

A Year with the Seals

Marketing Plan

Kelly Leung

April 30, 2025



Overview

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Goals

- Build author brand
- Position the book as a must-read book for environmentalists
- Create consumer awareness
- Drive early buzz within the early reading community

Target Audience

- Female readers age 25-55
- Readers of science nonfiction / marine biology books
- Readers interested in environmental and animal welfare topics
- Secondary: Gen Z readers, animal lovers, indigenous readers



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Publicity

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- Pitching to science publications (Smithsonian, Sierra, MIT Tech Review, Down East Magazine)
- Community event: Author talks at Passamaquoddy Cultural Heritage Museum to introduce history on seal bounty
- Book award submissions: Royal Society Trivedi Science Book Prize, Rachel Carson Environment Book Award

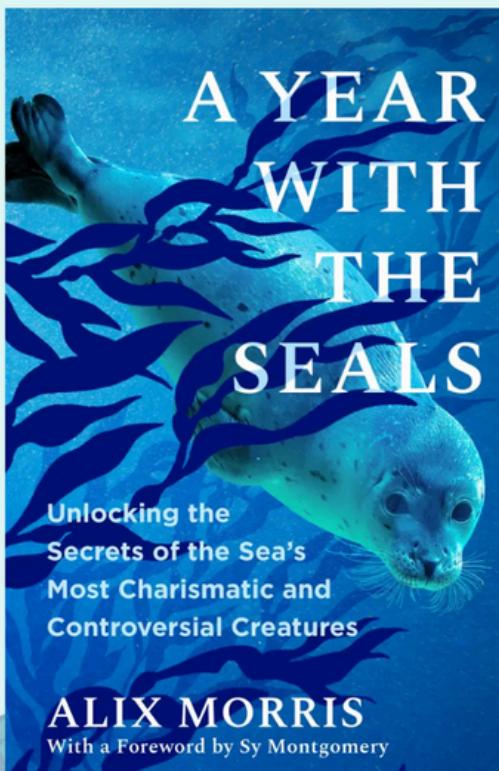


- Partnership with zoos (eg. New England Aquarium, Central Park Zoo) to stock the book in the gift shops
- BookBub deals for Black Friday sales, pitching for special features on International Day of the Seal (March 22) and Earth Day (April 22) to boost ebook sales

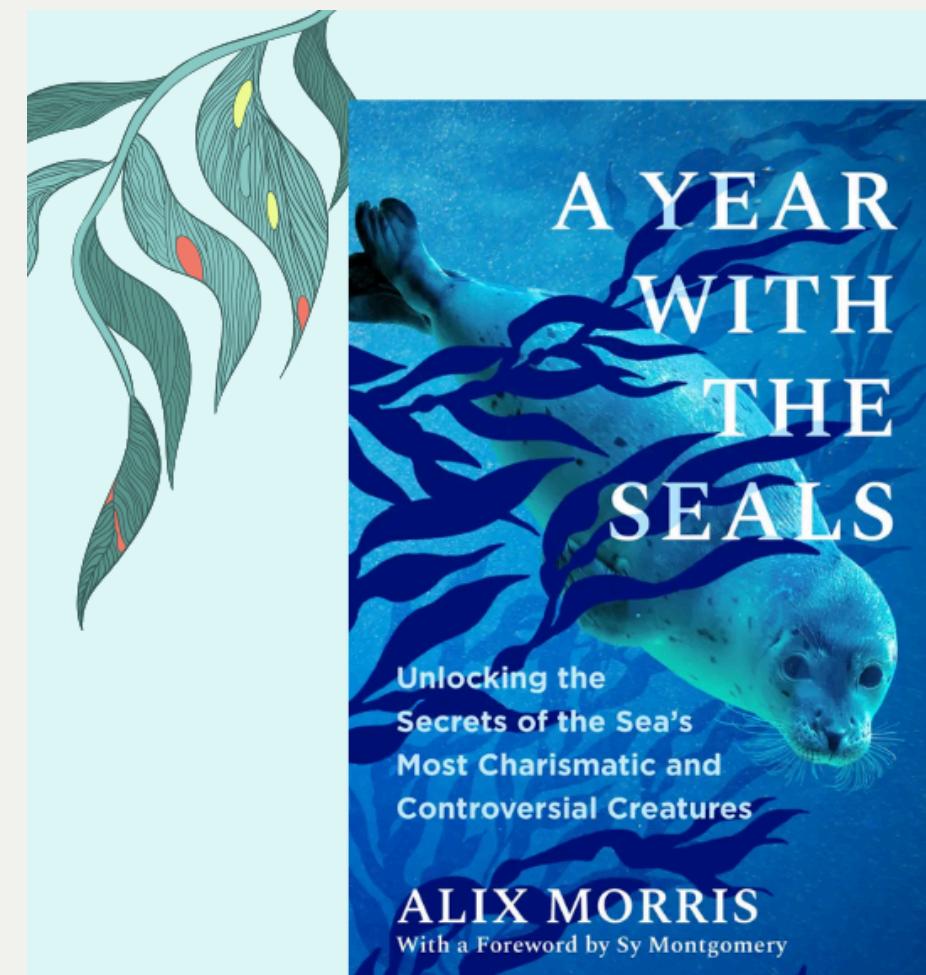
Social Media =

- On Algonquin Instagram/ Facebook/ TikTok:
 - Author interviews
 - Seal videos/ audios tied with the book
 - Ads

Available on 7/25

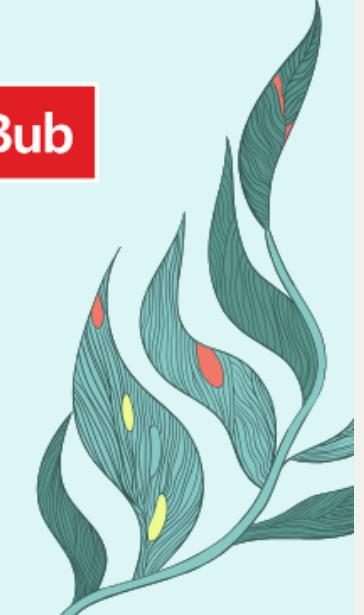


Instagram post



**Black Friday
sale**

Exclusively on **BookBub**



Facebook Ad



Thank You!