

# Marketing Policy

Policy #00003

The Marketing Policy of Ink & Fable Publishing Ltd. covers the process of how Ink & Fable will market the author's book and also how the author will be expected to market themselves with the tools provided by the company.

## **1. Ink & Fable Marketing Campaign**

Ink & Fable Publishing will be marketing the author's book through a number of processes as such but not limited to:

- Ink & Fable social media platforms
- Ink & Fable website
- Paid & free advertisements
- ARC reviewers

Ink & Fable's CMO Sophie Mitchell will work in conjunction with the rest of the team and the author to market the book throughout the publishing process and after launch. The CMO will provide assistance to the author to ensure that the book will be promoted as effectively as possible across the Ink & Fable and the author's platforms. The author will also be provided with a copy of Ink & Fable's marketing campaign.

## **2. Social Media Marketing**

Ink & Fable Publishing works to promote all of their current novels through their social media platforms each week but the extent of promotion weekly will change depending on the most recent publication. In the weeks leading up to the launch of an author's book and weeks after, their book will be the highlight of the promotional across social media with marketing posts shared across all platforms at least 3 times a week.

Once the book has been published for a while the amount of posts will lessen to give way for whichever publication needs more promotion at the time but the author's book will still be marketed at least once a week as outlined in the marketing campaign provided by Ink & Fable.

## **3. Author Marketing**

As stated above Ink & Fable Publishing will provide as much assistance to an author as required to enable them to promote their book effectively. The Ink & Fable Team aims to provide the author with ample opportunities to promote themselves and their work locally. As included in the marketing campaign, Ink & Fable will research locations where the author may sell their work as further outlined within the Book Fairs Policy (#00007).