

Work with Kat McKenna Marketing to run your online influencer strategy and delivery.

I am delighted to introduce INFLUENCE – a new strand specifically dedicated to bringing your books, authors and initiatives to TikTok. As an expert in the hottest platform, I can help you and your team connect with more readers.

Via a range of flexible and innovative options, I would be delighted to work with you to ensure your publishing is represented on TikTok - the go-to platform for book discovery - whether you are in need of:

- Sponsored content booking
 - Creator research
- Brand content strategy and consultancy
 - Organic influencer mailers

INFLUENCE: YOUR OPTIONS

Sponsored content booking

From
£950

If you're looking to run successful sponsored TikTok advertising, look no further. Tell me which book you want a campaign for, and I will:

- Research the best creators for your title – whether that be YA superfans, fantasy addicts, self-care gurus, TikTok foodies, let me do the hard work
- Liaise with agencies – leave the approaches to me! I have contacts at all the key talent agencies, big and small, and am experienced in securing talent
- Write the brief – I'll manage a brief for your chosen influencers and manage it through, making sure the creator hits all the key points and represents your book as intended
- Approvals and timings – I'll make sure all content works to our agreed brief through an approvals process, and ASA rules. I'll manage amends and get content live in time for your campaign period
- Reporting – I'll gather engagement and targeting success post-campaign

Creator research

if you want to know who is on TikTok that will love your book or campaign, I can help!

From
£800

If you're working on a book or campaign that's not as straightforward as being perfect for the book addicts on TikTok, I can help you

- I'll identify the area of TikTok that fits your campaign – whether that be fashion, food, wellbeing, parenting or more niche spaces - TikTok has a community for everything!
- You'll receive a list of suggested influencers in your space for you to contact directly for PR or paid content

INFLUENCE: YOUR OPTIONS

Brand content strategy and consultancy

Are you looking to get your brand or author on TikTok but don't know where to start? Want to keep up to date with the latest TikTok trends? This option is for you!

Rates
on spec

- I will work with you and your team on how to get on TikTok and create authentic content
- I can write content plans for your brand – be it a publisher, imprint or genre, or a specific title, help you devise schedules, recommend creators to work with, and steer your content in the right direction
- I can come in for a brainstorm with you and your team to present the current trends and talk about how your brand could be utilising TikTok to the max!

Organic influencer mailers

If you're working with well-known online influencers or public figures, I can help you pull together a gorgeous influencer mailer for their contacts

- Agency liaison: I will contact agencies based on a list you give me to get confirmation their talent would like to receive the book, and gather addresses using GDPR compliant methods
- Creating the package: I will work with partners to secure the perfect selection of goodies to fit alongside the book, or help your marketer decide what bespoke items would work well
- Decoration: I'll find the perfect packaging to suit your budget – whether a hamper, coloured shredded paper to match the book, sparkly ribbon or snazzy labels!
 - Delivery: I would be happy to come into your office and help finalise the package with a marketer, publicist or team member

INFLUENCE: 2023 RATES

Sponsored content booking – starting from £950, plus your campaign budget

Creator research – starting from £800

Brand content strategy – on spec

Organic influencer mailers – starting from £750

Get in touch now for a meeting or to book your first brief:
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