

Featured Deal Checklist

Congratulations on your Featured Deal!

We've put together this checklist to help you make sure your promotion goes smoothly.

Read about each step in more detail: insights.bookbub.com/featured-deal-checklist

BOOK: _____

FEATURED DEAL DATE: _____

BEFORE CONFIRMING

Check the details of your offer and reach out to partners@bookbub.com with any questions.

- ☐ Make sure the promotion details align with your marketing goals
- ☐ Check with retailers that the deal price will be available in time for the feature
- ☐ Confirm your feature with BookBub and pay

AFTER CONFIRMING

Once you've paid for your promotion, iron out the details well in advance of your Featured Deal date!

- ☐ Submit for additional promotions on retailers and other sites
- ☐ Prepare marketing graphics or ad images
- ☐ Update the book's back matter to encourage follow-on sales, newsletter sign-ups, or reviews
- ☐ Confirm your author profile and book details on BookBub.com are up to date
- ☐ Check that discounts are prepped to go live on all retailers

DAY BEFORE DEAL:

- ☐ Confirm discounts will be live on time

DURING THE DEAL

Now that your deal is live, spread the word! Add your own marketing plans for this book.

- ☐ Post on social media
- ☐ Email your newsletter subscribers
- ☐ Run BookBub Ads
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____