marketing service, designed to establish an author presence online.

We focus on Facebook and Twitter, the leading social media sites; these are also the most author-friendly, and are proven in increasing discoverability of authors and books. This campaign will kick-start your knowledge and use of the social media and is especially suitable for those who struggle to find their way around the internet or learn how to use new websites. This service, with its invaluable social media handbook, will have you tweeting and posting in no time!

We create professional social media accounts on your behalf and start building your author brand, while gently introducing you into the world of social media. This campaign will give you four weeks of dedicated social media support from our marketing team. Our aim is to fully involve you in using the accounts we set up for you, so that by the time the campaign has ended you will be confident with using them yourself. Once your book or ebook is available, we then start a four-week 'campaign'. This service includes:

- Creation of a branded, author-specific Facebook page.
- Creation of a branded, author-specific Twitter account.

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- Creation of an author-specific Gmail email address (which we use to register your Twitter and Facebook accounts, and then pass over to you for personal use).
- Setting up an author profile for you on Goodreads, the most popular book recommendation website.
- A one-month, comprehensive social media campaign that starts when your book or ebook is available.
- One week of daily tweets and three subsequent weeks of ongoing support, and tweeting/posting from author submissions.
- ‘Following’ some relevant accounts on your Twitter profile, which should encourage followers to your Twitter account.
- When the campaign has been concluded, all social media accounts established are handed to you so that you can continue to use them.
- A handbook showing how to use your social media accounts, and how to be creative with your ‘posts’, so that you can take over posting and continue to build your online author brand.

Authors will need their own internet access in order to continue to use social media.



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Editorial, Design and Marketing
for Independent Authors

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