WORK WITH US TO AMPLIFY YOUR MESSAGE.
As traditional media becomes less impactful and increasingly difficult to secure due to the constant noise of a 24-hour breaking news cycle, a more strategic approach to coverage is necessary to grow author visibility. Digital media marketing focuses on podcast interviews, article placements, and press release distribution, which help to build an archive of third-party content that is discoverable, shareable, and serves as proof of your expertise.

Podcasts
With over 125 million active listeners in 2017, podcasts present a unique opportunity for authors and thought leaders to gain exposure with highly engaged and targeted audiences. To help connect with these audiences, Greenleaf will research and identify podcasts with audiences relevant to your genre and content, create a custom pitch, and follow-up with each podcast for a potential interview or feature. Greenleaf will help to coordinate confirmed podcast appearances and provide guidance on promoting podcast recordings when live.

Influencer Outreach
Thought leaders and influencers exist for almost every target audience. The key is to identify those individuals and get them talking about your book. This generates tremendous word-of-mouth value from trusted sources and may help to generate buzz or reviews for your book. Our team identifies up to 50 key influencers tied to your audience verticals and engages them through a personalized, sneak preview mailing of advance review copies and other exclusive content as available to gain their support of your book and encourage social engagement.

Press Kit
The first step to connecting with digital media partners is to create a press kit that will highlight the expertise and value you offer to audiences. Once your press kit is developed, you’ll work with one of Greenleaf’s skilled media professionals to determine potential pitch ideas, hooks, and relevancy to current events.

Press Release Distribution
Greenleaf partners with IBPA (Independent Book Publishers Association) to write and distribute a press release to their 3,000 media contacts who can respond with interest or request a review copy of your book for coverage. Two additional press releases will be written and distributed at key points via PRLog, PRWeb, and PR Newswire to provide additional search exposure.

These Components—media kit, podcast interviews, article placements, and press release distribution—come together to form a comprehensive and wide-reaching digital media marketing strategy meant to produce coverage that increases audience exposure and builds your author visibility.
A COMPANY
DEDICATED TO
INDEPENDENT AUTHORS
AND THOUGHT LEADERS

CONTACT US FOR PUBLISHING, MARKETING, AND DISTRIBUTION.