

[CLIENT]
MARKETING PLAN

STACIE C_____

BIZZY SCHORR

THOR T____

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SITUATION ANALYSIS

SUMMARY

[Client] empowers authors and organizations to become independent publishers by offering contract publishing services and expert consulting. [Client]'s authors fund their own projects, like self-published authors, but are able to establish their own publishing imprint. Thereby they enter the bookselling market with a solid platform to market and distribute their books. [Client] also coaches authors on marketing tactics and assists in basic marketing set up.

[Client] is a startup company with no investment. However they have newly refined their business model and target market, and are gaining traction. Their top objective is to increase sales of ghost publishing contracts, however, as a startup they have no marketing budget to speak of. Their challenge is to locate and connect with potential authors as efficiently as possible while keeping the personal touch that has served them so well.

ENVIRONMENTAL ANALYSIS

SWOT

[Client]'s assurances to authors that they will maintain absolute control of their work is probably the biggest *strength* in securing potential clients, who almost invariably recognize the relative affordability of its varied services. However, a very small budget makes for [Client]'s most noticeable *weakness* - a skeleton staff made up of folks almost certain to keep an eye out for other career opportunities.

With non-traditional publishing eight times more popular than traditional publishing, this trend bodes well for wonderful *opportunities* on which [Client] should capitalize. Drops in industry sales and the ever-growing popularity of fiction writing are among obvious *threats* to [Client]. See Appendix A - SWOT on page 18 for full details.

5 C's Summary

[Client] is a ghost publishing company that empowers authors while providing a high quality and affordable product. [Client] has no current plans to change their corporate strategy or their distribution processes for contract sales. [Client] has their share of competitors. These include self-publishing companies, along with their main competitor Wine Press, as they offer the most comparable services. See Appendix B - 5 C's on page 18 for full details.

Segmentation & Targeting

[Client] is targeting non-fiction, "serious" authors. Serious authors are individuals who are committed and passionate for their work, and they aspire to have their work read by others. These individuals are looking to promote themselves and/or their careers through their books. The career field segmentations consists of professional speakers, religious leaders, people in trades, and many others interested in publishing non-fiction work. For demographics, [Client]'s market comprises of both men and women. In addition, since [Client] is an operation with digital services, they not only are targeting individuals who live in the United States, but also across the globe. [Client]'s services are for individuals 18 and above who are financially secure to publish their material. Therefore, their target segmentation is professionals who are middle to high income.

[Client] has identified non-fiction writers as their target audience. According to [Client]'s experience and industry insight, non-fiction books are generally easier to sell because their authors can more readily identify the specific audience to market the books to, and how to reach that audience. From [Client]'s experience, non-fiction authors more frequently have an established platform from which to sell books. Non-fiction authors are generally established professionals in some field, and are more able to fund a publishing project. These authors are also looking to publish for professional reasons, not merely as a hobby. Therefore, they are willing to put more effort into the production and sales of their books, resulting in superior products and better sales. While the market to buy fiction books is larger than the non-fiction market, due to [Client]'s unique business model with ghost-publishing their value proposition has more impact and greater benefit to non-fiction authors and it is not reasonable to change this focus.

[Client] has recently opened the new imprint, Aeon Academic, allowing them to cater their ghost publishing services specifically to academic publishing. This creates a golden opportunity to expand targeting to graduate and PhD students and professors with quality academic works who are rejected by their university press.

Positioning

In a positioning comparison with self-publishers, [Client] is well positioned as an affordable option for exceptional quality. [Client] offers a greater number of key, quality services than self-publishers, and at a much lower price for comparable services. Given the unique value proposition of [Client]'s ghost publishing program and the target audience they are pursuing, [Client] could raise their prices by a thousand dollars or more and remain competitive. Once [Client] has reached stable monthly sales, raising prices may be a wise move. At the moment, however, current pricing makes [Client] even more competitive and is helping to build traction. See Appendix C- Positioning Map on page 19.

Competitive Advantages

[Client]'s core competitive advantages are: a new business model which takes them out direct competition with current market players; Randy's experience and connections in publishing; strategic partnerships; and superior talent both in-house and freelance contacts.

[Client] has identified WinePress as their main competitor, since their services are closest to what [Client] offers. [Client]'s competitive advantage versus WinePress is that WinePress is primarily a Christian content publisher, whereas [Client] expands all genres of non-fiction publishing. In addition, Randy Kuckuck's expertise and experience is an advantage with his 25 plus years in the industry. With our plan, we envision leveraging Randy's experience for consultation and guidance for their authors.

Those new to the ghost-publishing business model inevitably confuse [Client] with self-publishers. Against current self-publisher players [Client]'s competitive advantage is that they have more services for the authors, high quality products, and [Client] enables authors to compete as independent publisher in their own right. As part of this, [Client] facilitates reviews for the authors, which is a significant component for book promotion and marketing. Furthermore, with ghost publishing, the ISBN is consistent with independent publishing. With self-publishers their ISBN signifies that the book was in fact self-published. With [Client] they offer resources for marketing consultation, which does not occur with self-publishing.

CURRENT STRATEGIES

Tradeshows

[Client] has been sending Randy (CEO) and Trudy (Marketing Director) to multiple trade shows in various fields. While expensive, these shows have generated a majority of recent sales, opened doors for strategic partnerships, and given great insight into target markets. [Client] has used prize raffles to draw traffic to their booth, which has proven very successful.

Website

The [Client] website is in the process of a remodel. The new website will emphasize the redefined value proposition, focus on the newly identified target market, and continue the mission to drive manuscript submissions.

Brochures

[Client] has a brochure that they use as collateral when needed. This brochure has not been updated with the new focus on ghost publishing or non-fiction authors.

OBJECTIVES

The primary objective is to increase monthly contract sales from 2-3 sales per month to 7-10 sales per month. Doing so will almost certainly require [Client] to scale up staff and production. Secondary objectives, which will contribute to achieving the primary objective, are:

- Increase web traffic, including to social media sites and sites belonging to [Client] authors.
- Increase newsletter subscriptions from 150 to 300.
- Increase lead generation from trade shows, and improve recognition at trade shows.

MARKETING STRATEGY

CONSTRAINTS

- Avoid comparisons with/allusions to “self-publishing” whenever possible.
- Limited staff time and budget.
- Remain consistent with [Client] brand.

RESOURCES

Current Resources:

- [Client] brand
- Author testimonials/success stories
- Randy’s expertise in publishing
- Expert design, including interior layout
- Strategic relationships within industry
 - Production relationships guarantee a quality product every time.
 - Referrals from known industry players increase sales funnel.
 - White label licensing agreements with known industry players.
- Staff time

- Randy Kuckuck, as needed (recommend 10 hours/week)
- Trudy Catterfeld, 20 hours/week
- Trey Schorr, 10 hours/week
- Kiran Spees, 15 hours/week

Future Resource Acquisition:

- Additional staff (in order of importance)
 - Digital Marketing Coordinator
 - Identify opportunities for digital engagement, marketing, content creation and distribution for [Client] and Randy
 - Coordinate creation and distribution of digital content, including creating original content
 - Manage [Client] web presence, assist with Randy's web presence
 - Account Manager/Production Editor
- More strategic partnerships
 - Advanced marketing and publicity assistance for authors

MESSAGE STRATEGIES

These are the strategic goals behind marketing and communication projects:

- Cognitive - Due to the newness of [Client] the first goal is to increase Awareness of their products and services. This strategy will motivate location of engagement and the content of articles, advertisements, trade show collateral, etc. These content pieces should include [Client] branding wherever appropriate, mention [Client] products and services, yet focus on sharing information and tips. Doing so will establish expertise, be perceived as a gesture of goodwill, and attract audiences seeking that information; all of which will build brand recall.
- Conative - The goal of conative strategies is action, specifically attaining manuscript submissions, and encourage contract acceptance. This Strategy will mostly apply to website content. Without being pushy, paths on the website should lead to submitting a manuscript and highlight the value of the free evaluation. This strategy can also be a follow-up to the cognitive strategy above in trade show discussions.

APPEALS

These guide the tone and feel of marketing and communication projects:

- Rationality: This appeal should motivate the content of communications (articles, newsletters, blogs, trade show presentations etc). Language in these pieces should highlight the benefits of ghost publishing in simple terms, mentioning the value of having a book in support of a career, the level of control the author has during production, the prestige of being an independent publisher, and the financial benefits of having a book for sale.
- Emotional: [Client] should use emotional appeals of trust, reliability, friendship, and personal accomplishment. [Client] should be displayed as a company of experts who are also friendly, caring, and responsive. [Client] has a passion for books, for publishing, for authors, and for helping authors succeed at being publishers; they are in the author's corner. Additionally,

content, particularly marketing collateral, should impart a sense of pride in the publication of a book.

FRAMEWORK

The framework(s) help determine the structure of marketing and communication projects:

- Informative framework focusing on delivering information.
- Authoritative/Testimonial framework features Randy as an expert authority on publishing, or author testimonials as support to [Client] products.
- Demonstration frameworks establish the [Client] record of success; current books, a generic sample manuscript evaluation, and the manuscript evaluation itself are all demonstrations of the product.

MEDIA

Current Media:

- Trade show collateral
- Monthly Newsletter
- Website
 - Graphics
 - Copy

Recommended Media:

- Search Engine Marketing (possibility for later phase)
- Trade show advertising
- Trade journal advertising (for non-fiction industries)
- Online/social media advertising

TAGLINE(S) & ADVERTISING CONTENT

[Client] currently uses the tagline, "Redefining Publishing." This tagline works very well in combination with the brand and logo, but if used in advertising it would raise questions without answering them.

An ad campaign is not in the [Client] budget, whether done digitally or with traditional media. However, the same principles should guide all collateral produced for trade shows and speaking engagements. We recommend developing any ad campaigns on the theme "Why will you publish? Because I have..." The end of the second sentence can be altered across the campaign with answers like, "Because I have an idea," "Because I have a voice," "Because I have a story," "Because I have knowledge," "Because I have expertise," etc. This theme leaves the purpose and vision behind publishing a book open to the viewer, making the product more accessible. This theme may also encourage those who were not considering writing or publishing to do so. See Appendix D - Advertising Message Sketch on page 20 for a concept sketch.

DETAILED MARKETING PLAN

LOW HANGING FRUIT (PRIORITY 1)

WEBSITE, SEO, SEM,

Use employee photos and bios to provide a human touch to the website. We feel it forms a connection with potential authors.

Use RSS feeds to distribute new website content. See Custom Content Platform on page 11.

Continually update website content, headings, tags, and links for optimal SEO. This can be done in-house or through services like HubSpot. While organic SEO works better in the long run, it takes a long time to build.

Paid search result placement (SEM) could be a valuable temporary solution to build the organic ranking. The first step in this process is identifying the keywords associated with [Client]. Some opening suggestions include: “ghost publishing,” “independent publishing,” “publish my book,” “how to publish a book.” We suggest setting a higher bid on these keyword, but using the manual payment option with a cost cap. This will allow a quality trial run.

Cost:

- Staff photos: onetime cost of **\$75**
- Bios: maximum 1 hour for each staff member to write and edit their bio, approximately **\$150** in staff time
- Adding profiles to the website: incorporated into cost of redesigning the site.
- Optimizing site for SEO: should be part of the site redesign; no additional cost. Services such as Google Analytics can give vital feedback to plan for SEO both initially and going forward.
- Optional: If free services and in-house efforts are not driving web traffic enough, consider using AdWords to create Sponsored Links in the Google Search Network. Cost varies. Recommend a pre-paid \$100, with a \$1 or higher click through bid.

KPIs:

- Website traffic should increase by 200-300% within the first three months, and continue rising at a 10% growth for six months following. (Results may fluctuate depending on outside events, such as trade shows or industry seasons.)
- Search Engine Ranking: once the keywords are identified, the goal will be to make [Client] one of the top 5 search results for those keywords. Ranking often varies slightly by user and by search engine, but each adjustment to SEO should raise the page listing.
 - If [Client] starts out several pages back, success is measured by how many pages forward the listing moves.
 - Once [Client] is listed on page 1, success is measured by the number of slots the listing moves up that page.

STRATEGIC PARTNERSHIPS

Turn competitors into partners. We suggest [Client] pursue partnerships with printing houses, traditional publishers, and marketing companies to stimulate cross promotion. These partnerships will build the name recognition [Client] and build upon their reputation as a reliable and superb ghost

publishing company, and expand their sales funnel with referrals. By partnering with companies like WinePress Publish, which only serve a limited audience or which only provide limited services, [Client] can gain referrals from these partners instead of competing against them for sales.

Other partnerships may expand [Client]'s offering to clients. Such partnerships could be key in the area of marketing. While [Client] offers consulting for marketing, companies like Author Marketing Experts do a lot of legwork for the author which [Client] would not be able to do. [Client] could refer interested authors out or establish a permanent relationship of some kind to expand their services.

Cost

- Variable cost of communication with potential partners. May include travel costs.
- Depending on the partnership(s) on the table, these endeavors may take as much as 2 to 10 hours per week of Randy's time. \$120 to \$600 staff time per week. For calculation purposes we will choose an average of 4 hours per week (allowing that 10 hours will be an extreme case).

KPIs:

- Benefits in promotion, referrals, brand strength, or service offerings must offset the cost of attaining and maintaining the partnership.

SOCIAL MEDIA PRESENCE

[Client] needs to continue to build their social media presence. [Client] should maintain a company presence on Facebook, Google Plus, Twitter, and YouTube. These accounts should be used to make company information available, make announcements, share events such as book signings and trade shows, share custom content (blogs, photos, videos), and share industry content (articles, press releases, etc).

Twitter should have the most frequent posting schedule; at least daily, preferably at least three times a day or more. Re-tweets are valid. This content should be wholly professional, but should include reactions, thoughts, and announcements whenever appropriate. Ask questions whenever possible. Want to fall between PW and Mashable. Follow industry leaders in publishing and in various target market fields, such as public speaking and history. Twitter account should see heavy use before, during, and after trade show events, making use of relevant hashtags.

Facebook and Google Plus should be treated similarly, and should have posts no less than once every 7-10 days, preferably two to three times per week. Sharing third party content is valid. These platforms will be great for a more personal touch in reactions or responses to content that you post. Be sure to use these platforms for promotions and announcements! The feel of these pages should be more like Publishers Weekly than WinePress. Be sure to "like" key businesses, authors, and industry partners.

Tools like HootSuite can lighten the load by pushing a single post to multiple networks, and scheduling posts in advance. HootSuite also provides reports about social media account performance. HootSuite does not currently connect with Google Plus accounts.

YouTube should only be used to host videos. If [Client] pursues multiple videos, such as an author studio series, then they should establish a dedicated YouTube channel that continues the company brand.

Because [Client] wants everything discoverable to be neutral or positive for the [Client] image, they should establish a company policy regarding staff personal accounts. This policy should not dictate how staff use their accounts, but set expectations for how those accounts may connect to or reflect on company accounts. Staff should set privacy settings such that personal posts are not discoverable in searches for [Client] [Client] books, [Client] authors, or public facing [Client] personnel. Staff are advised to make use of contact grouping and to check the posting audience for personal posts. Be advised that any posts linking to other accounts can be viewed by friends of that account *even if those friends otherwise would not see that post*. As a courtesy to [Client] staff should be requested to use extreme caution in post anything that may point the company in an unprofessional light.

The primary leverage of LinkedIn should be Randy's personal linked in account. As CEO Randy is the essence of [Client]. Any company LinkedIn page should focus on directing attention to Randy's profile. See VIP Leverage Plan on page 14. Staff LinkedIn profiles should be kept professional, as some clients will look at them.

Cost:

- Optimal engagement should average 2 hours daily divided between Trudy and Kiran with Trudy directing content, and Kiran assisting with execution. With one hour each daily, the total is approximately **\$300 a week** in staff time.
- Optional: custom graphic design for branding of various accounts can help maintain consistent brand image. Professional service may cost as much as \$300-\$400 to cover all services.; in house design by Kiran for roughly 5 hours of design work and application would be roughly **\$100 in staff time**.

KPIs:

[Client] has no current benchmarks for social media. However, reports can be produced by each platform, by HootSuite and by Google Analytics. After a month of full use of these platforms, benchmarks can be established. [Client] should see continuous improvement in the following:

- Followers and contacts on all platforms.
- Engagement: (average weekly counts per post)
 - Facebook: Likes, comments, Shares
 - Twitter: Replies, retweets, mentions
 - Google plus: +1's, comments, shares
 - YouTube: thumbs up, comments
- Profile/Account views
- See Social Listening on page 13 for additional KPIs.

PRE-TRADE SHOW ENGAGEMENT

Leading up to trade shows, [Client] should thoroughly review the websites, forums, and social media platforms for the tradeshow, principle speakers, sponsors, and guests. It is particularly crucial to

identify the twitter hashtag or handle for the event. Through this research, [Client] can discover potential leads and prepare custom engagement strategies to use at the event. Additionally, [Client] can identify key online conversations to engage in beforehand, thereby building name recognition among attendees.

Cost:

- 2 hours research by Trudy: \$80 staff time per trade show
- Conversation monitoring and engagement by Trudy averaging 2 hours per week for 3 weeks leading up to event: **\$240 staff time per trade show**

KPIs:

- *Improved name recognition at events (Subjective)*
- Improved lead generation
- Increased sponsorship opportunities
- Increased speaking engagements

SOME INVESTMENT REQUIRED

CUSTOM CONTENT PLATFORM

[Client] should build a platform of relevant, engaging content to build name recognition, exposure, and establish expertise. Content should include a mixture of unique content created in house, and thoughts or review of outside content such as news articles, press releases, books, or blog posts. Internal content should include blog posts, articles, and videos. Content should be distributed on the [Client] website and appropriate social media platforms. The website should be set up to allow RSS feeds on this content.

Blogs

The [Client] website should have a section that functions like a blog, but is not branded as such. The blog should engage external issues as much as possible starting with mix of responses to current industry articles in publishing and digital media. Whenever possible use hyperlinks to external sources (this allows for linkbacks, trackbacks, and helps build both traffic and SEO). Alternately (or simultaneously), [Client] personnel should contribute to established industry sites with articles, reviews, or comments. Blog content can also be dual purposed for the newsletter.

There should be a minimum of 1 – 3 posts every week.

Utilizing the variety of expertise among [Client] staff, this should be a group effort as follows:

- Randy should respond to large-scale industry moves, top level personnel issues. See VIP Leverage Plan, page 14.
- Trudy should respond to marketing issues
- Trey should respond to technical and trade details
- Kiran should respond to creative and content issues, and maintain a book review column.

Cost:

- Average 2 hours per week, per staff member: roughly **\$300 per week**.
- 1 hour per week to manage the blog. This can be done either by Kiran, Trey, or Trudy.
- May require a more robust repurposing of the website

Videos

In order to garner increased name recognition and build word of mouth momentum for [Client], we are suggesting they produce videos. The videos will include interviews with authors and also tutorials on marketing and publishing. The interview videos will revolve the authors and their back stories. They will be used as a marketing tool for not only [Client], but also for the author themselves. [Client] is a company that focuses on the authors, as they empower authors. These videos help bring a face and a connection to the authors. In addition to videos concentrated on the authors, we suggest [Client] produce general content videos. An example of this is an entertaining video, The Joy of Books <http://www.youtube.com/watch?v=SKVcQnyEIT8>. Videos similar to this pique one's interest into the producer of the video, which can help facilitate more traffic to the [Client] site. While not only increasing name recognition and interest in [Client] amusing, general content videos also display the creativity and talent of [Client]

Cost:

- 2 hours each, Randy and Trudy to plan purpose and targets for video: **\$200 staff time**
- 4 hours over three weeks for Kiran to distribute and track engagement. **\$80 staff time**
- Professional outsourcing of video design and production: **\$1000**

Author Studio

The Author Studio videos are sit-down interviews with the authors who are clients of [Client]. These videos are casual interviews with an objective to show the creative and personal side of the authors. The ability to see the authors and hear where their stories and work began, will aid in the connection with the authors to their readers and further facilitate marketing for their published work. We suggest the videos be created and distributed on a monthly basis. For distribution of the videos, sharing will take place on the social media platforms, links for the videos will be placed on the website, and they will be highlighted in the newsletter.

Cost:

1 hour planning, with Kiran, Trey, and Trudy, \$90 staff time per video

- Time per shoot, 1 hour each Kiran & Trey: **\$50 per video**
- Camera: \$400 (avg from Amazon)
- 2 microphones: \$200 (avg from Amazon)
- Editing software: \$100 (Abode Premier Elements 10)

Newsletter

Similarly to the blogs and videos, the newsletter will contain articles that highlight the authors along with industry news and events. The employees of [Client] will lead different areas of the newsletter that correlates with their position in the company. The newsletters will also give readers a glimpse into the author's world while at the same time promoting their work.

Cost:

- 3 hours staff time by Trey for research, writing, and management: **\$90 per issue**
- 1 hour editing by Kiran; **\$20 per issue**

Resources

1. At [Client]:
 - Staff time
 - Digital property (URLs)
 - Expertise in various areas
 - Creative brain power
 - Authors
2. Outside [Client]:
 - Film schools, community colleges and writer's programs
 - Public discussions, information as content fodder
 - CMS services such as HubSpot
 - Film equipment and studio space
 - Filmmakers, editors, and sound engineers

Overall KPIs for Content Platform:

- Engagement (average weekly counts per post)
 - Links to posts
 - Shares, likes, +1's, etc
 - Comments on the blog and on social media posts
 - Mentions on social media
- Increased site visitors to content pages
- Increased name recognition for [Client] and authors

SOCIAL LISTENING

We strongly suggest that [Client] begin to utilize social listening tools. Through social listening, [Client] can track conversations about trends in publishing, trade shows and conferences, and up to date information on the publishing industry. There are many free social listening services that [Client] can try. In addition, Radian 6, one of the leaders in social listening, has a free trial offer. [Client] can evaluate Radian 6's free service to determine if they would like to purchase the service at \$600 a month. Both paid and free services will require staff time to set up, manage and monitor. We recommend that Randy and Trudy double team this project as the results affect their task areas more closely. Please see Appendix E - Alternatives Analysis on page 21 for the Alternatives matrix comparing features of leaders in social listening.

Cost:

- Phase 1: set up and heavy management. 2 hours per week each, Randy and Trudy: **\$200 a week.**
- Phase 2: monitoring: 1 hour per week each, Randy and Trudy: **\$100 per week.**
- Optional: subscription to Radian 6, \$600 a month minimum.

KPIs

- Amount of useful data retrieved via these tools.
 - Refine existing strategies, raising their KPIs and facilitating execution
 - Improved trade show strategies
 - Improve Custom Content
 - Narrow focus of content and blogs
 - Refined and expanded sharing/distribution for content
 - Improved engagement
 - Identify Targets and leads: estimate of 2-3 leads every month can be identified using social listening

VIP LEVERAGE PLAN

Randy's experience and expertise are valuable tools in positioning [Client] and boosting the value proposition. However, leveraging this resource creates a challenge in managing and protecting Randy's time as CEO. Combining professional speaking with digital media efforts, both can be accomplished

Speaking

We recommend that during the two phases of this plan [Client] push to set Randy up with speaking engagements on average once per month in a push to gain exposure. Throughout this period each speaking engagement should be evaluated as to rate of exposure, rate of engagement, and lead generation. Each talk should include references to current events in publishing, recent publications by [Client] and opportunities brought on by publishing a book. Randy should have support from at least one [Client] staff member whenever possible. A smaller scale of the usual trade show collateral should be set up to support Randy's talk and allow follow up interaction. After a six month push, the overall schedule should be evaluated in consideration with company position and direction.

Cost:

- 2 hours preparation for talk; 4 hours travel, set up and attendance per event, of Randy's time: **\$360 per event.**
- Plus varying travel costs and event fees: estimated average at **\$100 per event**

Trade Show Speaking

Using experience from this past trade show season, data from social listening, and budgetary requirements, [Client] should identify 2 to 3 trade shows each year for Randy to speak at. These should be shows where a talk on a new publishing model would have the most impact, not necessarily the shows that have generated leads in the past, or that deal directly with publishing. These shows should also see heavier engagement before the show, possibly traditional advertising through the show program. Before and after the show there should be discussion via social media, the [Client] newsletter, blog posts, and possibly videos as well about the talk.

Cost:

- 3 hours preparation for talk; 3 hours at show giving talk and related activities **\$360 per event.**
- Fees: estimated average at **\$600 per event**

Online Presence

Randy's online presence must be aligned with but separate from the [Client] corporate presence. We recommend modeling Randy's online presence and engagement after that of Michael Hyatt, former CEO of Thomas Nelson.

Randy's LinkedIn account should be the true face of [Client] on LinkedIn, and should reflect the experience, passion, expertise, and leadership skills that are the core of [Client]. Randy's LI account should also connect with strategic groups: groups about various aspects of publishing, branding, marketing, and groups for the industries or associations that represent the non-fiction genres various [Client] authors are associated with (history, motivational speaking, etc). This should be done immediately, but will rarely need much updating.

Also immediately, we recommend Randy begin building posts for a blog. To establish [Client] and Randy in particular, as a leader in publishing Randy should write a blog with weekly or, at minimum, bi weekly posts about new developments in publishing. To position Randy as a strategic thinker in the publishing sphere, he should explore and comment on all areas that affect how publishing is done, what and how books are sold and marketed, and advice to authors about working with publishers or selling their books. Side topics may include branding, digital marketing, speaking, strategic planning for production, and distribution. Whenever possible, images and other media should be shared. Commenting on an article or video published elsewhere works very well. With proper preparation, the blog can go live in Phase II. These blog posts will be shared via Twitter by Randy's and [Client]'s twitter handles, and via the [Client] blog and Facebook page.

Cost:

- 1 hr per week through Phase 1 for planning: **\$60 per week**
- 2 - 3 hours per week through Phase 2 for blog planning and writing: **average \$150 per week**
- Hosting fees: approximately **\$10 per week or less**
- Media and graphics for blog posts: use free media whenever possible, **no more than \$10 per post average**
- Design and graphics for blog site: **\$200**

KPIs:

- Engagement (average weekly counts per post)
 - Links to posts
 - Shares, likes, +1's, etc
 - Comments on the blog and on social media posts
 - Mentions on social media
- Increased site visitors
- Increased name recognition
- More frequent and more effective speaking engagements

AUTHOR MARKETING PLAN

[Client] has a robust and impressive author marketing plan which incorporates social media, web presence, press releases, supporting media, strategic speaking engagements, and traditional media

advertising. After careful review of the template plan, we do not have any recommendations for improvement..

ACTION PLAN

Priority 1 recommendations only

PHASE I - FIRST THREE MONTHS AFTER MARKETING PLAN LAUNCH

Priority 1 recommendations only.

1. Website improvements and SEO optimization.
2. Social Media engagement. Profiles set up with minimal, in-house graphics.
3. Social Listening
 - a. Free Trial of Radian 6
 - b. Transition to free alternatives
4. Pre-Show Engagement
5. Refined Author Marketing Plan
6. Newsletter
7. VIP Leverage Plan - Optimized LinkedIn account for Randy

PHASE II – FOUR TO SIX MONTHS AFTER LAUNCH

1. Review and refine social media policies
 - a. If needed, consider professional graphics for social media profiles/pages.
2. Custom Content Platform.
 - a. Blogs
 - b. Videos - Author Studio
3. Expand Social Listening
4. Expand VIP Leverage Plan - Blog

BUDGET

Tactic	Phase 1	Phase 2	Sub total	Notes/assumptions
Staff bios	\$ 225	\$ -	\$ 225	
SEM	\$ -	\$ 280	\$ 280	
Strategic Partnerships	\$ 2,880	\$ 2,880	\$ 5,760	assumes continuous 4 hr per week through 6 months
Social Media	\$ 3,700	\$ 3,900	\$ 7,600	
Pre Show Engagement	\$ 1,920	\$ 1,920	\$ 3,840	assumes 2 shows per month
Custom Content Platform	\$ 660	\$ 6,660	\$ 7,320	
Blogs	\$ -	\$ 3,600	\$ 3,600	website must be fully functional and social media profiles established
Videos	\$ -	\$ 1,280	\$ 1,280	
Author Studio	\$ -	\$ 1,120	\$ 1,120	planning and production
Newsletter	\$ 660	\$ 660	\$ 1,320	planning, production, and equipment
				monthly issues through 6 months
Social Listening	\$ 2,400	\$ 1,200	\$ 3,600	three months of phase 1
	\$ -	\$ 120	\$ 120	least expensive paid option
	\$ -	\$ 1,800	\$ 1,800	most expensive paid option
VIP Leverage Plan	\$ 2,220	\$ 5,540	\$ 7,760	
Speaking	\$ 1,380	\$ 1,380	\$ 2,760	one speaking engagement per month
Trade Shows	\$ -	\$ 1,920	\$ 1,920	two trade shows
Online presence	\$ 840	\$ 2,240	\$ 3,080	Social media and blogging
Totals	\$ 13,675	\$ 22,260	\$ 35,725	Does NOT incl social listening
Staff time totals:	\$ 13,705	\$ 18,220	\$ 31,925	89%
Cash totals	\$ 300	\$ 4,046	\$ 4,340	12%, Does NOT incl social listening

For details see Appendix F – Budget in detail on page 22.

APPENDICES

APPENDIX A - SWOT

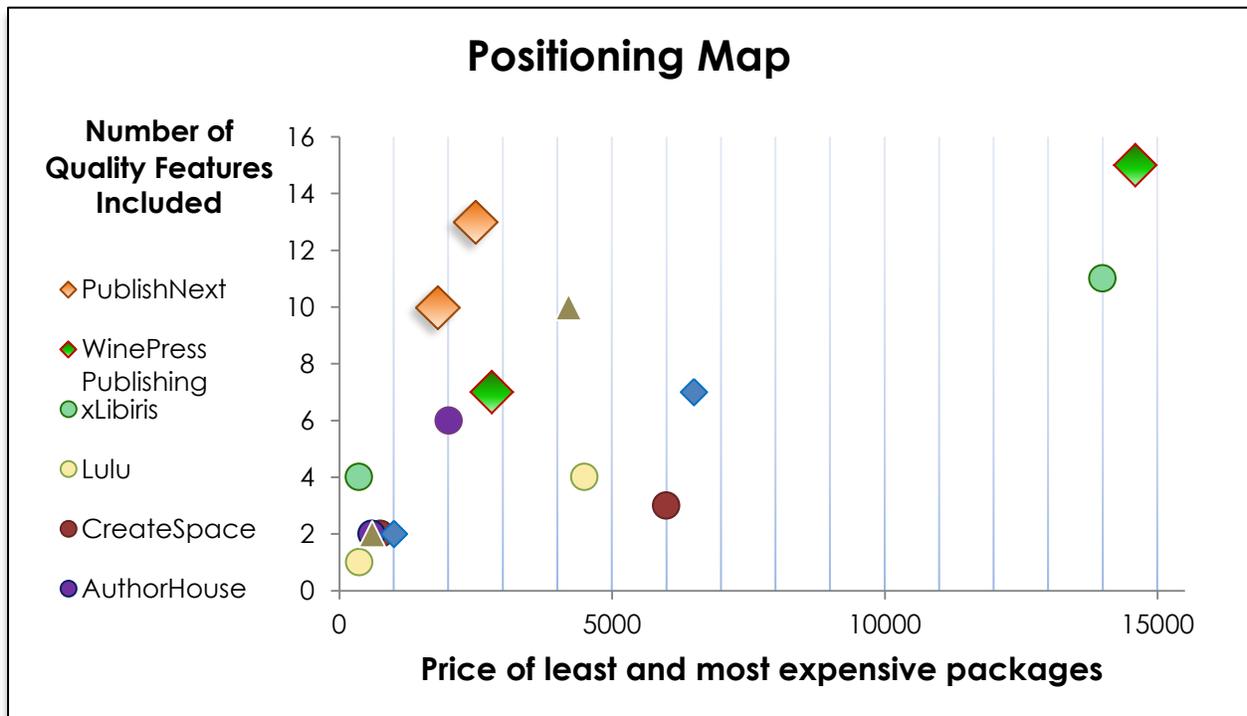
Strengths	Weaknesses
<ul style="list-style-type: none"> • Crystal clear focus on non-fiction • Authors control prices & profits while retaining rights to their own work • Custom design of book covers & authors' websites • Consultation with authors on marketing & promotion of their books • Full manuscript feedback & evaluation • Successful trade show appearances attracting dozens of "leads" to PN 	<ul style="list-style-type: none"> • Small advertising budget • Skeleton staff with low salaries • PN's president stretched too thin, causing confusion over degree of direct involvement with current and potential clients • Turnaround time on transcript reviews significantly slower with only one full-time editor • Social media savvy behind the curve of maximum effectiveness
Opportunities	Threats
<ul style="list-style-type: none"> • Output of new titles / editions up 4% in 2008–2009 & up 5% in 2009–2010 • Non-traditional publishing now 8 times more popular than traditional • Fewer "ghost" publishing entities cropping up during recession • More common now for independent & "ghost" publishers to charge high, no-options fee for services in lieu of making add-ons optional • Low-cost Christian radio advertising • Explosion of e-Book popularity 	<ul style="list-style-type: none"> • Fiction books more popular by 50% margin over closest competing genre • Industry sales drop of 5.2% in 2011 • Religion slipping 4% to 5th place (behind science) among popular categories • Virtually impossible to get independently published books professionally reviewed by critics • 87% of total titles produced in 2010 handled by just three companies

APPENDIX B – 5 C's

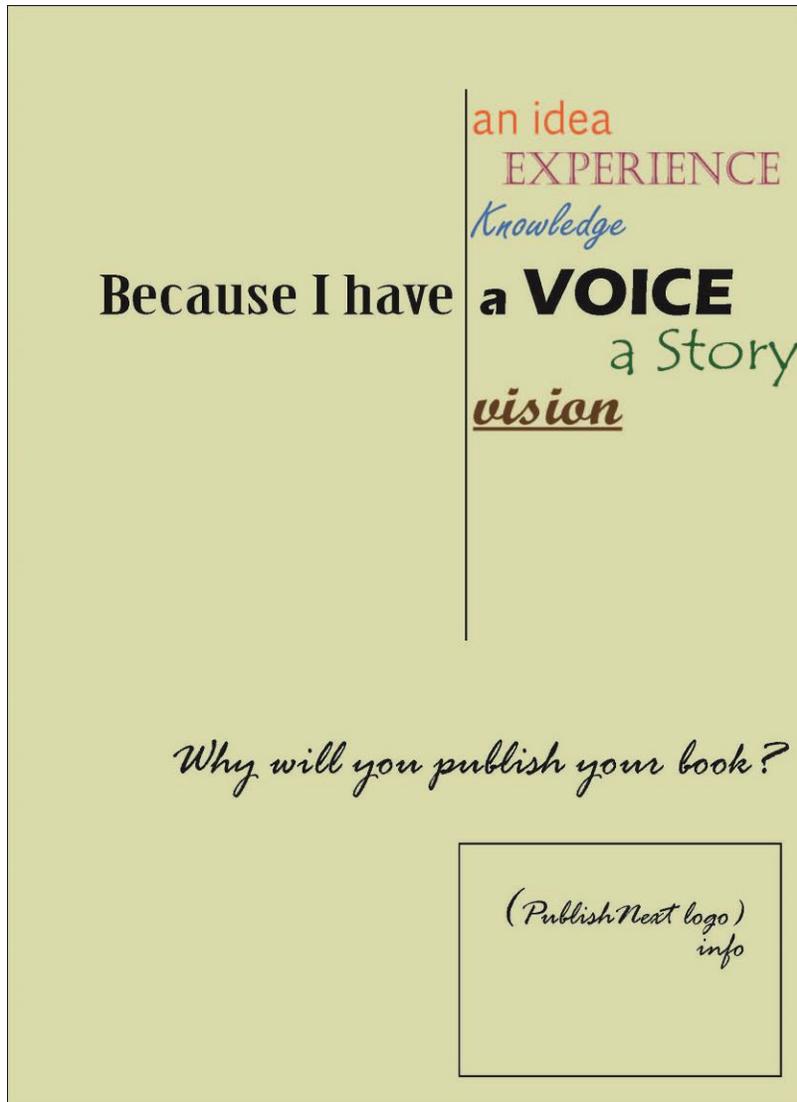
5 C's	
Company	<p>Ghost publishing company that provides a variety of services. The author retains the rights to their work, while receiving a high quality and professional product.</p> <p>Services include:</p> <ul style="list-style-type: none"> Evaluation and feedback on manuscripts Editorial services Design for covers and interiors Marketing consulting for promoting author's books Custom website design High quality printing, and worldwide distribution opportunities Author control over prices and profits

Collaborators	Major Book retailers- Barnes and Noble and Amazon Large book wholesalers- Ingram and Baker & Taylor Printing company- Lightning Source
Customers	Serious Authors for the non-fiction genre. These are authors who are willing to put in the extra time and effort to promote their work for self promotion and/or career advancement. The non-fiction genres include: motivational books, religion based, business, history, biography, trade books, and many others.
Competitors	WinePress has been identified by [Client] as their most similar competitor. Author Solutions. This includes: AuthorHouse.com; iUniverse.com, Trafford.com, Xlibris.com, AuthorHive.com, Inkubook.com, WordClay.com, Palibrio.com, WestBow Press, Balboa Press, Dellarte Lulu.com, Fast Pencil.com, Infinity Publishing, Outskirts Press, Self Publishing Inc., Greenleaf, Book Pros, Tate Publishing, Xulon, Vanity Presses
Climate	Economy can have an effect on publishing companies. Consumers tend to spend less during economic downfall periods. Although, the people who will purchase PN's services will have the means to, as [Client] is not the lowest priced publishing company. In addition, non-fiction book sales continue to see growth. [Client] targets "Serious Authors". Therefore, these individuals have a goal to have their work published.

APPENDIX C- POSITIONING MAP



APPENDIX D – ADVERTISING MESSAGE SKETCH



APPENDIX E - ALTERNATIVES ANALYSIS

<i>Social Listening</i>	Radian 6	Google	Jive	Sprout	Sysomos
Monthly Cost	\$600	0	\$600	\$ 39	\$500
Free Trial Days	30	N/A	30	30	14
Identifying Influencers	Social bookmarks	Hootsuite depth helps non-profits	Inbound links	ID perfect target market	APIs access social media repository
Measuring Sentiment <i>(Scale = 1 to 5)</i>	5	3	4	4	5
Monitoring	No limits on <i>any</i> social media	RSS feeds of blogs within sector	Track 100% of Twitter conversations	Specializes in "spying" on competitors	No limits monitoring Facebook
Collaboration <i>(Scale = 1 to 5)</i>	5	4	4	3	5
Integrated CRM & External CRM	<i>Everything competitors offer</i>	Updates new images/videos Splice feeds; filter duplicates	Single Sign-on Content Management Systems	Google Analytics Track campaign effectiveness	Modules Apps
Robust Reporting <i>(Scale = 1 to 5)</i>	5	3	4	4	5

APPENDIX F – BUDGET IN DETAIL

Tactic	Item	Cost	Repeats	Typ	Ph	Ph 1	Ph 2	Total	Notes/assumptions
Staff bios	photos	\$ 75	none	C	1	\$ 75		\$ 75	
	writing bios, 1 hour each	\$ 150	none	ST	1	\$ 150		\$ 150	
SEM	Test AdWords for Search Network	\$ 100	optional	C	2		\$ 100	\$ 100	
	1 hr monitoring and reporting, RK	\$ 60	monthly	ST	2		\$ 180	\$ 180	
Strategic Partnerships	contact and negotional by Randy	\$ 240	weekly	ST	1&2	\$ 2,880	\$ 2,880	\$ 5,760	assumes continuous 4 hr per week through 6 months
Social Media	1 hr daily each Trudy & Kiran	\$ 300	weekly	ST	1&2	\$ 3,600	\$ 3,600	\$ 7,200	
	in-house profile graphics, 5 hrs, KS	\$ 100	none	ST	1	\$ 100		\$ 100	
	professional profile graphics	\$ 300	none	C	2		\$ 300	\$ 300	
Pre Show Engagement	2 hrs research by Trudy	\$ 80	per show	ST	1&2	\$ 480	\$ 480	\$ 960	assumes 2 shows per month
	conversation engagement by Trudy	\$ 240	per show	ST	1&2	\$ 1,440	\$ 1,440	\$ 2,880	assumes 2 shows per month
Custom Content Platform								\$ -	
Blogs	2 hrs per week, per staff member	\$ 300	weekly	ST	2		\$ 3,600	\$ 3,600	website must be fully functional and social media profiles established
Videos	2 hrs planning, targeting, distribution, RK & TC	\$ 280	per video	ST	2		\$ 280	\$ 280	1 video
	Outsourced filming and production	\$ 1,000	per video	C	2		\$ 1,000	\$ 1,000	1 video
Author Studio	1 hr planning KS, TC, TS	\$ 90	monthly	ST	2		\$ 270	\$ 270	1 video per month
	1 hr shooting, KS, TS	\$ 50	monthly	ST	2		\$ 150	\$ 150	1 video per month
	Equipment	\$ 700	none	C	2		\$ 700	\$ 700	HD camcorder, 2 microphones + voice recorder, editing software
Newsletter	writing, editing, management. 3 hrs TS	\$ 90	monthly	ST	1&2	\$ 270	\$ 270	\$ 540	monthly issues thorough 6 months
	1 hr editing KS	\$ 20	monthly	ST	1&2	\$ 60	\$ 60	\$ 120	monthly issues thorough 6 months
Social Listening	2 hours set up and heavy management. RK, TC	\$ 200	weekly	ST	1	\$ 2,400		\$ 2,400	three months of phase 1
	1 hr monitoring, reporting, RK & TC	\$ 100	weekly	ST	2		\$ 1,200	\$ 1,200	three months of phase 1
	Sprout Social	\$ 40	monthly	C	2		\$ 120	\$ 120	least expensive paid option
	Radian 6	\$ 600	monthly	C	2		\$ 1,800	\$ 1,800	most expensive paid option
VIP Leverage Plan								\$ -	
Speaking	Planning and attendance, 6 hrs, Randy	\$ 360	monthly/event	ST	1 & 2	\$ 1,080	\$ 1,080	\$ 2,160	
	Travel Costs & Fees	\$ 100	monthly/event	C	1 & 2	\$ 300	\$ 300	\$ 600	
Trade Shows	Trade Show Speaker Fees	\$ 600	per event	C	2		\$ 1,200	\$ 1,200	two trade shows
	Planning and attendance, 6 hrs, Randy	\$ 360	monthly/event	ST	2		\$ 720	\$ 720	two trade shows
Online presence	LinkedIn profile optimization, 2 hours, RK	\$ 120	none	ST	1	\$ 120		\$ 120	
	blog planning	\$ 60	weekly	ST	1	\$ 720		\$ 720	
	blog writing	\$ 150	weekly	ST	2		\$ 1,800	\$ 1,800	average 2.5 hours / week
	Blog hosting fees	\$ 40	month	C	2		\$ 120	\$ 120	
	blog post media	\$ 40	month	C	2		\$ 120	\$ 120	
	Blog site design and graphics	\$ 200	none	C	2		\$ 200	\$ 200	
							\$ 13,675	\$ 22,050	\$ 35,725
						staff time totals: \$ 13,300	\$ 18,010	\$ 31,310	
						Cash totals \$ 300	\$ 4,046	\$ 4,340	Does NOT incl social listening

Appendices

Tactic	Weekly Staff Hours Phase 1				one time hours Phase 1				Weekly Staff Hours Phase 2				one time hours Phase 1				
	Randy	Trudy	Kiran	Trey	Randy3	Trudy4	Kiran5	Trey7	Randy2	Trudy3	Kiran4	Trey5	Randy3	Trudy4	Kiran5	Trey7	
Staff bios					1	1	1	1									1
SEM									0.25								
Strategic Parnterships	4								4								
Social Media			5	5			5			5	5						
Pre Show Engagement		4								4							
Custom Content Platform			0.25	0.75						2.5	2.75	3					
<i>Blogs</i>										2	2	2					
<i>Videos</i>													2	2			
<i>Author Studio</i>										0.5	0.5	0.25					
<i>Newsletter</i>			0.25	0.75							0.25	0.75					
Social Listening	2	2								1	1						
VIP Leverage Plan	2.5								5								
<i>Speaking</i>	1.5								1.5								
<i>Trade Shows</i>									1.5								
<i>Online presence</i>	1				1				2								
Hours per week	8.5	11	5.25	0.75	2	1	6	1	9.25	12.5	8.75	3	2	2	0	1	
Hours for Action Phase	102	132	63	9	\$ 120	\$ 60	\$ 120	\$ 30	\$ 111	\$ 150	\$ 105	\$ 36	\$ 120	\$ 120	\$ -	\$ -	
Hours * Salary	\$ 6,120	\$ 5,280	\$ 1,260	\$ 270					\$ 6,660	\$ 9,000	\$ 175	\$ 90					
Phose total Per person	\$ 6,240	\$ 5,340	\$ 1,380	\$ 300					\$ 6,780	\$ 9,120	\$ 175	\$ 90					