

BITS ABOUT BOOKS

Caroline Vincent

www.bitsaboutbooks.co.uk/author-service-desk

www.bitsaboutbooks.co.uk

www.bitsaboutbooks.net

bitsaboutbooks@gmail.com

SOCIAL MEDIA & BOOK PUBLICITY

INFORMATION & FEES

■ QUICK SOCIAL MEDIA SCAN £ 25

*Do you want to know if and how your author profile stands out online?
Get the Quick Social Media Scan NOW and you'll receive general information
on the visibility of your social media sites within 6-12 hours!*

INITIAL CHECK, ADVICE & FEEDBACK SOCIAL MEDIA PROFILES £ 50

- Online visibility & author branding
- Author bio on social media sites incl. Amazon & GoodReads – incl tips
- Compatibility headers related to each specific social media account
- Detailed information on your social media sites / author website

For related, specific questions, checks and advice, an hourly fee of £20 is applicable.

DESIGN & CREATION OF NEW HEADERS SOCIAL MEDIA PROFILES £ 60

When I have previously created new headers for you, updating all your headers to include, for instance, a new book cover £ 40

GRAPHICS

- Blog Tour Poster* £ 20
- Book Banner* £ 15
- Combination of Blog Tour Poster & Banner £ 30
- Headers for Social Media Accounts, custom for each platform £ 60

- Graphics to go with blog, promotional & social media posts – from £ 15
- Logo** £ 50
- Book Cover, basic incl 2 edits from £ 100
- Book Cover, custom-made covers with 2 mockups/sketches to choose from – inclusive 4 edits from £ 500

**included in the fee when it is a #BitsaboutBooksBlogTour*

***Included in creation of the author brand*

CONTENT & WRITING

- Blog, promotional, and social media posts & articles*
- Author Bio, specific for Amazon/FB/Twitter (research included) £ 50
- Blurbs, Backgrounds & Synopsis £ 50
- Proofreading & Editing – for fees see: **Editing, Writing & Typesetting**

included in monthly packages; price depending on wording and article

SPECIFIC SOCIAL MEDIA SERVICES

- Creation of new headers for all social media profiles £ 60
- Updating headers after initial creation by me £ 40
- Creation of Author Brand £ 150
- Setting up Author Website £ 200

*Complete Package (excl updating headers) £420

BOOK BLOG TOUR	£ 100
-----------------------	--------------

For information on book blog tours - click [here](#)

AUTHOR BRAND	£ 150
---------------------	--------------

Your bespoke author brand includes:

A custom-made brand style guide containing:

- Brand-specific colour palette incl specific brand font
- Logo
- Headers custom created, fitting for each of your social media accounts

- An appealing and engaging author bio & author photo
- Custom and/or universal Amazon links to your author page & books
- Visually attractive pinned post for Twitter and your FB Author Page
- A recognisable and consistent brand's voice
- Implementation of the new author brand onto all of your social media accounts

AUTHOR WEBSITE

£ 200

Setting up your author website with a Home page, an 'About' and 'Contact' page, a page dedicated to your books and one to link to reviews and/or interviews. All in your author brand colour and style palette – with your logo and header. If you do not have your bespoke author brand style guide, I advise you to opt for the author brand in combination with a website.

Not included: a contract with a webhost and/or a custom web address; to include this, please contact me.

AUTHOR BRAND IN COMBINATION WITH A WEBSITE

£ 300

MONTHLY PACKAGES

from £ 75/month

The monthly packages include a daily (five days a week – seven on request) check of your social media accounts – twice a day from Package 2, depending on the tasks at hand. For instance, with **Package 1 – Entry** (5 hrs a month, approx. 1 hr a week) you could have the management of one social media account which includes:

- Five days a week check of notifications, if required responding on behalf of and as you/your page using your brand's voice
- Weekly creation of a post to share onto your social media account, inclusive a custom made graphic to enhance your post's visibility.

Package 2 – Basic (10 hrs a month, approx. 2 hours a week)

- Package one plus:
- Management of a second social media account
- Twice a month: the creation of a quote poster; a great way of attracting new readers to your book(s) is sharing a quote poster combined with a link to your author profile and the buying link to your book – to be shared on social media.

From **Package 3 - Plus** (15 hours a month – approx. 3,5 hours a week) and **Package 4 – Premium** (30 hours a month – approx. 7 hours a week) on, your package is custom-made and will include at least all the above mentioned.