

2023 AUTHOR MARKETING PLAN

Goals:

1. Goal 1
2. Goal 2
3. Goal 3
- 4.
- 5.

Q1 Tactics	Q2 Tactics
<ul style="list-style-type: none">1. Update backmatter on all titles2. Set up email list3. email promos4. Schedule newsletter swaps	<ul style="list-style-type: none">1. Book launch2. Facebook Ads3. email promos4. Schedule newsletter swaps
Q3 Tactics	Q4 Tactics
<ul style="list-style-type: none">1. Influencer outreach2. Facebook ads3. email promos4. Schedule newsletter swaps	<ul style="list-style-type: none">1. One email list building activity2. Facebook Ads3. email promos

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