

Elena Makansi

marketing services for authors

marketing plans, content strategy, graphic design, website creation,
email marketing, & more!



Based in Tucson, Arizona

Content marketing professional with 10 years of experience in communications, social media marketing, graphic design, illustration, and book publishing.

My goal is to empower you on your marketing journey by providing you with the tools, strategy, and mindset to help you stay consistent and authentic.

Marketing Services

Social Media

- Strategy development
- Content pillar development
- Pre-order, book launch, and book promo social media campaign plans
- Account audits
- Analytics reports
- Tutorials/walk-throughs
- Facebook ad campaigns
- Canva templates

Email Marketing

- Account setup
- Template creation and email design
- Pre-order, book launch, and book promo email campaigns
- Campaign strategy
- Copy and content creation

Website & Branding

- Website setup and design with Squarespace
- Marketing integrations and basic SEO
- Brand style guide
- Author/book business cards
- Postcards & print media
- Digital ads

What's Included?

1+ hour Video/Phone Consultation

All packages include video or phone calls to make sure we're on the same page throughout the process. We'll clarify your goals, marketing pain points, skills, personal values, and unique offerings that will be incorporated into the marketing strategy.

Strategy & Brand Questionnaire

I will send you a questionnaire to hone in on your values, brand elements, content pillars, time and skill capacity, and more. This reflective part of process generates the necessary information to create a fully personalized marketing plan suited for your unique needs.

Follow-up Support

Extra support may be needed as you begin to implement the marketing plan. Each package includes at least 1 hour of follow-up consultation via phone and email. I'm happy to share further resources and help you feel fully equipped and confident as you build consistency.

Social Media Marketing Plan

starts at

\$350

Need guidance on the big picture of developing a social media marketing strategy? Want to engage with your social media accounts from a place of clarity, ease, and alignment with your values and capacity? In this base package, we'll co-create a social media marketing plan built just for you.

In this package:

- Social media marketing plan (timeline will depend on your needs and may be based on time. e.g. one year, or project, e.g. book launch).
The marketing plan includes:
 - Posting and community engagement strategy recommendations
 - Content calendar structure
 - Content pillars and post ideas
- Account(s) audit/review and 1-page report

Extra offerings (\$):

- Analytics review & consultation
- Branded Canva templates
- Social media ads (\$150 per campaign setup)

Email Marketing Setup and Design

starts at

\$500

Create a channel between you and your community with a periodic newsletter. Not only is an email newsletter a fantastic marketing strategy, it's also the strategy where writers shine! Level up your marketing and connect with your biggest fans through email.

In this package:

- Email marketing plan and strategies for growing your email list
- We'll develop a freebie "lead generator" download for new subscribers
- Custom branded newsletter template design so you can focus on the writing
- Account set-up assistance with your software of choice

Extra offerings (\$):

- Additional templates
- Marketing campaign email strategy

Website Setup & Design

starts at

\$800

A website is like your virtual office, so let's improve your curb appeal! Your website should direct curious readers to everything they need to know about you, your books, how to purchase, get in touch, and support you as an author.

I suggest Squarespace because it's user-friendly and includes many built-in integrations for maximum flexibility, but we can discuss alternatives.

In this package:

- A branded website with up to five pages that reflects your author personality through color palette, type, and photography
- Marketing integrations (mailing list sign-up, social media links, reviews page, SEO, etc)
- Squarespace walk-through and resources to build your confidence with the platform
- Assistance with hosting, domains, and setup

Extra offerings (\$):

- Custom design elements such as graphics, illustrations, and photography that make your website unique
- Additional pages

Custom Plans & Services

\$75/hr

Need something specific? Let's talk.

I will build a custom quote based on the hourly rate above and estimated time-to-deliver based on your specific needs and timeline.

A rush fee of 25% applies to projects that have a timeline of less than two weeks.

- **Graphic design (digital ads, social media assets, branding)**
- **Social media strategy consulting**
- **Tutorials (Canva, Instagram, etc)**
- **Book photography**
- **Marketing collateral**
- **Copywriting**
- **Paid social media advertising**
- **Illustration**
- **Custom marketing plans**

Let's get to work!

Email me to set up an initial phone call (15-30 minutes) in which we'll discuss your needs and goals, and I'll introduce you to my approach. I'm looking forward to getting to know you and your books!

Elena Makansi

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