



# DIGITAL MEDIA OUTREACH

AMPLIFYING 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 outreach focuses on podcast interviews, digital features, 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.

We help you build a powerful brand and loyal audience with:

- campaign strategy
- podcast interviews
- press release distribution
- influencer, media, and reviewer outreach



## 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.



## DIGITAL FEATURES OUTREACH

An online feature for your book offers consumer exposure and a valuable asset for increasing your digital presence and establishing your authority as an expert. Greenleaf will curate a media list of targeted recipients tailored to your goals and provide them with individually personalized pitches that reflect their outlet and style.



## 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, including one newswire release, to provide additional search exposure.



## CUSTOM 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, media, and reviewers 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.



## 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.

**THESE COMPONENTS**—press kit, podcast interviews, custom and digital features outreach, and press release distribution—come together to form a comprehensive and wide-reaching digital media outreach strategy meant to produce coverage that increases audience exposure and builds your author visibility.



**GREENLEAF**  
BOOK GROUP



# DIGITAL MEDIA OUTREACH

WORKING WITH GREENLEAF



**WORKING WITH GREENLEAF'S TEAM** ensures that outreach is aligned with your book production, launch, and distribution alongside your branding and marketing efforts. The support you receive throughout the campaign includes:



- Developing multiple pitch angles to ensure we're reaching the right outlets and audiences with the right message
- Guidance on when and how to promote secured placements through social media, blog posts, and newsletters in a way that engages both the media and your community
- Coaching on how to leverage placements to help secure additional coverage and grow your brand through speaking and consulting



Greenleaf's innovative outreach campaigns involve layered elements which build and rely upon each other for maximum results. With our team's existing knowledge of your content, audience and brand message, we develop a custom outreach strategy rooted in an ecosystem of content, SEO, discoverability, influencer relationships, and targeted placements on podcasts and/or publications catering to your audience demographic. This turnkey approach results in discoverable and shareable content that can be used to further establish your expertise, grow your platform, and monetize your message.



If you have any questions about our  
Digital Media Outreach Campaigns, our team is happy to help.

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