

1

# Marketing Solutions for Authors

## Publicity, Promotion, Social Media Marketing and Advertising

LET'S TALK



SULLIVAN  
+ PARTNERS

SERVICES ▾

NEWS

ABOUT ▾

CONTACT

2



### For Authors

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### For Publishers

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3

### For Consumer

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ERA404 CREATIVE GROUP  
STRATEGIC UI/UX

PROJECT  
SULLIVAN+PARTNERS

DATE  
01-11-2016

SCREEN  
HERO CAROUSEL

REVISION/VERSION  
1/1

NOTES

- 1 Hero with full-screen carousel of recent news, posts, etc.
- 2 Navigation sticks to top of browser after user scrolls past carousel.
- 3 Three barkers for the three primary audiences link to their sections under "Services"

1

FOR AUTHORS

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FOR PUBLISHERS

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FOR CONSUMERS

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SERVICES

2



# For Authors

With hundreds of thousands of titles published each year, effectively marketing your book is essential to generate significant word of mouth and sales.

The experts at Sullivan and Partners move in step with the ever-changing media and marketing landscape, and have developed a comprehensive and effective strategy blending Social Media, Advertising, Publicity and Promotion. Our creative and memorable campaigns enable authors to effectively reach their current audience while converting new readers. The Sullivan and Partners team possesses relationships with the largest traditional media outlets and maintains a strong relationship with a large and influential network of blogs developed by years of working hand-in-hand with them.

LET'S TALK!

LEARN MORE

3

## How do we do this?

Sullivan and Partners works with each client to develop a unique brand platform and execute a customized campaign featuring fresh and arresting design. We utilize successful strategies of Social Media Marketing, Advertising, Publicity and Promotion to create a 3-month comprehensive campaign that builds buzz. Extended commitment is critical to our success, and difficult for most authors—or



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### NOTES

- 1 Navigation sticks to top of browser after user scrolls past carousel.
- 2 Each section of Services is color-coded: Authors, Publishers, Consumer
- 3 "Learn More" button expands section down to read additional paragraph.

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LEARN MORE

## How do we do this?

1

Sullivan and Partners works with each client to develop a unique brand platform and execute a customized campaign featuring fresh and arresting design. We utilize successful strategies of Social Media Marketing, Advertising, Publicity and Promotion to create a 3-month comprehensive campaign that builds buzz (and pre-orders!) as publication nears. This type of extended commitment is critical to our success, and difficult for most authors—or even publishers—to provide themselves.

2

## SERVICES FOR AUTHORS Social Media Marketing

Social Media Marketing is at the heart of Sullivan and Partners 12-week campaigns. After determining the appropriate direction of the campaign, we create images that will not only complement the author's branding and upcoming release but also engage their desired audience of current and new readers. Sullivan and Partners utilizes a combination of organic reach, page promoted posts, and click-through advertising on Facebook and Instagram to distribute the campaign visuals created by our in-house designer. When posting the campaign-specific images to Facebook, we execute both organic and paid social media marketing and monitor all ads vigorously. All images are shared with our blogger network to post on Facebook, Twitter and beyond. Our mix of organic and paid promotion drives pre-orders and encourages new followers.



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1/1

### NOTES

- 1 Sectioned content would have the same background but in a shade lighter or darker.
- 2 User clicks on icon (circle) to show the four different sections of this carousel.



- 1 Different background color than previous "Services" section, similar in layout.
- 2 User clicks on icon (circle) to show the four different sections of this carousel.

# For Publishers

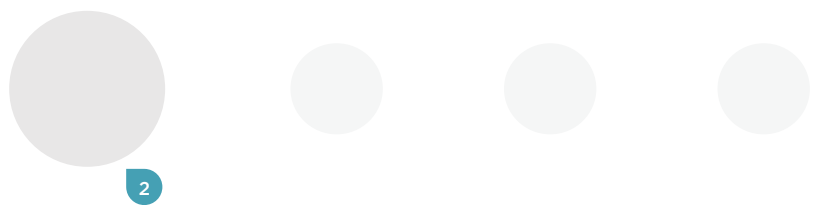
1



Sullivan and Partners works directly with publishers to become a vital partner in a book's publication.

Our comprehensive social media marketing and advertising strategy builds anticipation and generates pre-orders. Our team will assess each author's social media presence to determine a custom branded solution for that author. We then develop a timeline for content, as well as a media schedule, and design original creative for the author that can be posted and shared. All campaigns are monitored by our staff in real time, enabling us to analyze feedback, adjust messaging, and maximize opportunities continuously throughout the life of a campaign.

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*"Completely devoted, Gregg Sullivan is a delight to work with. Maximizing every opportunity, he leaves no stone unturned in pursuit of coverage for his clients."*

Emma McLaughlin and Nicola Kraus, #1 New York Times bestselling authors of *The Nanny Diaries*

*opportunity, he leaves no stone unturned in pursuit of coverage for his clients.*

Emma McLaughlin and Nicola Kraus, #1 New York Times bestselling authors of *The Nanny Diaries*

1



## For Consumer

Sullivan and Partners is an industry leader in online video promotion for consumer brands, and delivers exclusive online video interviews with top talent and newsmakers to the biggest websites and blogs in the nation with its pioneering **Internet Media Tours (IMT)**.

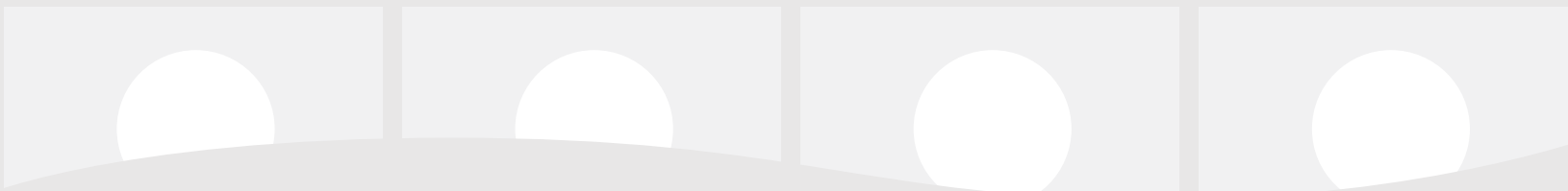
We have strong relationships with People.com, AOL, Huffington Post, PopSugar, Yahoo!, CBSNews.com, Just Jared, SI.com, The Postgame, Perez Hilton and many more.

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2

Sullivan and Partners offers turnkey service for television Satellite Media Tours (SMT) providing:



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NOTES

1 Each section of Services is color-coded: Authors, Publishers, Consumer

2 "Learn More" button expands section down to read additional paragraph.



- 1 Designed icons for each Consumer service or photography to match previous sections.

SULLIVAN AND PARTNERS OFFERS TURNKEY SERVICE FOR TELEVISION SATELLITE MEDIA TOURS (SMT) PROVIDING:



### Creative

We will work with you to craft a media message that will appeal to assignment editors and produce an attention-grabbing media advisory.



### Media Booking

6 weeks prior to the tour, we begin pitching the top 50 media markets in the country, only going outside that list at client request or if absolutely necessary to fill the tour.



### Studio Space and Set Designs

From simple one-camera SMTs to multiple camera SMTs with fully designed sets, we fulfill all needs.



### Certified Usage Reports

We use Nielsen certified figures in our usage reports. If the audience figure for a particular station can't be independently verified, it doesn't show up on our reports. Combine your SMT with our cutting edge Interactive Media Tour!

## NEWS

# “Legend” Available 2/9!

Love the Fight. Love the Fighter. **#legend**

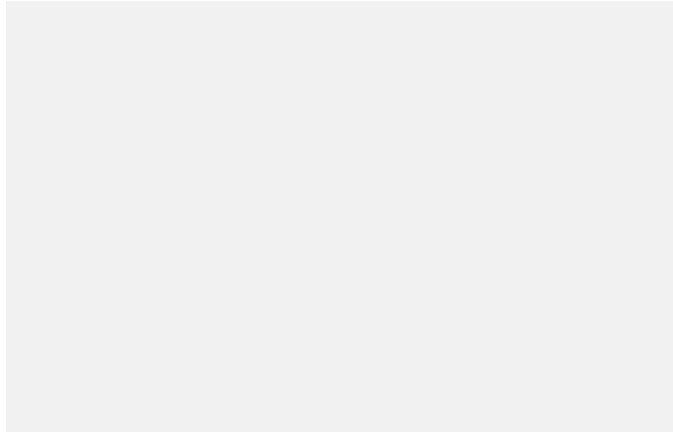
JANUARY 15, 2016—Magname aut pro veni qui quam volorem re re sae nim as niminci commoluptam, undessunt volest quibus.

READ MORE



- 1 Either most recent post or "sticky" post featured at top
- 2 Three additional posts shown below
- 3 Link for all news

NEWS



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READ MORE

1

New Image for  
Katy Evans' "Legend"  
JANUARY 15, 2016

Katy Evans' "Legend"  
Available February 9th!  
JANUARY 13, 2016

Maya Banks' "Mastered"  
On Sale Now!  
DECEMBER 29, 2016

2

ALL NEWS

3

ABOUT



- 1 Full-screen background image with parallax or just solid color.

ABOUT

1

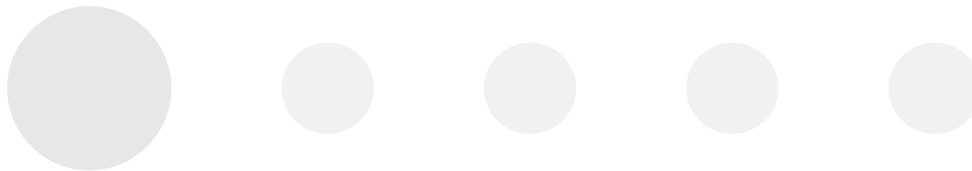
Sullivan and Partners fulfills all of its clients' publicity, marketing and advertising needs, from creative development to implementation to project management. Whether for an author, a publisher or a consumer brand, our group tailors each campaign to the specific needs of the project and client.

Drawing from years of experience in book marketing and promotion, Sullivan and Partners has developed a comprehensive and proprietary strategy blending social media marketing, advertising, publicity and promotion. Our creative, memorable campaigns allow our clients to effectively engage and retain an established audience, while actively converting new readers.

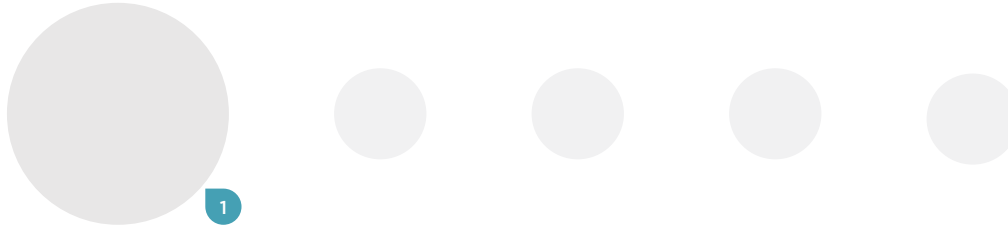
Sullivan and Partners is also an industry leader in digital promotion for consumer brands, and delivers exclusive online video interviews with top talent and newsmakers to the biggest websites and blogs in the nation with its pioneering Internet Media Tours (IMT).

**LET'S TALK!**

Dedicated  
to delivering  
unparalleled  
results and  
client service







## Gregg Sullivan

FOUNDER AND CEO

Gregg Sullivan founded Sullivan and Partners in 2007, and in the years since he and his team have worked with #1 bestselling and notable authors in fiction and nonfiction, across genres. Gregg and his team have conceived, planned and executed over 75 marketing, advertising and publicity campaigns that have resulted in New York Times and USA Today bestsellers, including multiple #1 New York Times bestsellers.

Before launching Sullivan and Partners in 2007, Gregg Sullivan was Director of Marketing and Promotions for the REGAN division of HarperCollins Publishers, reporting to CEO Judith Regan.

There, he directed marketing and/or publicity campaigns for New York Times bestsellers *Son of a Witch* by Gregory Maguire, *Somebody's Gotta Say It* by Neil Boortz, *The Confession* by James McGreevey, *The Seventeen Traditions* by Ralph Nader, *Breaking Back* by James Blake, *My Secret* by Frank Warren and *The Zero* by National Book Award finalist Jess Walter, among many others.

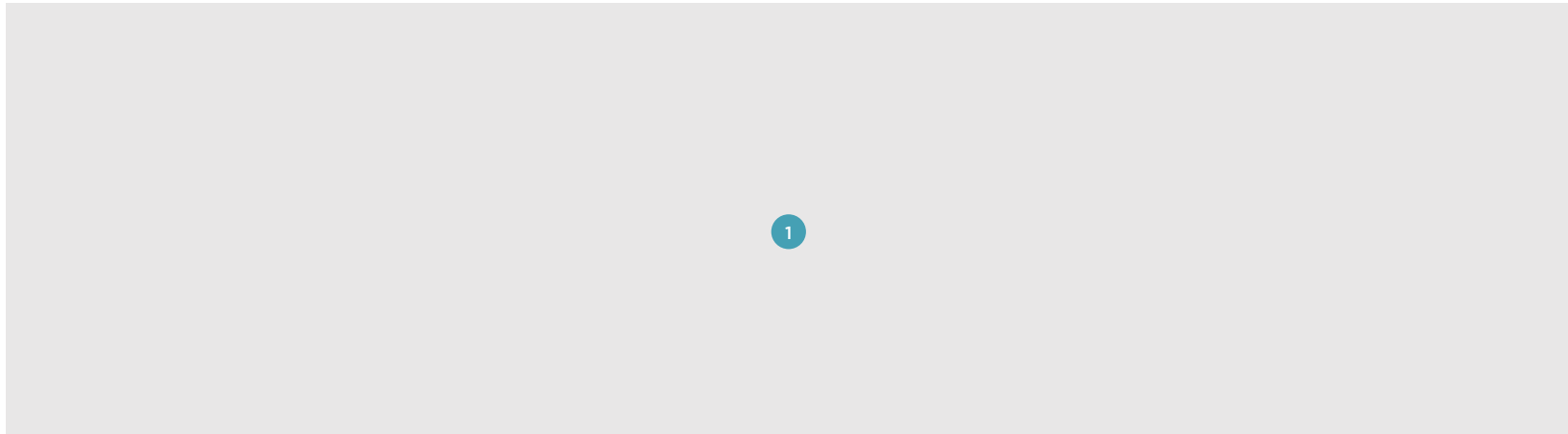
Prior to his post at HarperCollins, Sullivan served as Associate Director of Publicity at St. Martin's Press. In his tenure at St. Martin's Press, Gregg executed the publicity campaigns for #1 New York Times bestsellers in each of the major categories —*Running with Scissors* by Augusten Burroughs (Nonfiction), *The Nanny Diaries* by Emma McLaughlin and Nicola Kraus (Fiction) and *Atkins for Life* by Robert Atkins, M.D. (Advice/Misc.).

### CONTACT

- 1 Carousel bios similar to previous carousels
- 2 Two column format changes to one column for mobile views



CONTACT



**LET'S TALK!**

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f [facebook.com/sullivanandpartners](https://facebook.com/sullivanandpartners)

t [twitter.com/sullivanandpartners](https://twitter.com/sullivanandpartners)

i [instagram.com/sullivanandpartners](https://instagram.com/sullivanandpartners)

2

- 1 Google Map of office location
- 2 Two column format becomes one column in mobile/responsive views