

Book Marketing Planning Questionnaire

Full list of questions for reference only. Please use our [online form](#) to answer these questions.

Author Name:

(If multiple authors are involved, please add each person's name.)

Online Marketing:

Social Media Engagement: Tell us about your experience with social media. Which social media platform do you find most effective for connecting with your audience, and what kind of engagement do you typically see there?

Email List Strategy: What are your current thoughts or plans for building or utilizing an email list to connect with readers?

Website Presence: Do you have a website or are you considering one? What role do you envision it playing in connecting with your audience and promoting your book?

Public Relations & Media Outreach:

Tell me about any experiences you might have had with media interviews in the past. What was that like for you?

What kind of connections do you have in the media world? Are there any journalists, bloggers, influencers, or reviewers you know? Could you tell me about those relationships?

What are your initial thoughts on the idea of a publicity or media campaign for your book? What kind of impact are you hoping for?

Influencer Marketing:

Are there any individuals who come to mind as influential voices in your book's area? These could be bloggers, social media personalities, or thought leaders. Who are they, and why do you think they might be relevant?

Book Sales and Distribution:

Thinking creatively, are there any special editions, signed copies, or other unique offerings you envision that could encourage book sales? Tell me more about those ideas.

Do you see any opportunities for bulk sales of your book to organizations, associations, businesses, or schools? Could you elaborate on those potential connections?



Events and Promotions:

How do you feel about participating in book signings, readings, or other in-person events?
What kind of events might you be interested in?

Are there any specific conferences, festivals, or other events that you think would be a good fit for promoting your book? Do you have any existing contacts at these events?

What kind of creative ideas do you have for contests, giveaways, or other promotional activities that could generate excitement for your book?

Content Marketing:

What kind of book-related content do you envision creating, such as blog posts, articles, videos, podcasts, online learning programs, or keynotes? Tell me about your ideas.

Collaborations:

Are there any other authors, organizations, or businesses that you think might be a good fit for cross-promoting your book? What kind of partnerships do you envision?

Book Launch Activities:

Do you have any plans or ideas for building anticipation and generating buzz before the book's release? Please describe.

Are there any activities planned for the book launch week? (e.g., virtual or in-person launch event, online promotions, giveaways) Please describe.

What ongoing marketing activities (if any) are planned after the initial launch? (e.g., continued social media promotion, advertising, speaking engagements)

Author Availability & Support Team:

Could you describe your availability for marketing activities in the months leading up to, during, and after your book launch? Are there any times when your availability might be limited due to other commitments or travel?

Do you have anyone currently assisting you with marketing efforts, such as employees or contractors? If so, could you tell me about their roles and responsibilities?

What budget do you currently have allocated for marketing activities?



Additional Information:

Are there any specific marketing strategies or tactics that particularly appeal to you or that you'd prefer to avoid? For example, do you enjoy in-person events more than online writing, or do you have strong feelings about social media?

Is there anything else about your preferences, experiences, or insights that you think would be valuable for the sales and marketing team to know as we move forward?