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Marketing Project Proposal

Fall 2018

Writing for Profit

The product that I am marketing is a young adult novel. Long story short this book is set in a dystopian world; for example, *The Hunger Games* was a dystopian novel and later, movie. My objective in marketing is to get the word out about my book in as many avenues as possible.

**Target Market-**

The target audience I would want to reach would be YA readers. This audience can totally range from very young adults, both women and men to women in their fifties. “A 2012 study commissioned by Bowker and funded by a range of traditional publishers found that 55% of YA readers are over the age of 18. The 30 to 44 age group alone accounted for 28% of sales,” (Lulu).

I found many websites that people discuss books that I read, and they promote new books within the website. I think to find an even smaller niche audience I would go into a Sarah J. Maas chatroom and blog site to introduce my work. Since I am a big fan of her work and her genre of YA I would prefer my readers to know that if they like her work they would also like mine, since my work is similar to hers. To try and convince them I would maybe take to Instagram and engage with her followers as well as following #’s that are about YA books. And promote my books on that site as well as popular blogs that are heavily trafficked by my target audience. I would say something along the lines of if you like ‘A court of thorns and roses’ by Sarah J Maas you may like my book. To incentivize them I would offer a free copy or a free first chapter of the novel.

**Platform-**

The platform that I would choose to set up in social media would be Instagram. I really liked how in the videos in class we watched Lindsay Cummings had her real Lindsay day posts and writer Lindsay posts, and I think I would try to emulate that. Whenever I find my favorite authors on Instagram I want to know more about them so I think the real person posts would be a good idea to simulate. I would post about three times a week and use it as a way to connect with the following I create. I would engage with them by making the stories option incredibly engaging on Instagram by using polls asking questions and uploading short videos. I would talk about my writing and my process and how I make it work or show the bitter reality of things not working out. So it would be somewhat inspiring and would show the good looking parts to the life of a writer but it would also have very real posts that show the truth and would be relatable to everyone in the same boat. I found that the biggest age group of (64%) that uses Instagram is 18-29. My target audience of YA readers are definitely within the biggest age group but since I know that there are people who are in an older age group that still reads YA book, I would want to appeal to them by using the blogging platform. I found that bloggers have a wider age demographic and these are truly where many readers find their next book.

The free plan would involve things that I make myself. I liked the idea of creating a personalized bookmark and I think I would create my own to make it tailored to the book I was working on. So I would giveaway books marks if they sign up for the email group. I was also considering drawing pictorials of the characters I write about and post them in the emails for subscribers, just to give the followers something more about the book to tease and excite them about the characters. It would be open ended, in a way that would inspire people to think about possibilities and what if’s to get their imaginations running and keep them interested in the book before they read it. Another thing to give the subscribers would be vlogs that sum up what is going on in my writing life and the latest updates. These would be short and just for the people who have subscriptions!

**Stand Out-**

The way that will stand out to my audience will be to capitalize on my generation. I am a millennial who was raised with technology being created around me. I understand social media and its’ power and influence that it has on its users. I recognize the importance in getting your product into the hands of your audience and know how to achieve that within the means of social media marketing. Many authors I read are just a bit outside of my age range where they aren’t automatically so inclined the ways of the internet and social media. The way I would show that I fit into the market would be by having a finished product. I think by showing that I have a finished book with an editor and marketing help, I will look established to readers, even if I am just very new. Also by giving them quotes or paragraphs of the book they will see that I can write. I found that others in my market, go on “blog tours” which seem to be today’s internet-based book tour. On a blog tour your book is promoted across various blogs and the content on each blog is unique. There is also a “blog blitz” which is when blogs all post the same content; blog tours are considered better the original content about the book brings in more traffic to the site. I would see this as a very effective way to get to my audience. (Penguin)

**Decisions-**

I will not be doing my own marketing for my entire book marketing period. I will definitely be doing a lot of it myself, with my own ideas, but instead I will also hire a professional to help. I have the good fortune to know someone in the marketing world who would help me. I would have my friend and marketing manager, Sarah Lucia, who works in a marketing firm in San Francisco, manage my platforms and review my efforts in these realm. She would do this for me because we are longtime friends and colleagues and I would be paying her for her influence within the marketing arena. I would hope to utilize the other established writers at my marketing company to make relationships and learn from them. I would like to cross market with these writers by doing interviews together and maybe touring together. This would bring different audiences together which would get my book to more potential readers and people like to watch people interacting, since it gives them more of a glimpse into their personality. For other marketing purposes, I would have my avatar on social media be the symbol that is on the cover of my book. With a consistent avatar people will begin to associate my social medias with my book and remember it if they see it at a book store. My email and domain name would stay my full name, the name that is printed on my book, partly because I plan on writing more books and wouldn’t want to pigeon hole myself into being known as the writer of just this one book.

**Research-**

The three authors I researched are Angie Thomas of *The Hate U Give*, Victoria Aveyard of the *Red Queen* series, and Stephanie Garber of the *Caraval* series. These authors are all successful and have come up within the last two years thanks to their unique and targeted marketing plans.

**Authors in Field-**

Angie Thomas based her book around real world experiences. “The Hate U Give” was inspired after the shootings of unarmed black men, Trayvon Martin, Mike Brown and Tamir Rice. It is also somewhat based on her childhood, Thomas grew up in a predominately black neighborhood of Jackson, Mississippi, where she experienced a shoot-out at a park by age 6 (Hirsch). Given these inspirations, this book was also incredibly timely, weaving its’ way into the Black Lives Matter framework and becoming a symbol of power for the movement and becoming a movie. Angela was in between manuscripts querying often before she had a break. She was tweeting an agency that was having a question and answer type session and asked whether or not a YA novel dealing with sensitive topics, like BLM would be a good idea to pursue. The reply was positive and he even asked to look at her novel. After she sent her query to him and other YA agents and soon the offers were coming in!(Thomas). I think what she did was smart, taking advantage of a service that an agency in your realm is offering. It is definitely something new that many authors haven’t had in the past and I will absolutely take every opportunity to advance my career that I can get.

Victoria Aveyard graduated from USC with a screenwriting degree. She had an idea to write a YA novel but coming from her screenwriting background she wasn’t sure she should pursue it. After going to a pitchfest on campus and telling a representative from Benderspink about her novel idea, he encouraged her to write it. About a year later she contacted the same representative with her manuscript who gave it to “New Leaf Literary and Media”. Then they brokered a deal with HarperTeen for a three book deal. This kind of situation seems so easy but I take away from this, just exactly how important it is to make connections with people because it is truly about who you know. The team she had at HarperTeen went full out for the “Red Queen” series with bookseller dinners, an invitation to appear at *Winter Institute* and *Comic-Con*, and a pre-publication tour. From my research they say that many fantasy trilogies, like Aveyards, struggled to find an audience in the crowded marketplace but that hers survived due to Aveyards “boundless energy and a lot of social media savvy,” (Corbett). One tactic that Aveyard utilized that I liked was her ability to keep her fans satisfied. She wanted to please her fan base so after her book made the bestsellers list, she offered e-novellas to the fans in-between the release of book number 2. This way she is keeping her fans engaged in her writing and the characters, and truly making them loyal to her. This is so genius and I will totally copy it!

Stephanie Garber’s first book Caraval, is said to have been heavily marketed, actually the term used was ‘hyped up’. Caraval was presented to her audience and non-audience readers by promotion through blog tours, pre-order gift campaigns, beautiful artwork and tons of mentions on social media. One review I read about the book thought it was overhyped and disappointing (SFF). I found it kind of funny that despite the success of her marketing plan reaching so many people, that it could actually turn someone off to the book. This reviewer read it but didn’t think it lived up to all the buzz it was getting and because of the buzz she found that she considered the book even worse just do to that hype. But I guess that is the risk you take, having some people read it and not like it, which is bound to happen but Garber should take the win because clearly her marketing plan worked! Even I saw this book being advertised on Facebook last year without searching for new books. This all-out plan definitely works but I would assume costs a lot for the budget.

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