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## Branding & Marketing with Gery Deer, GLD Communications

### Appalachian Writers' Conference 2024

To succeed as a published writer, you must treat your writing career as a business rather than a hobby. The second you sell your first word you enter the hard-nosed world of business. The business of selling books is the same as any other product.

#### What is Branding?

Branding is who you are, the identity, purpose, and culture you've established for you and your business. Your brand is defined, consistent, and curated. Consistency is essential for long-term brand success.

Keep this in mind: The logo is not your brand. It is but a single defining element.

#### Brand Identity & Brand Image:

Brand Identity is the culmination of how you want people to see your brand. (Includes your visual identity - Logos, Website, Media Content, etc.) Brand Image is how others perceive you.

#### What elements influence your brand?

- Identity - design, messaging, logo, etc.
- Genre / Style (writers)
- Customer Service / Engagement
- Voice, Promise, Positioning
- Product Quality (The New Coke Story)
- Accessibility / Price
- Social Media Content

#### What is Marketing?

Marketing is the strategy and activity by which you communicate your brand to the intended audience or customer base. Marketing can and should be changed to meet trends and innovations. Be an early adopter of new technologies and techniques, but don't abandon proven methods.



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Marketing can be summarized in 3 terms: Visibility, Engagement, and Follow-Up

VISIBILITY:

The ability of a brand/business to be seen and noticed by the target audience.  
(Advertising \* PR \* Networking)

Examples:

- Website
- Google Business Page
- Professional Social Media Pages
- Advertisements
- Networking
- Press Media Feature Story

ENGAGEMENT:

How a brand/business interacts with a target audience before, during, and after the sale. (Hallmark Romance Movie)

Examples:

- Interactive Social Media Posts
- Email Campaign with Call to Action
- Contests & Polls
- Pre-Release Offers
- BOGOs

FOLLOW-UP:

Continued contact - when you reach out to the customer after the original communication or transaction. (Would you like fries with that?)

Examples:

Surveys, email blasts, post-sale support, the up sell. All follow-up communication should include a CTA (Call to action). Tell them what you want them to do and how they benefit.

**CONTINUOUS PROCESS:** The Visibility, Engagement, and Follow-Up Process is continuous. The more effective and valuable the communication, the longer a customer will stay with you.



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### Remember, Writers:

You are the brand, and your book is your product. Everything the public sees about you influences how they perceive your brand.

### Final Thoughts

- A paid author is now a small business owner.
- Be professional, and you'll never go wrong.
- Consider an LLC (limited liability corporation).
- Set/Meet Deadlines & Always Be Prepared
- Network OUTSIDE the writing community

### Bonus Material:

When GLD Communications develops a marketing and public relations plan for an author or publishing client, it typically includes the following:

#### Syndicated Feature Story

We write a feature article about the book and the author, complete with information on the release date, where to buy, and quotes from both the writer and the publisher or agent. This is NOT a press release but instead a finished story written in Associated Press style and distributed through the national newswire services.

#### Video, Social Media, and Website Content

Most writers (do and should) set up social media and websites well before their book is completed. We often must overhaul the content to make it less about them and more about the visitor/customer. Social media should be as engaging as possible, with images, video, and interesting links back to YOUR website. The website should then include a way to capture the contact information of visitors and a blog. Caution: A website is not a vanity exercise. Show the visitor what's in it for them - always think from their perspective. What would YOU want to know if you visited your favorite author's website?

### More Information

As always, you can follow my Official (OfficialGeryLDeer) and Company (GLDCommunications) social media pages- Instagram, Facebook, and LinkedIn. You can also learn more about the concept of Advertising, Marketing and Public Relations in this video: <https://www.youtube.com/watch?v=3AjKVldDTjY&t=21s>

Use this URL to contact me for a free, 30-minute consultation:

<https://gldcommunications.com/contact-us/>