

Title: The Witch's Way to Wealth
Author: Jessie DaSilva
Format: Trade Paperback
Pub. Date: September 19, 2023
Lead Marketer: Brittney Mmutle
Lead Publicist: Liz Kelsch

MEDIA & PUBLICITY

- Features/reviews in top women's interest, pop culture, and finance print/online outlets
- Interviews on top self-care, self-help, women's empowerment, and finance podcasts
- Trade reviews

DIGITAL MARKETING & ADVERTISING

- Amazon ASAP promotions
- Amazon ads with keyword targeting
- Paid social media advertising
- GoodReads and NetGalley advertising

AUTHOR PLATFORM

- Updated author website with book landing page
- Order campaign with witchy incentive; goal of 750 preorders
- Leverage social media presence/platform
 - Sharing excerpts and quotes
 - Promoting preorder sales
 - Exclusive Lives on IG/TikTok
- Influencer mailing to selected contacts

EVENTS

- Launch event at local/regional bookstore:
 - Request from Books & Books in Miami (proposed number TBD)
 - Recommendation for preferred local

RETAIL MARKETING

CONSUMER MARKETING & ADVERTISING

- Consumer advertising in digital pop culture, self-help, and women's interest outlets
- Goodreads campaign with giveaways
- Influencer marketing via Spark Ads on TikTok, leveraging Jessie's following for UGC