

# DISCOVER WITH



KAT MCKENNA MARKETING

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

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.

If you are looking for the best campaign delivery in children's publishing, look no further. The DISCOVER strand offers you:

- Dedicated, standout campaign delivery
  - Brand strategy
- Social media strategy and management
  - Team support and cover

## DISCOVER: YOUR OPTIONS

### Campaign delivery

Creating innovative, exciting marketing campaigns for children and teens, I specialise in building talent from the ground up, maximising potential in established brands, and working with celebrity and public figures to ensure commercial success.

From  
£3000

- I will work with your team to run standout campaigns for your titles – whether you're looking to launch your major debut of the year, publish a celebrity or influencer, or want to work with me year-round on a brand
- I will deliver campaigns from start to finish: providing you with a plan based on your budget, booking advertising, devising organic content and social media, managing through creative, design, and deadlines, working with wider teams on straplines and branding and more
- Standout reporting will follow each campaign so you can track your results
- I am an expert in delivering brand partners to enhance your campaign – having worked with Save The Children, Sea Life, Cartoon Network, McDonalds, Marstons and more

### Brand strategy

if you want strategic advice, work with me on a consultancy brief

From  
£1000

- If you're looking for someone to help you launch your book or brand- or take it to the next level - but don't need full delivery, work with me on a consultancy brief
- I have 15 years of marketing experience in children's and YA publishing, and social media – so I'm the right person to advise you on how to market your book
- Consultancy can be in the form of a Zoom meeting, in person brainstorm or written recommendations/plan

## DISCOVER: YOUR OPTIONS

### Social media strategy

From  
£800

Are you looking to refresh your social media strategy? Looking for content and campaign planning? Keen to conquer TikTok? I'm here to help.

- As an early innovator of social media and digital marketing strategy in children's book marketing, I know social media inside out
- If you need social media content delivery, I can create social media calendars, content plans and copy to bring you the most engaging and strategic content for your channels
- I am available to run social media accounts for your authors and brands
- I can deliver social media analysis and health checks to help you understand how your platforms are performing
- To find out how I can help you deliver incredible campaigns on TikTok, please enquire about my INFLUENCE delivery strand

### Team support

If your team is looking for support due to staff illness, a busy publishing period or a particularly 'all hands on deck' campaign I can help

- Dependent on my capacity, I'd love to step in and help your team in times of need. If you are looking for short-term (anything from a few days to a couple of months) support, please get in touch with your request

## DISCOVER: 2023 RATES

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)