



DIGITAL MEDIA MARKETING

AMPLIFYING YOUR MESSAGE

AS TRADITIONAL MEDIA BECOMES less impactful and increasingly difficult to secure due to the constant noise of a 24-hour breaking news cycle, a more strategic approach to coverage is necessary to grow author visibility. Digital media marketing focuses on podcast interviews, article placements, and press release distribution, which help to build an archive of third-party content that is discoverable, shareable, and serves as proof of your expertise.

We help you build a powerful brand and loyal audience with:

- campaign strategy
- podcast interviews
- press release distribution
- influencer outreach



PRESS KIT

The first step to connecting with digital media partners is to create a press kit that will highlight the expertise and value you offer to audiences. Once your press kit is developed, you'll work with one of Greenleaf's skilled media professionals to determine potential pitch ideas, hooks, and relevancy to current events.



PODCASTS

With over 125 million active listeners in 2017, podcasts present a unique opportunity for authors and thought leaders to gain exposure with highly engaged and targeted audiences. To help connect with these audiences, Greenleaf will research and identify podcasts with audiences relevant to your genre and content, create a custom pitch, and follow-up with each podcast for a potential interview or feature. Greenleaf will help to coordinate confirmed podcast appearances and provide guidance on promoting podcast recordings when live.



INFLUENCER OUTREACH

Thought leaders and influencers exist for almost every target audience. The key is to identify those individuals and get them talking about your book. This generates tremendous word-of-mouth-value from trusted sources and may help to generate buzz or reviews for your book. Our team identifies up to 50 key influencers tied to your audience verticals and engages them through a personalized, sneak preview mailing of advance review copies and other exclusive content as available to gain their support of your book and encourage social engagement.



PRESS RELEASE DISTRIBUTION

Greenleaf partners with IBPA (Independent Book Publishers Association) to write and distribute a press release to their 3,000 media contacts who can respond with interest or request a review copy of your book for coverage. Two additional press releases will be written and distributed at key points via PRLog, PRWeb, and PR Newswire to provide additional search exposure.

THESE COMPONENTS—media kit, podcast interviews, article placements, and press release distribution—come together to form a comprehensive and wide-reaching digital media marketing strategy meant to produce coverage that increases audience exposure and builds your author visibility.



GREENLEAF
BOOK GROUP



DIGITAL MEDIA MARKETING

WORKING WITH GREENLEAF



WORKING WITH GREENLEAF'S TEAM ensures that outreach is aligned with your book production, launch, and distribution alongside your branding and marketing efforts. The support you receive throughout the campaign includes:



- Developing multiple pitch angles to ensure we're reaching the right influencers with the right message
- A website and social media audit providing specific advice to prepare your platform for media review and the promotion of secured placements
- Guidance on when and how to promote secured placements through social media, blog posts, and newsletters in a way that engages both the media and your community
- Coaching on how to leverage placements to help secure additional coverage and grow your brand through speaking and consulting



Greenleaf's innovative outreach campaigns involve layered elements which build and rely upon each other for maximum results. With our team's existing knowledge of your content, audience, and brand message, we develop a custom outreach strategy rooted in an ecosystem of content, SEO, discoverability, influencer relationships, and targeted placements on podcasts and/or publications catering to your audience demographic. This turnkey approach results in discoverable and shareable content that can be used to further establish your expertise, grow your platform, and monetize your message.

