



AUDIOBOOK MARKETING CHECKLIST

For Wide Release Pre-release

- Ask narrators to record backmatter:
 - CTA text in the closing credits that points to one easy-to-remember link (e.g. “follow author name dot com”)
 - a generic “other audiobooks by” introduction for a teaser chapter
 - your choice of text for the retail sample
 - Bonus material
 - Bundle credits, when recording the final book in a series, or halfway through if the series is longer than 3-4 books.
- Add time for author audiobook proofing to production schedule
- Consider running pre-sale in direct store
- Decide on Promo Plan
 - Hire a PR company that has a good audiobook reputation
 - Poll existing ARC reader and street team to determine which ones review audiobooks
 - Reach out to audiobook influencers directly
- Schedule Blog Tour to begin 2-3 weeks after upload
 - Narrator Reveal/Meet the Narrators
 - Sample Reveal/Audio Sneak Peek/Extended Audio Sample
 - Audio Teaser
- Author/Narrator interviews
- Create a Marketing Folder including:
 - Square Cover Image (minimum 2400 x 2400 px)
 - Audio-specific promo images including
 - audio cover in 3D (smartphone with headphones, etc.)
 - Narrator names
 - Currently Listening, Now in Audio, Listen Now
 - Narrator Headshot, Bio, & Social Media Links
 - Bloopers or other in-studio video
 - Sample Clips (< 30 second, < 60 second, 5 minutes, full first chapter)
 - Videos marrying audio clips with promo images (10 - 55 seconds)
 - Use Canva or [Headliner](#)
 - Author interview highlighting the audiobook



- The book's universal link
- Release Day or Now in Audio
- Currently Listening
- Review Posts
- Stay in contact with production team regarding due dates

Once Audiobook Files are Finalized

- Upload the finished audiobook files to Bookfunnel (or other service) to facilitate distribution of ALC's
- Upload directly to ACX, Kobo, and Google Play
 - Email writinglife@kobo.com and ask to be included on Kobo's Audio promo and Library Promo email lists
- Set up in direct store via Sales Actions at Bookfunnel
 - Include in sales page:
 - Audio retail sample (embed via YouTube video or Soundcloud audio)
 - Narrator names
 - Audiobook length in hours and minutes
- Distribute to other retailers via Findaway or Author's Republic
- Let Kobo know that you have a new release
- Set a sale date with retailers when possible
- Distribute Marketing folder to Reviewers and Influencers along with ALCs
 - Make sure reviewers know that this is a wide release and ask them to prioritize reviews on wide retailers (Author direct store, Kobo, Chirp, Barnes & Noble, Apple, Amazon Audio page) and give them links
 - Ask reviewers to clearly label their reviews so it's obvious that they are reviewing the audiobook format
 - Ask reviewers to mention narrators by name and include their performances in the text of the review
 - Encourage influencers to make their own assets by providing them with cover image and 3-D renders
- Share Your Tools with Narrator(s)
- Schedule your social media posts
- Do audio giveaways in FB fan groups/in your newsletter/through your social media



- Put audio samples, a full chapter and vertical videos (as shorts) on YouTube and use them to embed audio on your website with audio buy links
- Add audio editions of the book to Goodreads

As the Book Goes Live

- Update the book's universal link with audiobook buy links
- Put audiobook UBL at the top of your link in bio (and do the same whenever you run a sale)
- Ask reviewers to post reviews and influencers to begin blasts
- Put all audio buy links in your Goodreads "review" space
- Add audio links to advertising of the title
- Do a Newsletter Feature about the audio release and give away copies
- Do interviews with narrators in your newsletter, on IG live or FB live

Promo for Backlist Titles

- Run regular price promotions on Chirp, Apple Audio, Barnes & Noble, Spotify, Kobo & Google Play)
- Apply for Chirp Deals
 - If you get a Chirp, also discount on Kobo and Apple and follow these tips <https://insights.bookbub.com/tips-for-chirp-audiobook-deal/>
 - Let Apple know that you have a Chirp deal and ask to be included in Apple promos with [this form](#)
 - Contact writinglife@kobo.com for the same reason
 - <https://blog.findawayvoices.com/maximizing-your-chirp-deal-webinar/>
- Sell books on your own website
- Sign up for Kobo audio promotions emails and participate
- Create a bookmark with a Qwerty code for a free download of an audiobook to giveaway with purchases on your website or at cons
- Join or create author cross promos centering on audiobooks
 - Marketing Audiobooks Wide group <https://www.facebook.com/groups/835962743892598>
 - Yolo with Kobo Plus group <https://www.facebook.com/groups/1053984359293078>



- Library awareness
- June is Audiobook Month
- Post about following you and your narrators on Chirp and Audible
- Create Audiobook Bundles once series are complete

Additional Resources:

Facebook Fan Groups (check to see if your Narrator has their own)

- HCB Audio Lovers <https://www.facebook.com/groups/hcbaudiobooklovers>
 - Post giveaways and samples and sales
- Audio Loves <https://www.facebook.com/groups/AudioLoves/>
 - Post giveaways and samples and sales
- Aural Fixation
 - Post samples and sales:
<https://www.facebook.com/groups/237737846562758>
 - Post Giveaways: <https://www.facebook.com/groups/AFgiveaways>
- Audio Bookfly
 - Post giveaways OK, and news
<https://www.facebook.com/groups/AudioBookfly>
 - Tuesday Takeovers message Krystyn Stefanu
- Booktastic Book Club
- <https://www.facebook.com/groups/289228719151635>
- Women of Audio: [Queens Of Audio](#)
- Historical Romance Audiobooks
 - <https://www.facebook.com/groups/1470689949852530>

Contests

- Audies <https://www.audiopub.org/members/audies>
- SOVAs <https://www.sovas.org/>

For a personalized plan or to schedule a promotion tour with our curated list of reviewers and influencers contact us:

Karen White. Home Cooked Books

Contact us: karen@homecookedbooks.com



karen@homecookedbooks.com