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Plans Book: “Star Friends”

Executive Summary

We’re giving you the tools and strategies to send your message to infinity and beyond. Through establishing an online and social media presence “Star Friends” the series will be able to reach its target audience and spread the author’s unique message. The vital message will be heard.

As of present, there is no way for Kate Kelly to market her books, the “Star Friends” series. She has not been able to get her books out to people and therefore she has not been able to spread her ideas. She has limited resources to reach her audience. Limited technology and knowledge acts as a barrier to sell her product. The subject matter in itself requires a specific audience and can act as a barrier if not promoted correctly. In order to have her books reach the hands of children, they must first pass through the hands of adults.

Because of the barriers the “Star Friends” faces, it is necessary to market in a way that is appealing to parents, as well as their children. A presence on social media, online and specific locations will help connect her target audience. Emphasizing the product through technological platforms is important, but it is also important to make face-to-face contact with bookstores and other locations to place her book. Teaching Kate the tools to necessary to create and maintain an online presence is necessary to market her book. “Star Friends” should have a Facebook page and an outlet to sell her book through, such as Esty. Kate could benefit from knowledge on communicating the ideas of her book in a manner that resonates positively with her audience. By focusing on the themes of companionship, culture and the environment, she can reach a larger audience.

Because the market is not very competitive, “Star Friends” has the potential to reach a large percentage of the population interested in this genre. At the same time, picture books are a popular selection for children. By creating an online presence, Kate would have a low to no cost way to present her book. Networking with people who are interested in the same topics as the books would create a positive benefit through customer promotion.

Because of the unique nature of her book, the author has basically created her own subgenre. Most books in the same genre are targeted at older children, so her four to 10 age level target is an advantage. She has already seen a positive reaction from her target audience.

On Facebook, we can measure the likes and traffic of customers. We can also measure the revenue she receives when she has books available for sale. Social media and an online

presence will be a financially efficient model because of its low cost. A tool, such as a survey, could provide Kate with the opportunity to measure audience response.

Millennials are the most tech savvy generation. This team is made up of five Millennials — considered technology experts by other generations. We are constantly using the internet and social media. We know what works and what doesn't work. We have combined diverse communication skills and knowledge. We've worked on public relations and advertising campaigns for local non-profit organizations and small businesses. We live, work and study in an area that the author is beginning her marketing in. We, therefore, have a unique understanding of Moscow and the people who inhabit it.

With our marketing strategy, we will improve connections with the target audience, increase exposure to ideals expressed in the series and expand the reach of her message. We'll leave the author with the tools to continue the work we started, growing and expanding her reach and message.

SWOT Analysis

Strengths:

The target demographic is clearly defined.

The books have a unique theme and storyline.

Kate has ideas and a desire to market her book and expand.

There is a positive response from audiences she has reached out to.

Weaknesses:

The books' topic comes with a stigma.

A hypersensitive audience requires delicacy. What children are exposed to by their parents is very selective.

Limited knowledge acts as a barrier to exposure on various platforms. There is no place to buy books.

There is currently no product available for sale. She has not had funds or means available to mass produce copies of the books.

Opportunities:

She is willing to be taught or have others promote her book on multiple platforms.

Because there is no online presence, there is a great opportunity to develop one.

Through online and social media presence, Kate would be able to better reach her audience.

She has her books in a CD format, so there is the option to publish e-books.

There is not a very competitive market for environmental focused children's books.

Threats:

Her main goal is not to profit but to spread her ideas. However, her ideas may not be widely accepted. There is the opportunity to offend a large portion of the population with the UFO concept of her books.

She does not currently have the funds or skills to market her books as she desires to.

It could be difficult to cover her costs if she does not select the right channel to publish an e-book.

Goals and Objectives

Improve connections with the target audience of parents and educators

- Place books in local bookstore, have book featured in local library, or book fair by fall

- Create Facebook page and reach 100 likes by April 24

Expand the reach of the message and ideals in the series

- Partner with local bookstore for Earth Day tabling on April 22

- Prepare e-book for pilot book in series and layout three publishing options by April 24

- Create a Twitter and find hashtags that reach the target audience

- Create Etsy page for the author to sell products once complete

Audience

Primary audience:

The primary audience of the “Star Friends” is the children who will read the series. The goal is to help children learn about changing global climate conditions as well as over-compassing themes of acceptance and friendship. Those themes should be the target messaging strategy for any advertising or communications efforts.

Secondary audience:

The secondary audience are the parents of the children who read the series. They are the ones who influence the primary audience the most. Without the support of the secondary audience, we will not be able to reach the primary audience. Our marketing efforts need to be equally, if not more, targeted toward both the secondary and primary audiences.

Tertiary audience:

Kate mentioned several UFO groups she belongs to having expressed interest in her series.

The problem with those same groups is their lack of funding. Other groups that would perhaps have more funds available to purchase books would be environmental interest groups, particularly those with a focus on global warming. Diversity centers may be a good avenue to pursue because of the theme of acceptance.

Strategies

Strategy 1: "The Star Friends" is complete and does not need altering. The only aspect of this that needs to be altered is to find a printer that will capture the true color of the watercolors.

Strategy 2: "The Star Friends" has been out for a while so in order to further the reach of her messages we will create an online presence.

Strategy 3: When creating marketing materials, focusing her message more toward the themes of friendship and environmental conscientiousness and less towards UFOs and sci-fi will make the series' message more appealing to the secondary audience.

Strategy 4: An interactive approach would be to have people work as advocates for her series. Advocates could be a bookstore owner or club that could share their positive experiences with the series.

Evaluation

Impact:

To measure the reach of the marketing we can measure the amount of "likes" and activity on social media.

Customer feedback can be a measurable impact.

Impact could be measured by the number of local outlets that carry or try the product.

When the product is available for purchasing, impact can be measured in sales.

Output:

We created a social media presence and outlet to sell the books.

We are anticipating being able to place her books in an outlet, assuming she has product available.

We secured her a table to talk about her books on Earth Day.