

# AUDIOBOOK MARKETING CHECKLIST

## Assemble Your Tools

1. Order a Square Cover Image
2. Collect Narrator Promo Materials
3. Take or Find Audiobook related images
4. Select Sample Clips
5. Make a Headliner Video
6. Create a talking head video
7. Craft a Newsletter Feature
8. Write a Think Piece
9. Put together a one-page Title Alert

## Put Those Tools to Work

### Pre-Release:

1. Add Buy Links and Images to your website
2. Narrator and/or Sample Reveal
3. Newsletter Feature
4. Send out the Title Alert to Potential Reviewers, offer ARCs and/or Think Piece
5. Share Your Tools with Narrator(s)
6. Blog Tour setup

### On Release Date:

1. Boost Posts and/or Advertise
2. Run a Goodreads Giveaway
3. Use videos/samples/cover to post on all channels
4. Employ your teams to multiply your reach
5. Get review copies out to reliable reviewers
6. Post in Facebook Fan Groups

### Over the next Few Months:

1. Run Giveaways
2. Run a Sale
3. Go for a Chirp (Bookbub for audiobooks)
4. Enter contests
5. Do Facebook Fan Group Takeovers
6. Participate in June is Audiobook Month