



AUDIOBOOK MARKETING CHECKLIST

For ACX Exclusive Releases 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.
- 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
- Stay in contact with production team regarding due dates
- Schedule Blog Tour to begin at preorder (or when audio is live)
 - Narrator Reveal/Meet the Narrators
 - Sample Reveal/Audio Sneak Peek/Extended Audio Sample
 - Audio Teaser
 - Author/Narrator interviews
 - Release Day or Now in Audio
 - Currently Listening
 - Review Posts
- Create a Marketing Folder including:
 - Square Audiobook 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 audio 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

Once Audiobook Files are Finalized and Before Upload

- Upload the finished audiobook files to [Bookfunnel](#) (or other service) to facilitate distribution of ALC's
- 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 (optional)
- Distribute Marketing folder to Reviewers and Influencers along with ALCs and links to review locations (Bookbub, Goodreads, Amazon, Apple Books, etc.)
 - Encourage influencers to make their own assets by providing them with cover image and 3-D renders
- Share Your Tools with Narrator(s)
- Schedule Social media posts including samples
- Do audio giveaways in FB fan groups/in your newsletter/through your social media

When the Book Goes Live (or in Preorder)

- Update the book's universal link with audiobook buy link(s)
- Put buy link 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
- Give Audible codes to top ALC reviewers who commit to reposting their reviews
- Give away unused codes in FB audio fan groups
- 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
- Feature audiobooks in Amz A+ Content materials

After 90 days Exclusivity



- Unless sales continue to be robust, consider taking title(s) wide



Additional Resources:

Facebook Fan Groups (ask 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:

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