

Work with Kat McKenna Marketing to run your campaign delivery, social media strategy and more.

If you are looking for the best campaign delivery in children's publishing, look no further.

I am delighted to introduce two distinct strands of my business: DISCOVER and INFLUENCE – dedicated to bringing you the best solutions to your marketing and campaign support needs.

The DISCOVER strand offers you dedicated, standout campaign delivery, brand strategy, social media strategy and management and team support and cover

The INFLUENCE strand offers you everything you need to bring your books to TikTok including sponsored content booking, creator research, brand content strategy and consultancy and organic influencer mailers.

## ABOUT KAT MCKENNA

15 years of experience in youth marketing and brand building

- Expertise in marketing, youth brands, partnership development, social media and digital platforms
- Winner of national marketing prizes including Bookseller Marketing Awards, BMS Campaign Awards and PPC Campaign Awards
- Speaker at events including Bookseller Marketing & Publicity Conference, SYP Conference, BMS, London Book Fair, Quantum Conference and YALC
- Experience working across major book brands including Jacqueline Wilson, Supertato, Chris Riddell, Rainbow Rowell, Maz Evans, Frances Hardinge, Tomi Adeyemi, Dork Diaries, the Treehouse series and more
  - Expertise in delivery marketing, brand strategy and stakeholder management for celebrity and influencer publishing including Mrs Hinch, Dougie Poynter, Gemma Cairney, Ben Miller, Chris O'Dowd, JB Gill, Natasha Devon, Rochelle Humes, Carrie Hope Fletcher and more
- Delivering marketing, partnership and social media campaigns at major scale for events including World Book Day, YALC, OpenBooks and The British Book Awards
- Social media expertise including specializing in TikTok strategy and campaign delivery

# WORK WITH



KAT MCKENNA MARKETING

## Brand building expertise

- Extensive experience in creating and maintaining bestsellers in the children's, YA and crossover market
- Specialist interest and extensive knowledge around commercial brands, building debuts into bestsellers and developing major author talent both in the UK and globally
- Successful crossover into adult fiction spaces including building Frances Hardinge into a prizewinning bestseller, strategy lead on Rainbow Rowell's global marketing and managing adult-to-YA/teen transitions including David Baldacci, Susan Dennard, Yuval Noah Harari and Philippa Gregory
- Award-winning and innovative partnership campaigns secured and executed with major brands including Save The Children, McDonalds, Twitter, Sea Life, Cartoon Network, Go Ape, BBC Education, WWF, and more
- Extensive knowledge and awareness of current trends and brands across the media industry including film, television, music, podcasts and online platforms
- Expertise in 'fandom' and superfans - including how to develop and maximise these audience strands

## My clients include



VINTAGE



SIMON & SCHUSTER

BLOOMSBURY CHILDREN'S

uclanpublishing

THE BOOKSELLER

At the Heart of Publishing since 1858

## KAT MCKENNA MARKETING: 2023

Day rates start from £400

Campaign rates start from £3000

Influencer and TikTok activity starts from £800

I will always be flexible to your budget and am happy to discuss a bespoke brief to your needs. I also offer discounts for first-time clients.

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

[kat@katmckenna.com](mailto:kat@katmckenna.com)

DISCOVER WITH KM. INFLUENCE WITH KM. WORK WITH KM.