

Marketing

Social Sites

	# Posts	When	Plan
Facebook			
Instagram			
Twitter			
Pinterest			
YouTube			
BookBub			
MeWe			
Goodreads			
Book + Main			

Outreach

	# Posts/Update	When	Plan
Newsletter			
Blog			
Website			

Promotional Schedule

Title	1 Month Out	2 Weeks Out	1 Week Out	Day Before	Launch