

# MELISSA STORM

NOVEL PUBLICITY, INC.



Hi, I'm Melissa Storm, New York Times bestselling author and CEO of Novel Publicity, INC. Because I am such a big believer in what INKfluence can do for its authors, I am opening my personal client list to anyone referred directly by Dana and her team. You can book me for a single Kickstarter-focused ads session or employ me for a full quarter to work on ads for Kickstarter, Amazon, and direct sales.

## GUIDED KICKSTARTER ADS CREATION & CONSULTATION BUDGET OPTION: \$500 FOR 1-TIME SERVICE

**Prepare:** Once you book our service, Melissa will provide a comprehensive list of necessary items along with detailed instructions for gathering them. This preparation guide will ensure you have all the images, videos, and ad copy ready for your campaign.

**Strategize:** After confirming that all required materials are in place, we will schedule a 90-minute strategy and ad creation session via video share. This session can be recorded for your convenience, allowing you to revisit our discussion at any time.

**Attract:** In this phase, we'll work together to build custom retargeting audiences that re-engage your existing fans and develop interest- and behavior-based targets to attract new supporters. Melissa will also assist in refining your copy to ensure it is SEO-rich and reader-friendly, keeping in line with the latest Meta algorithm updates.

**Implement:** Together, we will create and schedule your ad campaigns to synchronize with the launch of your Kickstarter. We'll explore the key reporting metrics on both Facebook and Kickstarter. To wrap up, Melissa will guide you through the process of monitoring, adjusting, and optimizing your ads for the duration of your campaign, ensuring you're prepared to take the reins confidently.

## **FULL META ADS MANAGEMENT WITH MELISSA PREMIUM OPTION: \$2,500 FOR 3 MONTHS**

If you have more than \$75 per day to spend on ads and would like to nurture your entire catalog, including crowdfunding, direct sales, and translations, then the Managed Facebook/Instagram Ads Quarterly package is for you.

You will work one-on-one with Melissa Storm for three months. This includes unlimited campaign creation, daily ad monitoring by Melissa, and frequent check-ins to discuss results and adapt our strategy accordingly.

Managed Ads Quarterly has a one-time service fee of \$2,500 to cover the 3-month term. This amount does not include ad spend.

**For the more budget-conscious author, you also have the opportunity to work with an expert member of my staff at a discounted rate. Please visit [www.NovelPublicity.com/kickstarter](http://www.NovelPublicity.com/kickstarter) for more information.**



### **ABOUT NOVEL PUBLICITY, INC**

Founded in 2011, Novel Publicity has established itself as a leader in book marketing, backed by over a decade of dedicated expertise. Our CEO, Melissa Storm, a *New York Times* bestselling author, brings her vast experience from both indie and traditional publishing arenas. Her strategic leadership has guided our authors through the ever-changing publishing landscape, ensuring they remain one step ahead of each big industry shift.

At Novel Publicity, we're not just about advertising, marketing, and branding; we're passionate about embracing innovative projects and overcoming new challenges. Let's write your success story together. Get in touch with us today to see how we can help amplify your voice and broaden your reach.