

Case Study 1: Orbit New Voices

Summary: Orbit New Voices was our debut author program, which I started in 2019, and a program the imprint carries on today. I wrote all the copy for each content item and led the creative direction. Additionally, I worked with the authors giving them social media training, providing them with any graphics they needed for their channels, writing and giving feedback on scripts for their introductory videos, and shepherding all pieces of content through the design process. Design-wise, New Voices content needed to seem all of one piece so that authors and agents could point to and recognize it as something unique to Orbit's debut authors and a step above a traditional book marketing campaign.

We started the New Voices program to address a systemic complaint of the writing community: that debut authors, particularly those belonging to marginalized communities, received little support from their publishers and zero guidance on growing their brands.

Case Study 1: Creative Examples



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Let us introduce you to the debut authors joining Orbit in 2021! Visit our website for a schedule of our #orbit21 novels. We'll be adding new titles, covers, excerpts and more as the year goes on, so bookmark this page: orbitbooks.net/2021-new-voice...



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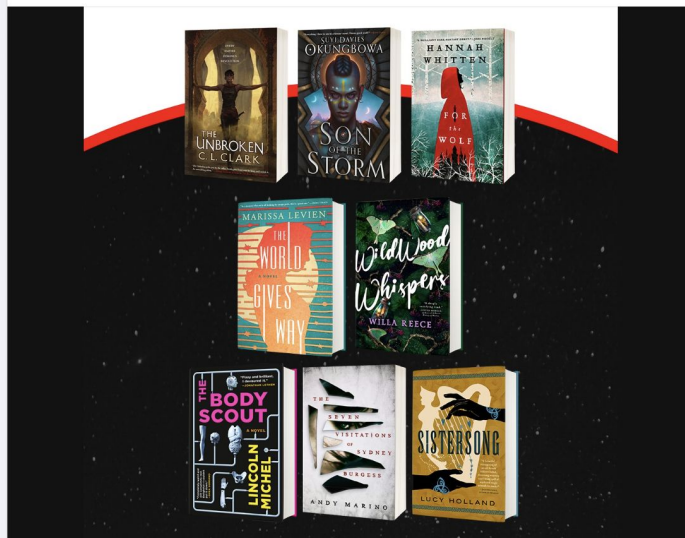


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Case Study 1: Example Creative



Additional Creative

[Example Intro Video](#)

[Example Landing Page](#)

[Example Author Video](#)

[Example Author Webinar](#)

Results: I am immensely proud of the impact the program had beyond profitability. The New Voices program has been praised by authors and agents across the board, and is one of my proudest achievements.
