The New Recruit
Marketing Plan

OVERVIEW
This plan contains all marketing and publicity strategies that the author plans to put into place for promoting the novel *The New Recruit*.

Goal	To create a strong buzz about my new novel in 17 weeks.
Target Market	This book is targeted at young adult fiction readers, mystery/suspense and action/adventure lovers, and those who enjoy paranormal or supernatural fiction.
Message	I want to get across: God gives us choices.
Timing	Hard push from August 8 through November 28 (17 weeks)
Budget	$1000.00

PR AND PUBLICITY

Press Kit	-Set up press kit on website with audio and video links -List any endorsements or positive early book reviews
Press Release	-Write 300-500-word press release on book, author, release, and include an angle that makes the book unique. Send to media list.
Local newspapers, radio, and TV	-Send press release re: book release, charity event, and contest
National paper, radio, and TV	-Send press release re: book release, charity event, and contest
Print Articles	-Query articles that tie-in with the book
Book Reviewers	-Send review copies to review periodicals/websites -Send review copies to influencer lists -Send review copies to blog tour participants
Endorsements	-Get cover or interior quotes from other authors or readers -Create cross-promotion sidebar “button” for participating authors

IN PERSON

Speaking/Appearance	-Sell books at Oregon Christian Writers conference -Sell books at American Christian Fiction Writers conference -Sell books at NNU Alumni reunion (book signing) -Volunteer to speak at schools this fall -Prepare “elevator speech” for easy explanation of book

	-Prepare talk for history of writing this book
Networking	-Active member of OCW and ACFW -Create cross-promotional relationships
Book Launch	-Launch at Len's Drugs in John Day -Approach Chester's Thriftway to see if they'll carry books -Donate book to local library and volunteer to speak -Register for Christmas fair/bazaars
Promotional Materials	-Create postcards with book cover -Create "spy kits" with postcards and other goodies -Make promotional buttons

INTERNET

www.jillwilliamson.com	-Create page for the series on my website -Add book cover to header, "Books" page, and "Store" -Add endorsements or reviews to "testimonials" page -Create an ad for New Recruit to put on landing page -Post book trailer on website -Link book to Amazon.com -Set up book for sale in "Store" -Plan weekly blog campaign -Create "Sanctum" for loyal influencers/fans
www.themissionleague.com	-Create website for series -Get anime-like sketches done for main characters -Add book cover and book trailer to site -Link book to Amazon.com
Jill's Ezine	-Promo book, contest, and influencer points activities
Facebook	-Add book cover to FB page header -Add book trailer to FB page -Create book and character pages -Promote book release and contest on all FB pages -Facebook party
Twitter	-Schedule tweets for 17 weeks (119 total, 1 per day about book)
YouTube	-Load book trailer to YouTube (Also: MLP site, Amazon.com, CBD, and Tangle.com) -Record and load audio recording for chapter one to YouTube
Blogging	-Visit guest blogs and interview or write guest posts- one for each week of campaign, if possible, to promote book and contest -Set up Team Novel Teen blog tour for book -Set up 13 weeks of blog book tour (Sept 5 through Nov 28)

Contest	-Launch the Go Undercover Spy Scavenger Hunt Contest
Evaluate	-Use Google Analytics to track traffic and measure success

CROSS-PROMOTIONS

Exchange	-Share my tweets and FB statuses with author partners so they can share them with their followers -Schedule my guest blog visits on other author blogs -Schedule guest blog visits for other authors on my blog

CHARITABLE TIE-IN

Homeless Theme	-Create press release for Christmas book sale 50% of profits toward Emmanuel Baptist Mission in Los Angeles -Set up book sale/event to raise funds for EBM.

BUZZ FOR BOOK TWO

ebook promotion	-Publish short ebook that happens between book one and two
ebook sale	-Put book one on 99 cent promo for book two release OR put book one in Kindle Select for 90 days to promote book two.

The New Recruit
Marketing Budget

Budget $1,000.00

PR AND PUBLICITY

Promo Contest	$100.00 (Barnes and Noble gift card)
Book Reviewers	$360.00 –40 copies $130.00 –Shipping (@ $3.25 each/media mail)
Local	$9.00 –Library donation
Promotional Materials	$40.00 –Postcards with book cover (200) $54.00 –Spy kits (100) $20.00 –Buttons (100)

INTERNET

Book Trailer	$220.96 –Total cost of trailer
Anime Sketches	$90.00 –9 sketches at $15 each
	$1023.96

The New Recruit
Marketing Calendar

Nine months prior (Jan 2012)
-Put together endorser and influencer list

Four months prior (May 2012)
-Write and send out press releases and books to review periodicals
-Write elevator pitch to use for in-person promo

Six weeks prior (Mid-July 2012)
-Create book trailer
-Create list of potential bloggers

Five weeks prior (End of July 2012)
-Pitch to potential bloggers (and schedule blog tour dates)
-Have Brad (or teen) interview me for YouTube regarding The New Recruit

Four weeks prior (Week of August 5, 2012-- Start weekly "reveal" teasers)
-**TEASER:** Post cover art, blurb, and video interview on website and FB page headers
-Order promo materials
-Design and make buttons
-Design a header for fans and influencers to download and post on their FB pages
-Post FB "button" on my profile picture
-Query articles that tie in with book

Three weeks prior (Week of August 12, 2012)
-**TEASER:** Release book trailer
-Design ad using book cover/post on website
-Write and schedule tweets and FB statuses for release month
-Record commercial for Teen Talk Radio

Two weeks prior (Week of August 19, 2012)
-**TEASER:** Announce character sketches and book and character FB pages
-Send out ebook review/endorser copies (Add to testimonials/Create button for cross promotion)
-Send out press releases and post press kit online (along with video interview)

One week before release (Week of August 26, 2012)
-**TEASER:** Announce ML website
-Create and post downloadable moustaches for contest
-Record video instructions for contest and ready website page
-Contact library or school regarding Teen Read Week event in October

Week of release (Week of September 2, 2012)
-Launch Go Undercover Spy Scavenger Hunt contest
-Order author copies
-Create "Sanctum" for loyal influencers/fans with prizes

Week after release (Week of September 9, 2012)

-Write and send ezine and blog announcing book is available
-Release audio chapter one on YouTube and website
-Create Spy Kits to mail out to "Sanctum" influencers/fans

Two and Three weeks after release (Weeks of September 16 and 23, 2012)

-Mail out review copies

Four weeks after release (Week of September 30, 2012)

-Follow up with book reviewers
-Host FB party

Seven Weeks After

-Volunteer to host Teen Read Week party at library or school
-Do a Goodreads giveaway with ten copies

Thirteen weeks after release (Week of December 2, 2012)

-Evaluate
-Do a giveaway on The Book Club Network with ten copies

Fourteen-Sixteen weeks after (Week of December 9, 16, and 23, 2012)

-Christmas book signing
-Christmas bazaars