

A background image of grass covered in white frost or dew, with a soft, out-of-focus blue and white sky in the upper left corner. The grass blades are sharp in the foreground, showing fine details of the frost.

Fun and Effective Author Promotion

(How to get the word out about your novel)

Nev March

Nev March

Author of historical mysteries

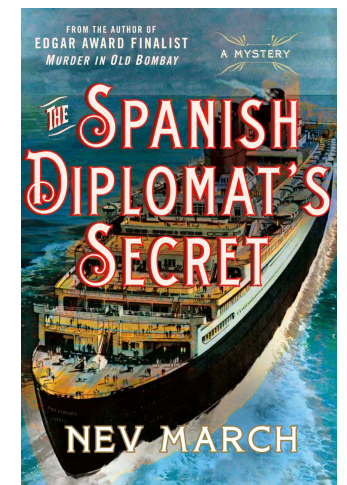
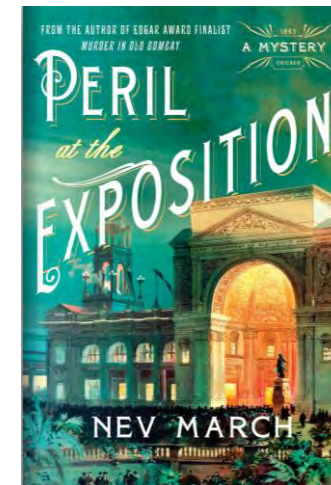
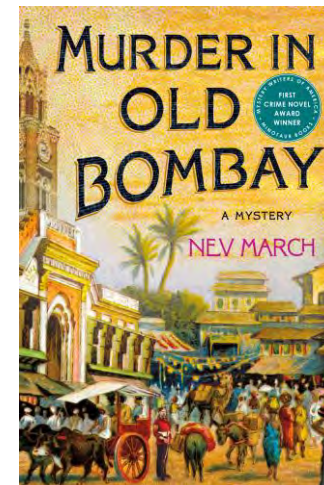


After 20 years in business analysis, I returned to my passion for writing fiction

- First Indian born writer to win Mystery Writers of America's award (Audiofile award 2021)
- Finalist for 5 national awards including Edgar and Anthony (and Hammett, Barry, McCavity Awards)
- LOST the audie award 2022 (to Stephen King and President Obama!)

INTRODUCTION

- My debut novel *Murder in Old Bombay* came out during the pandemic
 - Published Nov 2020, paperback Apr 2022
 - *Peril at the Exposition* was published Jul 2022, Paperback Jul 2023
 - Could analyzing these launches help me create an effective (and FUN) marketing plan for *The Spanish Diplomat's Secret*?



AGENDA



- How to make it Effective
 - **Who** were we trying to reach?
Target readers
 - **Where?** Possible channels
- Who does what?
 - Publisher's promotion
 - Author's promotion
- How to make it FUN

TDSD Goal: Widen readership; Gain repeat readers

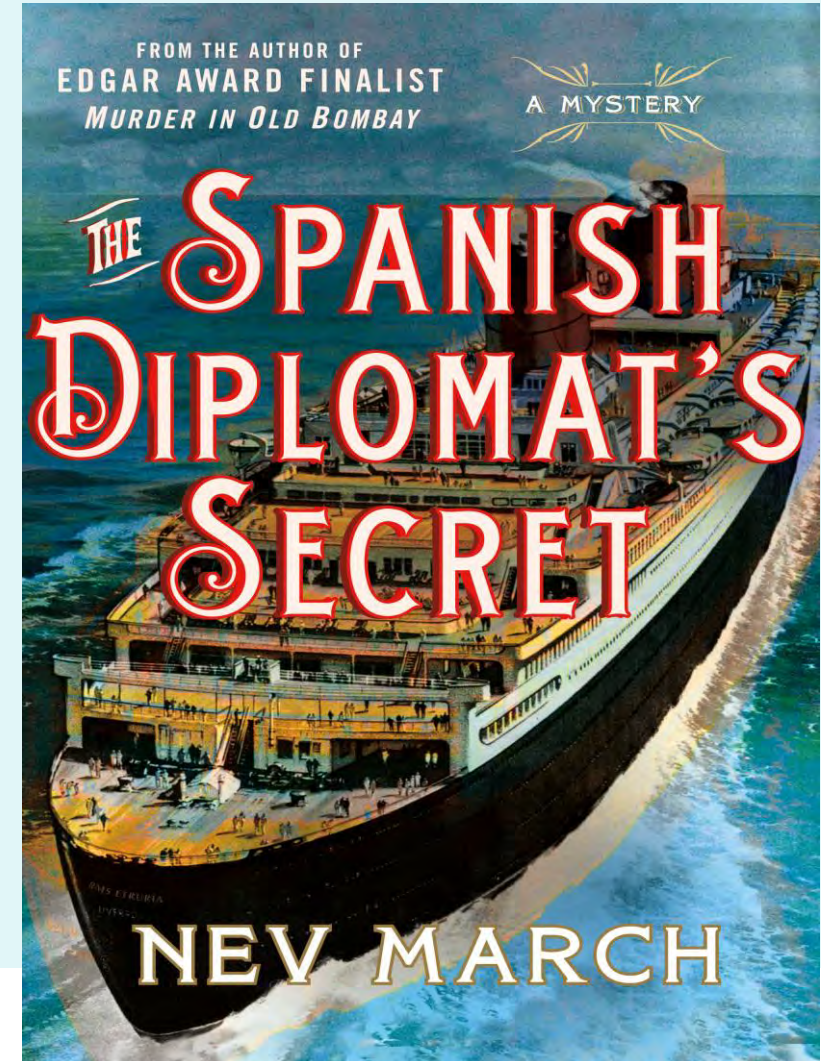
WHO

Mystery readers are

- Middle-aged
- Mostly women
- Some men
- Mostly white

Target Audience

- Loyal readers (7K ratings)
- Mystery Series readers
- Travel/Ship fans
- History buffs
- India enthusiasts
- Other?



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Keywords

- #MurderinOldBombay
#perilattheexposition
#CaptainJimandLadyDiana #nevmarch
- #Mystery #mysterySeries **#crime** #fiction
#crimefiction #series #bookclub #library
- #Travel #traveler #explore #ocean
#exoticplaces #transatlantic #steamship
- #Ship #Steamship #Cruise #Steamer
#Liner #cruising #cunard #Norwegian
- #History, **#Historical**, #vintage, #Victorian,
#colonial #Raj #empire #UK #GB
- **#India**, #Indian, #immigrant, #Bombay
#Parsi #Zoroastrian #desi #desichick

Preliminary Plan

WHERE

Continue Online and in-person appearances **selectively**
Switch in-person conferences to online

1. Loyal readers /my platform

Publisher's newsletters
Author Newsletter
1400 loyal readers
Leverage MWA
CWOC

2. India, Zoroastrian community

Indian news websites,
magazines
Z-news outlets
Facebook groups ✕

3. Travel buffs, Ship fans

Maritime Museums ✕
Nautiques.com
Steamship
Historical Society
of America

4. Crime Fiction series/ Young readers

Mystery websites
Crime Podcasts
Social Media

5. History buffs

Social Media
History Podcasts
Goodreads groups ✕

List areas of growth...but pursue them selectively

WHERE

Library Playaway device	E-book/ Audiobook	Library? University bookshops?	Overseas/ Screen rights?	Other formats?
	✓			
Library Book- talks	✓			

Creative Venues: Airline/hotel newsletters?
Nautiques.com, ✓ Steamship Historical Society of America ✓
In Flight Magazines? Airports? Travel mags? Cruise ship companies?
What about promoting it on other books published by Macmillan?

But how do I ask?

EXAMPLE

WHERE

Thank you Don, I will reach out to Astrid. Appreciate your suggestion.

On a separate note, do you have a newsletter to customers where we can share information about my upcoming book?

The Spanish Diplomat's Secret is scheduled to be published by Macmillan in September - see the book cover attached. The graphic is based on the SS Queen Elizabeth, which is rather later than the era in my book (1894!) but gives the sense of a ship as a floating city. This is the third book of my series.

Summary: Captain Jim and Lady Diana must unravel the murder of a diplomat aboard the *SS Etruria*, and do it before they dock, or risk war between nations. With a thousand suspects and no witnesses, our sleuths get to work, but then strange omens appear onboard. Soon, a host of passengers and crew appear to have motives for murder, yet there's no evidence pointing to anyone. Worse still, Captain Jim is plagued with seasickness. Fortunately, he has a secret weapon: young Diana knows her way about luxury liners and gilded age society. But something has been troubling her too, something she won't tell Jim. As the beleaguered ship nears Liverpool, Captain Jim and his bride race to solve a mystery with dire international consequences, while dealing with the puzzles of couple-hood.

Kind regards
Nev

It's difficult to know which promotions have an impact

WHERE

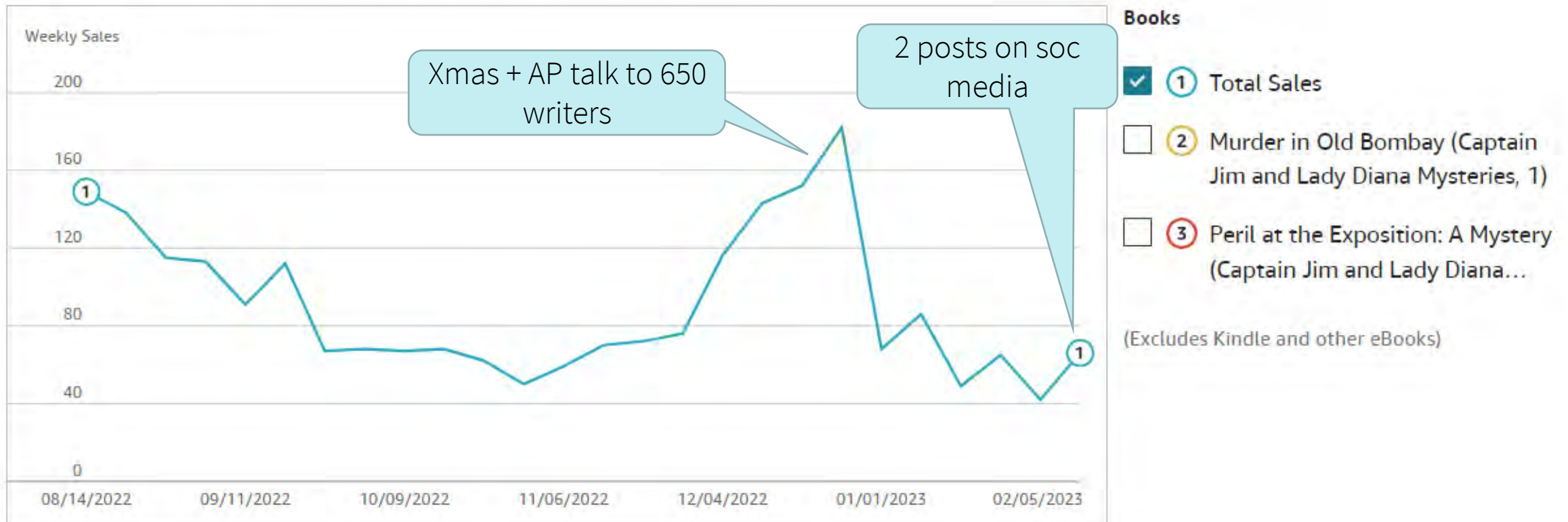
Total Units:

2,346

August 13, 2022 - February 10, 2023

(updated Fridays by 12 am Pacific)

~50 books sold per week





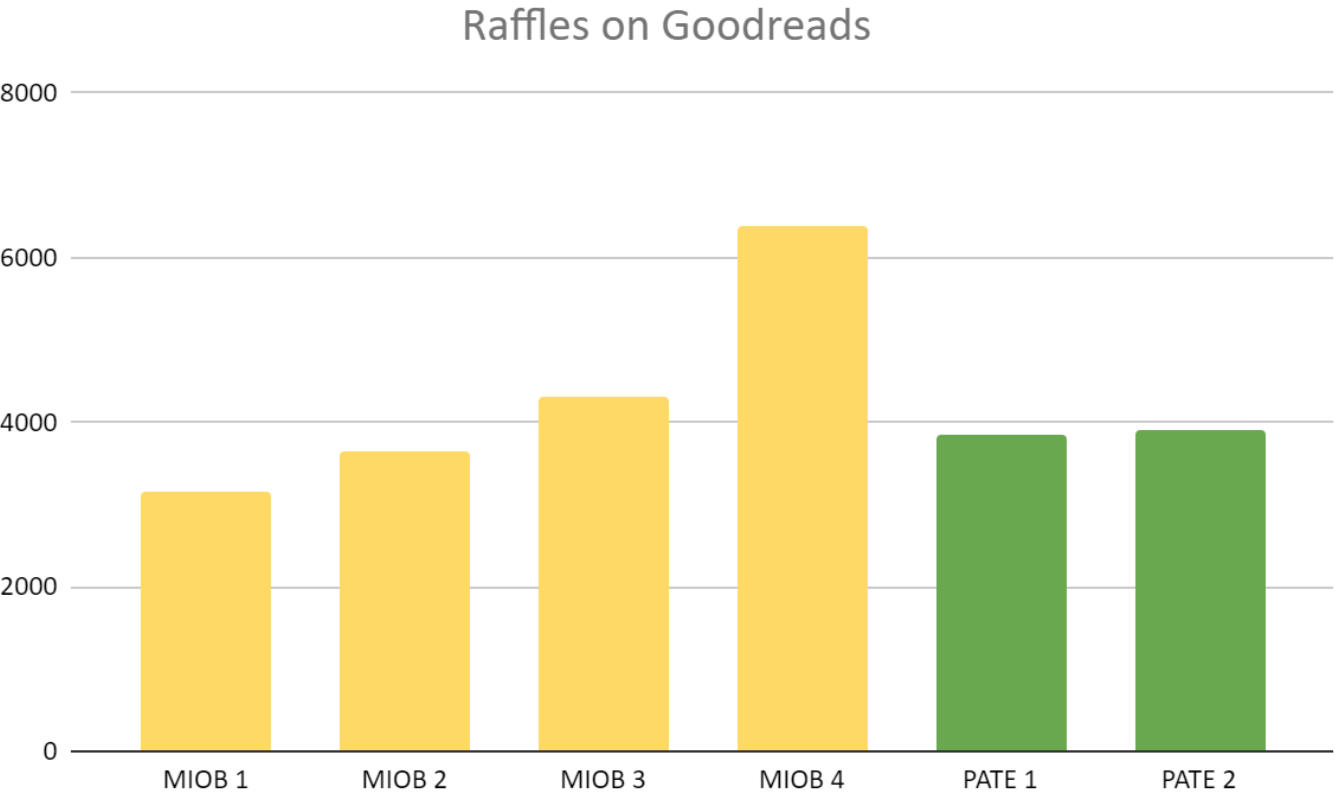
Traditional publishers
can give your book a
wide distribution
footprint

...but that's no
guarantee of sales



MWA/Minotaur award, promotion and Goodreads raffles generated buzz for MIOB

WHERE



Publisher promotion for *Murder in Old Bombay*

IN

GREAT cover art

Audiobook production and sample

Landing Page

Book Trailer

Ad in Edgar Award book

ARCs to influencers

Goodreads giveaways

Bookbub promo



★ Author support
helps the publisher
to promote!

★ Placing my articles in online mags

★ NPR spots

Submitting book for awards

NY Times book Review!

NetGalley reviews

Kirkus and Publishers Weekly

Library Marketing

★ Social media MWA **video**



The author's role
keeps growing!



Author promotion for MIOB and PATE (while writing *The Spanish Diplomat's Secret!*)

IN



51 appearances(6 in person 2020-2021)

PATE: 18 appearances, 3 in person



16 articles online and in newsletters

PATE: 10 articles placed



66 online reviews & nominations

Finalist for 6 national awards, audiofile award, ETC

PATE: ~20



80 posts on Social Media

35 Posts on Facebook
Insta and Twitter (65 remain)

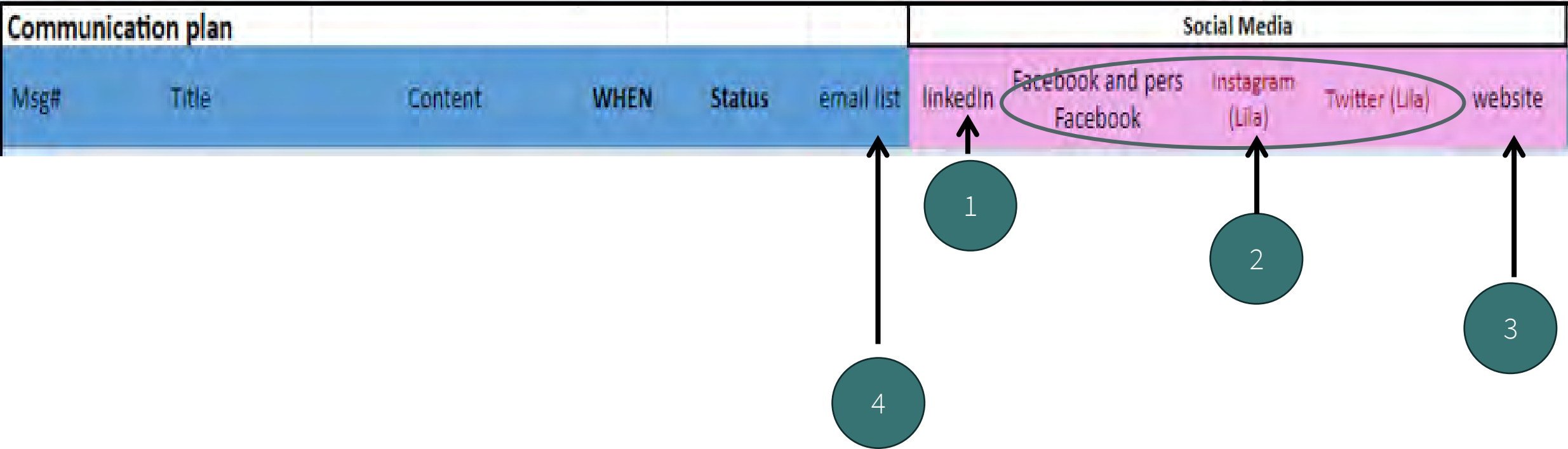
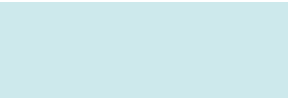
Murder in Old Bombay plan was too intensive

Communication plan						Social Media								
Mktg#	Title	Content	WHEN	Status	email list	linkedin	Facebook and pers Facebook	Instagram (L/R)	Twitter (L/R)	website	Pinterest	Goodreads author page	Amazon author page	Google business page
1	I'm a writer	1200 reads	8/1/20	Complete		x	x			x		x		
2	Hooray I have an agent		8/18/20	Complete		x	x	x	x	x				
3	Teaching at Rutgers	Give link-syllabus	8/18/20	Complete		x	x	x	x				created	
4	Mystery Tribune article	Thank you to my critique group	8/26/20	Complete		x	x	x	x					
5	Goodreads Book promotion	Enter to win A free copy	9/9/20	Complete		x	x	x	x	x				
6	South Asian Times article	What makes an award winning novel?	9/21/20	Complete		x	x	x	x	x	x		connected	connected
7	Joys of writing	Oh, this writing life!	9/24/20	Complete		x	x	x	x	x				
8	NPR interview	Murder in Old Bombay profiled on NPR!	9/27/20	Complete		x	x	x	x	x		x		
9	Masala Radio interview	Masala Radio interview	10/5/20	Complete			x	x	x					
10	MWA Award announce	Feeling blessed: A dream come true	10/12/20	written		x	x	x	x	x		x	x	
11	Coming soon (BOOK TRAILER)	Pre-orders are open	10/19/20	written		x	x	x	x	x		x	x	
12	Goodreads showcased MIOB in top 5 Mystery books		10/27/20	written		x	x	x						
13	Amazon Editor's Pick	Just learned Murder in Old Bombay is an Amazon Editor's Pick for November!	11/8/20	written		x	x	x	x	x				
14	Just launched	Invite to library talk on 11/17	11/16/20	written		x	x	x	x	x		x	x	
15	CrimeReads article	Was Uncle Dino a Murderer?	11/12/20	written			x	x	x					

IN

The Spanish Diplomat's Secret plan was simpler

Communication plan						Social Media				
Msg#	Title	Content	WHEN	Status	email list	linkedIn	Facebook and pers Facebook	Instagram	Twitter	website
1	Reminder for Peril at the	new newsletter	2/6/23	400 subscr	x	x	x			x
2	Announcing book cover	Spanish Dip Secret	2/20/23	1400?	x	x	x	x	x	x
3	INvite to online talk	Murderous March Panel 3/11	3/6/23		x	x	x	x	x	
4	BLOG ENTRY	READER'S letters	3/20/23			x	x	x	x	x



1

LinkedIn – use your professional presence sparingly. Don't always write about writing!



Book Author and social activist

1w •

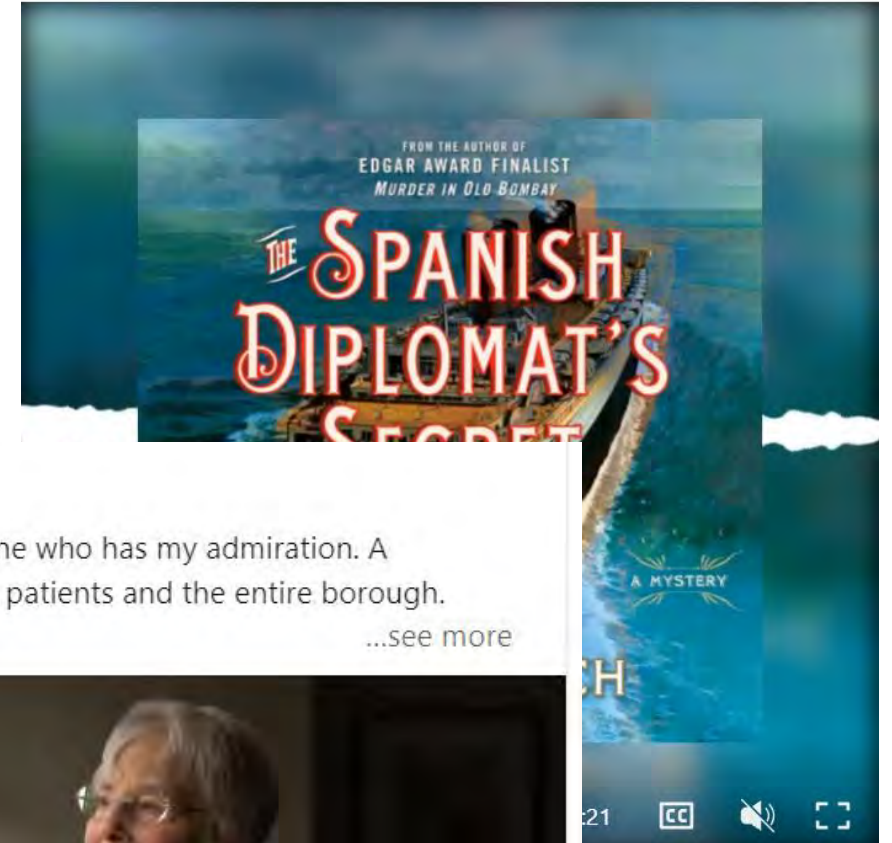
This Again. Don't know what caused this tragedy but it cost the lives of four year old twins and their mother. [#indian](#) [#desi](#) [#HeartbreakingNews](#)
How do we stop this pain?

Anand Henry Main Suspect In San Mateo Murder-Suicide Case



4mo •

Enjoy a 1-min audiogram (an excerpt from my audiobook) which gives you a little background about my sleuthing immigrant duo from The Spanish Diplomat's Secret, book 3 of my series. It's narrated by the fabu ...see more



Book Author and social activist

2d •

Most Billionaires disgust me. Here's one who has my admiration. A magnificent gift that will aid students, patients and the entire borough.

...see more



Social media posts grow your audience organically @NevMarch

(Facebook-333, Insta-845, Twitter-591 followers)



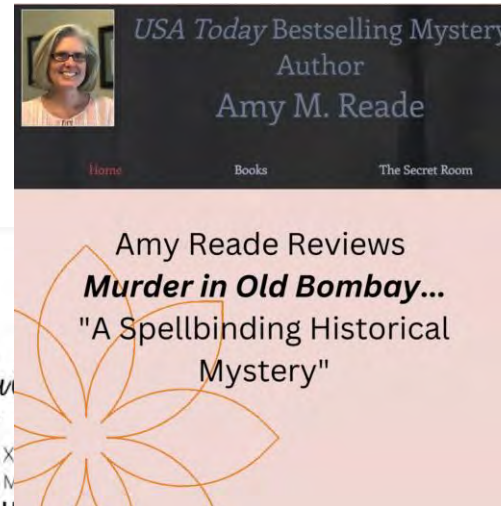
Nev March
5d · 🌐

My list of Best Historical mysteries set in India is live on Shepherd!
<https://shepherd.com/.../india-blending-history-with...>

#bookworm #booklover #writersofinstagram
#bibliophile #bookish #writersofig
#booklove #writerscommunity #booknerdigans
#amwriting #booklovers #igbooks #bookworms
#authorlife #nanowrimo #writerscorner
photo: DarshanGavali on unsplash. Thanks!



Exposition!
!!



Takes ~2 hours to plan and schedule posts for 2 weeks

- Meta business suite
- Twitter Schedule post

Meta Business Suite=Fb+Insta

1. Visit <https://business.facebook.com/>
2. Create an image (link to a site OR build it in canva.com)
3. Schedule a post or a story (reel)

2

Planner
Plan your marketing calendar by creating, scheduling, and managing your content.

Week Month < Today > Feb - Mar 2024

Sun 25 Mon 26 Tue 27 **Wed 28** Thu 29 Fri 1 Sat 2

National Retro Day

World Compliment Day

10:00 AM
11
1
2

8:00 AM
14
1
2

11:14 AM
This was so much fun! Thanks to this fabulous duo for making me welcome 🥰🙏 Our crew went from
1

1:00 PM
8
1

10:00 AM
14
1

8:00 AM
12
1

11:19 AM
If you're near Manhattan, come and join a bunch of mystery writers and listen to a few of them read. It will be fun!
1

1:00 PM
2

10:00 AM
This week, your Instagram followers are most active at this time.
Schedule

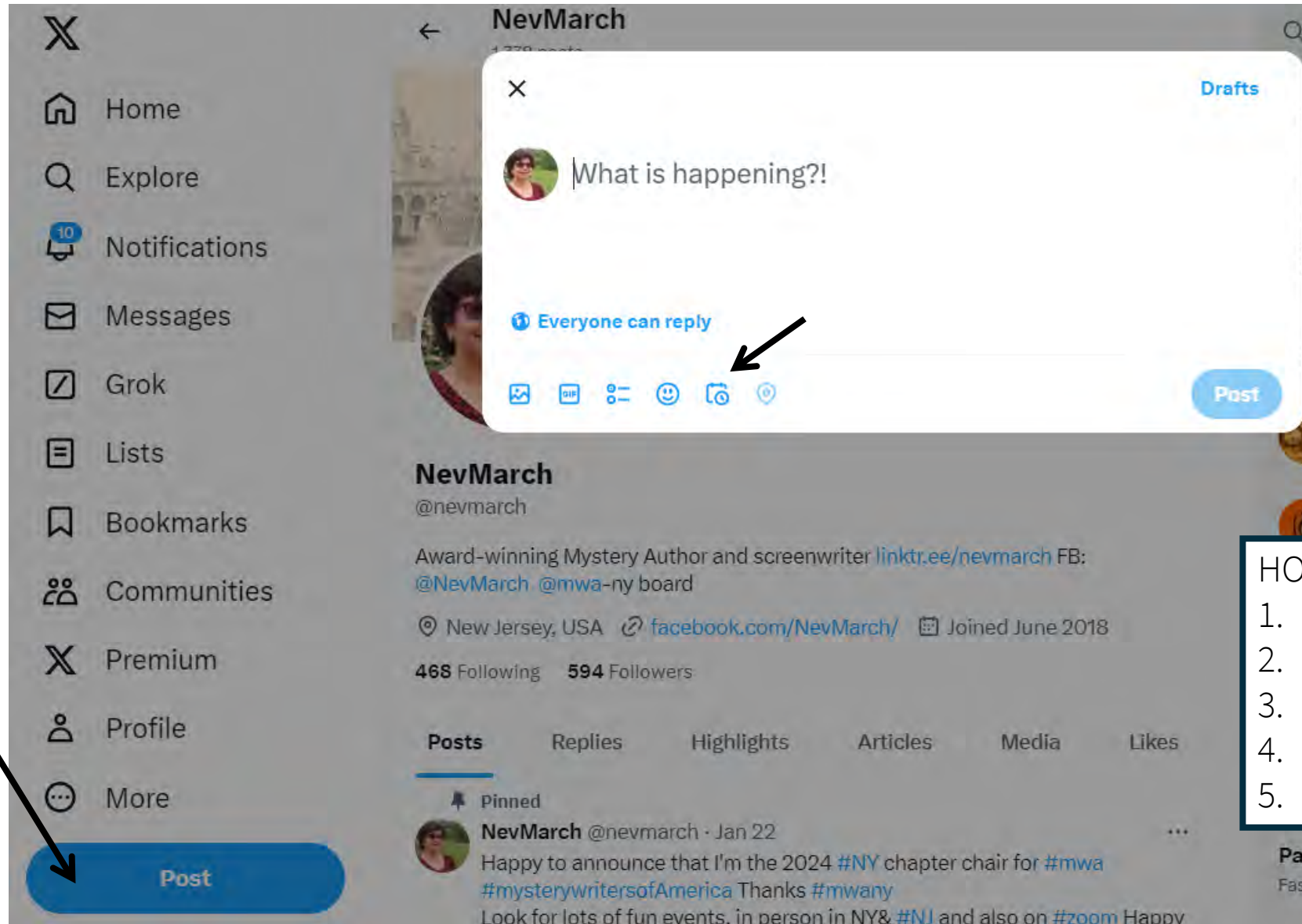
Goals
Set a goal, track progress and learn helpful tips for your professional success.
Start new goal
Consider boosting a recent post so audiences that don't follow you may see it.
Boost

HOW?

1. Create or choose an image
2. Write short text
3. Identify hashtags
4. Point viewers to take action
5. Respond to readers comments

Twitter/X post scheduler @NevMarch

2



HOW?

1. Create or choose an image
2. Write short text
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3 Website draws ~60 visits/week

- I started with WIX.com (\$45/year) using a template....it sold my site to Vistaprint.com
- Which sold my site WEBS.COM (\$320/year)
- So, I moved to **Wordpress.com (\$40/year+\$12/domain)**, set up and maintain my own site.
- If you don't have time, hire a professional to set up a BASIC site with your books and bio.



Nev March: Award Winning Author of Historical Mystery
History and Mystery novels that move us



Author Nev March is the first Indian-born writer to Edgar and Anthony finalist.

After a long career in business analysis, in 2015 Nev March, a Zoroastrian herself, she lives in New Jersey with her husband. She is President of the NY chapter board of the Mystery Writers of America.

Nev's books deal with issues of identity, race and class in today's red-blue political divide. In Captain Jim and the Mystery of Justice.

Nev is presently writing book #4: Diana's brother A

Nev is seeking representation from an agency a st

7-day highlights Compared to previous 7 days



Visitors
59 ↑ 24 (69%)



Views
90 ↑ 11 (14%)



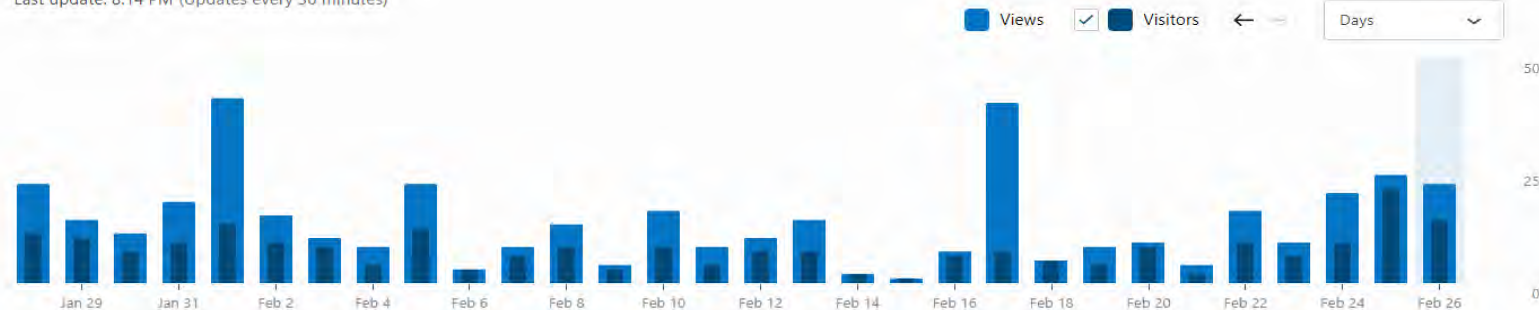
Likes
0 0 (0%)



Comments
0 0 (0%)

February 26, 2024

Last update: 8:14 PM (Updates every 30 minutes)

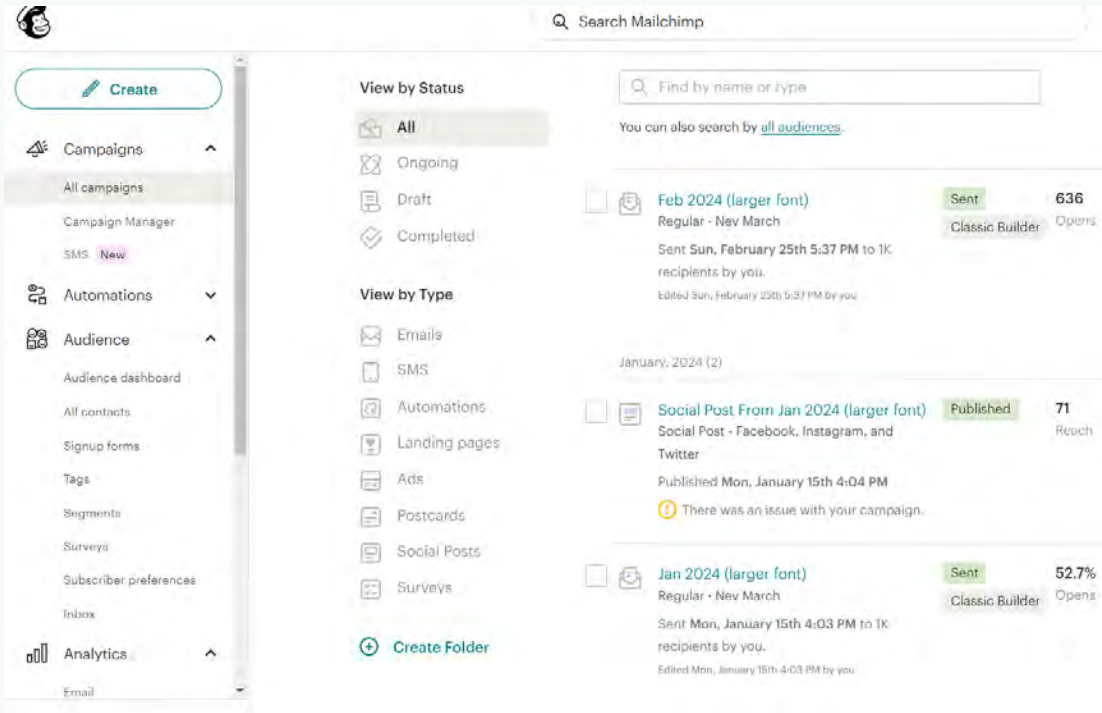


My monthly author-newsletter takes ~1 hour

GOAL: Invite engagement and sales

Mailchimp.com \$26/mo

- In 2023 I started with 400 readers
- Added 1400 friends/colleagues
- Monthly newsletters generate engagement, variety, conversations
- KEEP IT SHORT! No more than 3 things!
- USE PICTURES – make it personal





What's Next?

- Podcasts
- Library book talks
- School book talks
- Book Clubs

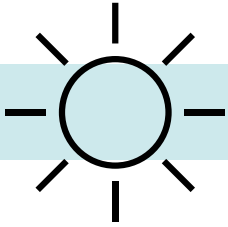


What motivates authors?



How can I do all this? Do as much as you can COMFORTABLY!

Reader's warm notes, positive reviews and “thank you's” go a long way!



Dear Nev

I read your first book and enjoyed it immensely. Then I got involved with several other writers of historical fiction and they all had a number of books to delve into.

But I never forgot your book, and when I saw that your 3rd book was due out, I jumped on the web the day it was released, and borrowed it from my local library. Finished it a few minutes ago and enjoyed it just as much as the first one.

And I was overjoyed to find that the other library I borrow from carries your 2nd novel and grabbed it just now. I anticipate another great read. I love the meticulous plotting, the interesting history, and the vivid characters. **Please write another dozen. I will read them all.**

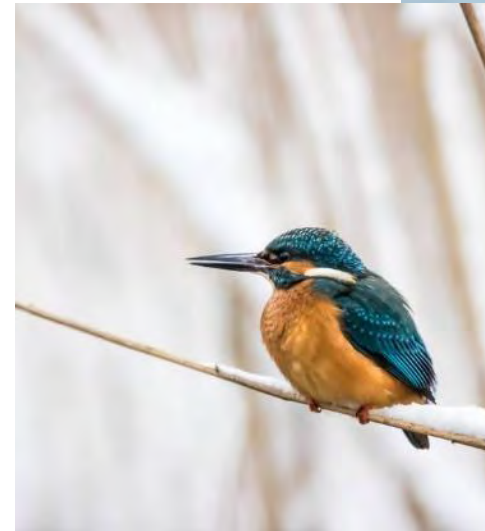
SUMMARY

The fiction market is crowded with over 2 million new titles a year (as of 2021).

Building my brand helps my publisher and grows my career as a writer.

We need to be efficient AND creative to publicize our books effectively...**and have fun doing it!**

Thank you for your partnership!





THANK YOU

Join my newsletter at
www.NevMarch.com/about-me
NevMarchAuthor@gmail.com