

BOOK MARKETING RoadMap

Getting the Most out of your Digital Press Kit

Give the media a single place to go for all the things they need to feature you and your book. When it comes to the media, online (digital) is the way to go. A single location with content a journalist can copy/paste and download is the key to success.

In today's competitive publishing world, a polished Digital Press Kit is one of the most powerful tools an author can have. Whether you're reaching out to book reviewers, podcast hosts, influencers or event organizers, your press kit speaks for you.

How to Use Your Digital Press Kit in Marketing

- **Pitch Emails:** When reaching out to journalists, bloggers, podcasters, or influencers, include a link to your Digital Press Kit. It saves them time and makes you look professional.
- **Social Media Bios:** Add the link to your Instagram bio, LinkedIn profile, or X (Twitter) bio so media or collaborators can easily access it.
- **QR Codes:** Create a [QR code](#) linked to your Digital Press Kit. Add it to [business cards](#), [event posters](#), [postcards](#), or [handouts](#).
- **Email Signature:** Add a simple hyperlink like “Press Kit” in your email signature for passive marketing.
- **Press Release Companion:** Always include a link to your Digital Press Kit in your press releases so outlets can grab more info quickly.
- **Event Promotion:** If you're appearing at an event, send your Digital Press Kit to event organizers — they can use it for promotional material.
- **Podcast Guesting:** When applying to be a podcast guest, include a link to your Digital Press Kit in your submission to stand out as a polished, easy-to-book guest.
- **Use It for Awards:** Some award programs ask for background info — a press kit link can instantly supply everything they need.
- **Collaborations:** When proposing collaborations (bookstores, libraries, fellow authors), provide a link to your Digital Press Kit to show your credentials and audience reach.

Beyond media outreach, below are some other powerful ways to use your Digital Press Kit in your book marketing efforts:

Reader-Focused Marketing:

- **Book Clubs & Librarians:** Include a link to your Digital Press Kit when pitching to book clubs or libraries. They'll appreciate the summary, author bio, cover image, and downloadable discussion questions (if included).
- **Goodreads/BookFunnel/Booksprout Campaigns:** If you're giving away review copies, link to your Digital Press Kit so readers can quickly learn more about you and your book.
- **Reader Magnets:** Use a condensed, reader-friendly version as a bonus download for email subscribers ("Get my behind-the-scenes press kit!").

Retailer & Distribution Outreach

- **Independent Bookstores:** Send a link to your Digital Press Kit in your pitch to bookstores. It shows you're serious and saves them time finding details like genre, trim size, ISBN, and distribution info.
- **Bulk Order Sales:** When approaching schools, nonprofits, or businesses for bulk sales, a Digital Press Kit with media coverage and testimonials can increase buyer confidence.

Publicity & Promotion

- **Influencer Outreach:** Send a link to your Digital Press Kit to relevant Bookstagrammers, BookTokers, and YouTubers — they'll appreciate not having to chase you for details.
- **Event Promotion:** Use it when applying to be part of local book fairs, speaking gigs, festivals, or panels — it serves as a polished introduction to who you are.
- **Blog Tour Coordination:** Share your Digital Press Kit with blog tour hosts or virtual book tour services — it gives them all the content they need.

Author Branding

- **Speaking Engagements:** If you do school visits, keynotes, workshops, or author talks, provide a link to your Digital Press Kit to organizers. They can use it for programs, signage, or introductions.
- **Partnerships with Nonprofits:** If your book aligns with a cause or mission, include a link to your Digital Press Kit when offering to collaborate, donate books, or run a co-promotion.