

CONNECT

with NATURE
with READERS



One of my regular Instagram posts and captions.

ENGAGE with FOLLOWERS with READERS

AIMS: In the crowded publishing landscape, one of the greatest challenges facing authors (particularly of genre-bending fiction) is audience discovery. *Men of Earth* – a novel I started and developed during my Master of Creative Writing degree – is now edited, reader-tested and ready for publication. As a first step, I decided to use Instagram to seek out an audience of nature-loving women by regularly posting images and captions that showcased my writing and *Men of Earth's* themes.

INTRIGUE READERS

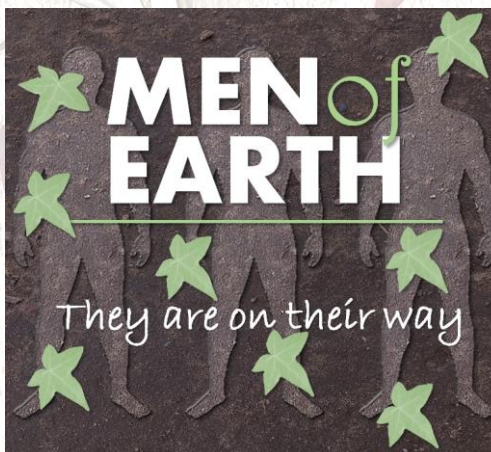
PROCESS: Prepare additional material (web site, content article, trailer, catchy phrases and images) to engage more deeply with potential readership.

FINDINGS: Marketing is as much work, if not more, than completing a novel.

Adopting a marketing mindset means looking at your story in a whole new way.

This will be an ongoing journey in a rapidly evolving marketplace.

Patience and perseverance are key.



ENGAGING
WITH SOCIAL
MEDIA MEANS
ENGAGING
WITH
POTENTIAL
READERS



WATCH THE TRAILER

<https://www.youtube.com/watch?v=NyfBpLAg0Xw>

LEARNINGS: Not only have I expanded my knowledge of social media's marketing potential, but this major project has also extended my learning, professional and career development by helping me to think more critically and produce work with more substance and focus.

CHECK OUT:

Website: www.ingridbanwell.com

Instagram: <https://www.instagram.com/ingridbanwell/>

Digital Portfolio: <https://www.ingridbanwell.com/digital-portfolio/>