

"Amplify: to expand; to make larger or greater; to increase the strength; to make louder" -- Webster Dictionary

AMPLIFY: EBOOK PROMOTIONAL PROGRAM



In publishing, we have been promoting books like they were events (around pub date) hoping B&N wouldn't return them in 8-12 weeks. With that pressure, all marketing and publicity had to happen in a short window of time. However, with ebooks we have to think differently; we have to think long term community engagement.

At FSB, we've come up with a program called **AMPLIFY** where we take **6 similar ebooks (and/or pbooks) and promote them for 6 months**. Wharton Digital Press and F&W Media are already members of the **AMPLIFY** program.

The idea with the **AMPLIFY** campaign is that:

- ☑ We create a community of experts (the authors)
- ☑ A strategy for free content (excerpts, blogs posts, videos) creating a mutually beneficial relationship with web editors and readers
- ☑ Engage the readers for a longer period (6 months)
- ☑ Then take all the elements and **AMPLIFY** them through FSB's exciting resources (16 years of experience, 8 full-time staff members, relationships with online media and 14 Twitter feeds)
- ☑ **Plus** provide resources that can be leveraged for the program (a dedicated publicist, a website, a Twitter feed and a community page either on Facebook, LinkedIn or other)

Without discoverability in a bookstore, we need to build awareness for ebooks over time and gain trust with the audience. With **AMPLIFY** we will do outreach to the online media and bloggers, work closely with the authors and help build their brands, consistently add conversations in social networks and build a better relationship with the community of readers.