



Author Marketing Proposal

Brand Desk vs. Amazon Publishing Assistants (APA)

In the competitive landscape of author marketing, many services promise results. Among them, Amazon Publishing Assistants (APA) often emerges as a consideration for authors seeking support. To help you make an informed decision, Brand Desk provides a direct, side-by-side comparison showing why our services outperform the APA offering.

Our analysis clearly shows Brand Desk offers a more strategic, platform-diverse, and cost-effective digital marketing solution, meticulously tailored to your author and entrepreneur goals. The original APA proposal is available on our website as a reference download for full transparency.

The APA package represents a significant investment at **\$10,800 for 14 months** (averaging **\$771 per month**). Brand Desk consistently delivers superior value, broader reach, and enhanced efficiency at a fraction of that cost. As a budget-conscious author, we understand the importance of ensuring every marketing dollar yields tangible results.

This proposal details Brand Desk's comprehensive services, comparing them directly with APA's offerings. You'll discover clear advantages in platform diversity, content volume, strategic focus, and superior cost efficiency. Our approach prioritizes measurable outcomes, transparent pricing, and flexible services, avoiding unnecessary commitments.

We're confident this analysis will demonstrate Brand Desk is not just a better value, but a smarter, modern approach to author marketing in today's digital landscape, empowering you to achieve your publishing aspirations effectively.

Core Digital Marketing Services Comparison

Brand Desk offers efficient, high-impact marketing solutions, eliminating unnecessary costs and duplicative efforts. Our streamlined approach focuses on consistent, quality content distributed where your readers engage.

A key difference lies in platform diversity and content volume. APA limits you to Facebook and Instagram with 8 posts per month. Brand Desk delivers approximately **12 posts monthly across five strategic platforms**: Facebook, Instagram, LinkedIn, X (formerly Twitter), and Google Business. This provides a 50% increase in content volume and 150% more platform reach, connecting your message with more readers across their preferred digital spaces.

Service Area	Amazon Publishing Assistants (APA)	Brand Desk Offering	Brand Desk Advantage
Social Media Posts	8 posts/month (FB & IG only)	≈ 12 posts/month	50% more content published across more networks
Platform Reach	Facebook & Instagram only	FB, IG, LinkedIn, X, and Google Business	150% more platforms for wider professional and organic audience
Blogging & Content	Onsite & Offsite Blogs; Content Creation (10 updates/month)	Dedicated time for high-quality blogging and central Content Creation & Reporting System	Integrated content strategy that feeds both social media and your website
SEO & Email	Targeted Basic SEO Growth and Email Marketing Setup/Support	Focused investment on foundational digital growth channels	Email Marketing (15k+ readers) and SEO
Total Monthly Cost	≈ \$771/month	\$294/month	Significant cost savings for superior, multi-platform execution

Our integrated content strategy ensures blog posts, social updates, and email campaigns work synergistically. Content is repurposed, email newsletters reference posts, and SEO amplifies reach. This cohesive approach maximizes ROI, unlike piecemeal services.

The numbers are clear: **Brand Desk delivers more content, across more platforms, with better integration, at 62% lower cost** than APA. It's a smarter investment in building your author platform systematically and sustainably.

Brand Desk Proposed Monthly Investment

Our transparent, modular pricing offers a core package at just **\$294 per month**, replacing APA's estimated \$771 fee. This delivers a monthly savings of **\$477**, or **\$6,678 annually**, freeing up funds for strategic advertising, book production, or other business priorities.

	Content Management & Blogging \$170/month <ul style="list-style-type: none">• 1 hour of professional content management• ≈ 12 posts across 5 platforms monthly• Additional dedicated blogging time• Access to content creation/reporting system		Basic SEO Growth \$99/month <ul style="list-style-type: none">• Organic search traffic improvement• Quality and quantity optimization• Keyword strategy development• Monthly performance tracking		Email Marketing Support \$25/month <ul style="list-style-type: none">• Email list setup and configuration• Monthly maintenance and optimization• Performance reporting and analytics• List growth strategy consultation
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\$477

Monthly Savings

Compared to APA's \$771 monthly fee

\$6,678

Annual Savings

Funds available for strategic reinvestment

62%

Cost Reduction

Lower investment for superior service

Core Monthly Investment

Your foundational **\$294 monthly investment** covers consistent content production, SEO fundamentals, and email marketing—the three pillars of sustainable digital growth. This streamlined, results-driven approach focuses resources where they generate measurable impact, avoiding unnecessary bundled services.

ⓘ Optional Services (As Needed)

Social Media Boosting: \$250 for targeted Facebook/Instagram boosting, with your full control.

- Facebook: +\$100 (approx. 600 likes + 200 page likes)
- Instagram: +\$150 (approx. 1,000 followers + 500 likes + 25 comments + 100 saves)

Video Trailer Production: One-time \$350 for a professional 30-60 second book trailer.

These optional services activate only when you need them, offering flexibility without ongoing commitment.

This pricing transparency helps you make informed decisions. The substantial savings open opportunities for paid advertising, author events, professional development, or a healthier cash flow.

Analysis of APA's 'Value-Added' Services

When evaluating marketing proposals, transparency is key. Services often touted as 'value-added' may lack clear ROI, be easily managed independently, or carry an inflated price tag for basic coordination, prompting a closer look at their true worth.

1

Amazon Top 10 Best Seller

APA's Claim: Inclusion suggests a proprietary ability to achieve bestseller status.

Reality: This status typically comes from bulk e-book purchases (~\$1,000 for 100 copies) during a coordinated launch window.

Brand Desk Recommendation: *Achieve this milestone cost-effectively yourself. We guide your launch strategy, ensuring control and saving markup.*

2

Barnes & Noble Book Signing

APA's Claim: Presented as a premium service requiring external intervention and justifying additional fees.

Reality: B&N does not charge for event space. Authors manage logistics directly with local stores, provide books, and handle promotion.

Brand Desk Recommendation: *This is basic event coordination, not a proprietary marketing asset. Authors can directly contact their local B&N community manager.*

3

Times Square Featuring

APA's Claim: Impressive-sounding visibility in one of the world's most famous locations.

Reality: This usually means a brief appearance on a rotating digital billboard (seconds among dozens). Actual exposure, engagement, and ROI are rarely clear.

Brand Desk Recommendation: *Avoid vanity metrics. Your marketing budget yields better returns through targeted digital ads on platforms where your audience actively engages, delivering measurable results.*

4

Ad Campaigns, Community Management & Event Hosting

APA's Claim: Comprehensive management across multiple marketing functions.

Reality: Their "Ad Campaign service" often duplicates post-boosting. Community management and event hosting are generally unnecessary for focused author marketing at this investment level.

Brand Desk Recommendation: *Avoid redundant services that inflate costs without adding value. Our core package meets content needs, with optional boosting for strategic use.*

The True Cost of Unclear Value

When services lack clear metrics, timelines, or transparent methodologies, you're investing in hope, not strategy. Effective marketing articulates: What, When, How measured, and What results? The services analyzed often deliver easily replicated results or unmeasurable vanity metrics, failing to consistently drive book sales or reader engagement.

Brand Desk prioritizes transparency and accountability. Every service includes clear deliverables, measurable outcomes, and regular reporting. Authors deserve to know not just what they're buying, but why it matters and how it supports their business goals.

Key Insight

Marketing effectiveness isn't measured by impressive-sounding services, but by how directly they connect you with your target readers and drive measurable actions: email signups, book purchases, review generation, and platform growth.

Conclusion: Your Strategic Path Forward

Choosing Brand Desk is a strategic investment in your author platform. We offer a modern, platform-diverse content strategy, essential growth components (SEO, Email Marketing), and social boosting, all for a focused monthly investment of just **\$294**, with optional services to grow with you.

Superior Platform Reach

Five platforms vs. two, ensuring your message reaches readers wherever they engage online—Facebook, Instagram, LinkedIn, X, and Google Business

Higher Content Volume

50% more posts monthly (12 vs. 8), maintaining consistent visibility and engagement across your digital presence

Exceptional Value

62% cost reduction compared to APA (\$294 vs. \$771 monthly), delivering better results for significantly less investment

The Savings Opportunity

Our **\$477 monthly savings** (totaling **\$6,678 annually**) over APA create significant strategic opportunities. These resources empower you to: invest in targeted ads, hire a professional editor, attend conferences, commission cover designs, or build an author business emergency fund. This isn't just about spending less—it's about smarter, flexible spending for platform growth.

Transparent, Measurable Results

Every Brand Desk service provides clear deliverables and regular reporting. You'll always know: what content was published, SEO ranking improvements, email list growth and engagement, social media trends, and specific optimization recommendations. This transparency ensures your marketing investment is clearly working.



Focused Strategy

Every service directly contributes to measurable author platform growth

Scalable Approach

Start with core services, add boosting and video when strategic timing is right

Proven Results

Platform-diverse presence that connects with readers where they actually engage

We understand choosing a marketing partner is significant. The substantial cost difference might raise questions—how can Brand Desk deliver superior service at 62% lower cost? Our answer lies in efficiency, transparency, and eliminating unnecessary overhead. We don't charge premium fees for self-executable services (like B&N signings), nor do we bundle vanity metrics (like brief Times Square appearances) or redundant services that inflate costs without adding distinct value.

"Effective marketing is about strategically investing in channels that directly connect with your target readers and drive measurable growth."

We invite you to schedule a consultation call. We'll discuss your specific goals, answer questions, and demonstrate how Brand Desk's approach builds your author platform more effectively and efficiently. We're confident that seeing our detailed strategy, transparent pricing, and commitment to measurable results will make the choice clear.

Thank you for considering Brand Desk. We look forward to helping you achieve your author business objectives while maintaining budget flexibility.